

March 29, 1947

25 Cents

# The Billboard

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*Spring Special  
and the Outdoor  
Equipment Review*

The Best in Latin-American Music

PRESENTED BY

# CARIBBEAN MUSIC, INC.

Direct From Puerto Rico Comes This Rhumba-Calypso Hit!

# MARY

# ANN

COMPOSED BY

## ARMANDO CASTRO

FAMOUS PUERTO-RICAN COMPOSER AND RECORDING ARTIST

Writer of **CU-TU-GU-RU (JACK! JACK! JACK!)**

English Words by **JOE DAVIS**

Spanish Words by **JAIME YAMIN**

• NEW WRITERS UNDER CONTRACT TO COMPOSE EXCLUSIVELY FOR CARIBBEAN MUSIC, INC. •

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# CARIBBEAN MUSIC, INC.

JOE DAVIS, President

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The World's Foremost Amusement Weekly

# LITTLE WORRY FOR TENTERS

## Outdoor Ops To Ante 1½ Mil. For Air Bally

Find Radio Quick, Thoro

NEW YORK, March 22.—Faced with the necessity for quick and thoro advertising coverage reaching into the hinterlands, outdoor show units playing towns for only a day or a week, seldom longer, are each year relying more on radio. Circuses, carnivals, amusement parks and fairs this year will spend an estimated minimum of \$1,500,000 for radio time and be gifted with at least as much again in free time during the warm weather. Other outdoor units and events, such as thrill shows, auto races, rodeos and celebrations, will continue to allot a large part of their advertising dollars to ether.

George A. Hamid, president of the booking office bearing his name, said this week that between \$75,000 and \$100,000 would be spent on radio alone this year to publicize his many enterprises, ranging from circuses to fairs. He called radio one of the most important media in outdoor showbiz advertising, but said many outdoor operators, particularly fair men, were yet to be sold.

### Operations Far Flung

Hamid, besides running a top agency that books attractions internationally, operates the Steel and Million-Dollar piers in Atlantic City, the New Jersey State Fair, Greensboro (N. C.) Fair, White City Park (See *Ops Tip Big Dough* on page 48)

## Parks Nix High Ork Fees; Want Sweet With Show

NEW YORK, March 22.—Three things must be, says the typical amusement park operator in looking over the '47 band booking picture. Prices and guarantees must come down; "brassy, jam-type" bands are out, and orks must offer a little showmanship and entertainment over and above dispensing of dance rhythms. All this, according to a recent survey by *The Billboard* of parks thruout the country which have been regular band buyers in the past.

Pay roll gripes dragged the most elaborate responses. The answers which came from more than 50 per cent of past and potential ork users fixed the same "economy" point whether they came from Frank Guthrie's Mission Beach Amusement Center (which in '46 used top names such as Spike Jones, Benny Goodman, Tommy Dorsey, etc., at 2G one-nighter and 5G weekly tabs) or any one of a dozen smaller parks using territorials and middle-classes at one-nighter fees ranging from \$500 to (See *FEES TO BIG* on page 15)

## Empty Tales in Old Lampground Is Night Club Ops' Spring Song

NEW YORK, March 22.—"Spring, spring, beautiful spring," may be something the poets write about, but is nothing but a sharp pain to most of the Stem nitery ops. The only thing they like about it is that with the coming of Easter, and the end of Lent, they hope more of the spenders will drop in.

Few of the local hot spots have any plans to welcome spring. If an attraction with marquee value becomes available, they buy it. If not, ops up the bidding on the other

guy's attractions to spoil the deal, figuring if they can't get it, they'll see nobody else does. The semi-attractions, acts getting around \$1,000 to \$1,500, are laying off more (See *IN THE SPRING* on page 36)

## I Think Your Show Is Swell, But the Commercials--Well

NEW YORK, March 22.—Because the greeting card business thinks the radio business is just jim-dandy, the radio business is being honored by a slew of new greeting cards, designed especially to permit radio fans to send endearing billets doux to their favorite stars. The card makers apparently figure that people who write fan letters can't make up sweet little nothings on their own.

The cards, introduced recently by Greeting Card Industry, a trade organization, oddly enough, for the greeting card industry, already numbers 25 styles. To carry out the idea they are decorated with teenshyweenshy pitches of microphones and all those other exciting radio doodads.

Sentiments expressed are as touching as those in the usual doggerel. Sample:

In appreciation, I'd like to say,  
I could listen to you all day.

Another:

I like your program, it's lots of fun,  
It helps me get my housework done;  
It lightens my cares,  
'N' brightens my day—

In fact—it's swell in every way.

There are even special cards for autograph hounds to use — which should really win the stars' eternal gratitude.

## "Superman" Tolerance Bid Spreads to Off-Air Forums

NEW YORK, March 22.—Twenty-one reps of religious groups, interracial organizations, educators and parents' associations met with brass of Kenyon & Eckhardt (K & E), Kellogg, Superman, Inc., and Mutual Broadcasting System (MBS) last week at the Waldorf to examine the results of *Superman's* tolerance pitch — now one year old — and on the basis of the findings to chart the program's course for the next year. The meeting, which was held without bally-

hoo, stressed the necessity of continuing with the tolerance theme on an even broader scope. In addition, plans are now crystalized for the first of a series of open forums which will plug the same theme in different cities. These forums will be an expensive undertaking, costing Kellogg about \$1,000 a shot.

The confab at the Waldorf pointed up the advisability of slanting *Superman* ballyhoo towards school teaching (See *Superman Bid* on page 14)

## Poor Spring No Criterion

Ops of big circuses think with optimism — fairs in best position to hold pace

By Pat Purcell

CHICAGO, March 22. — Spring poked its noggin around the corner, cast a smirky look at outdoor showmen and breathed a breath of bad weather, but the knights of the amusement highways are undaunted and the hammers and paint brushes and all those sort of things are flying around winter quarters as the owners and operators prepare for come what may.

Just a year ago these same fellows knew there were bundles of cash awaiting them around the smokestacks and in the hinterlands, but they were worrying over material and man-power shortages. These worries are vanishing as the world continues to settle down to a more (See *Business Outlook* on page 48)

## Reichhold Tees Off Nat'l Pop Concert Plans at Carnegie

NEW YORK, March 22.—Henry J. Reichhold, Detroit industrialist and musical angel behind the Detroit Symphony Ork, Vox Records and *The Musical Digest* is planning to break into the New York musical field by angeling the second series of Carnegie Pop Concerts at Carnegie Hall May 1-June 14. Concerts, which were introed last year by Daniel Rybd, will be managed by him this year, but Reichhold will supply the chips.

Advent of Reichhold into N. Y. longhair music is the first big step in a gigantic expansion program conceived by the industrialist in which CPC's would be duplicated in 400 cities thruout the country. Music would be provided mainly by local musicians, and altho no definite figure has yet been set, it is expected that at least 60 musicians will be used as an ork in each city. Reichhold also plans to use his young musical talent, recording for Vox Records as well as other labels in the concerts thruout the country. At present, plans (See *Reichhold Tees Off* on page 33)

## Jack Little Turns Jock

NEW YORK, March 22. — Little Jack Little will become a disk jock on WEAM, Washington, April 7, working a 1-4 p.m. slot across the board.

Little had been doing a piano single for the past three years. He had a trio for about a year before and fronted his own ork prior to that. For the time being he will drop nitery work.

# CBS Mum on FCC Reject of Color Tele; Set Makers Hail Ruling as Black-White Hypo

## Web May Curtail Color Research and Other TV Activities

NEW YORK, March 22.—Columbia Broadcasting System execs remained mum this week insofar as voicing either their own or the company's reaction to the Federal Communications Commission decision denying CBS's application for ultra-high frequency commercial television. There was, however, considerable conjecture that the web would cut to an absolute minimum further color research and at the same time also reduce its black and white tele activities until an appreciable viewing audience has been built up. Now that the FCC decision has cleared the air, the production and sale of receivers is expected to be greatly accelerated.

Actually, consensus was that the FCC ruling more than postponed color tele for some years and denied the CBS ultra-high frequency bid. It was felt that, in addition, the commission put CBS on the spot by urging the network to continue its color research. Observers recalled that when Frank Stanton, CBS president, testified at the opening of the color hearings last December, he stated that in the event CBS's position was not upheld, the web would expend no further corporate energies toward color. Columbia's investment in its sequential (non-electronic) color system thus far is estimated at \$2,000,000 or more.

FCC's decision, first reported in *The Billboard* February 8 and again March 8, stated that the CBS system would limit the number of available frequencies for color video to a comparatively few. More stations may be possible, it said, under an electronic system, such as is being developed by Radio Corporation of America, Columbia's chief opponent in the color battle. Decision also expressed

the fear that okaying color now would mean premature standardization in the face of what it termed insufficient field testing. Electronic advances made during the war are not embodied in the CBS method.

FCC's action was hailed by many set manufacturers. Allen B. DuMont, who also opposed CBS on color, forecast the ruling as a spur to vast set production increases. Jack Poppele, head of Television Broadcasters' Association, lauded CBS and its research head, Peter Goldmark, for their color pioneering, but also forecast an upswing in receiver production and sales. This was the attitude taken by many manufacturers who agreed generally that the situation now permits appreciable advances in black and white set sales, programing and time sales.

## '47 Act Famine Seen; Imports Bottlenecked

NEW YORK, March 22.—A shortage of acts thruout the 1947 season was foreseen Thursday (20) by George A. Hamid, head of the booking office bearing his name and owner-operator of numerous outdoor enterprises. While lamenting the shortage of talent, Hamid nevertheless predicted business would be on a par with last year's, provided outdoor operations continued on the same level.

Already the Hamid agency has surpassed its pre-war business level, even tho it had one-third less acts to peddle. Increased budgets, the (See Act Famine Seen on page 48)

## Brit. Variety Artists To Vote

LONDON, March 22.—British Variety Artists Federation has agreed to poll its membership in a few months as to their attitude toward joining the Trades Union Congress. Ballots and a brochure setting out benefits of membership in the TUC will be mailed to all members.

At a meeting of the federation to consider this question, decision to poll members was arrived at by the slim margin of three votes. Strong opposition was registered, with cries of "No Closed Shop!" No TU Dictatorship."

### Paddy Battles

DETROIT, March 22.—On St. Patrick's night at the Paradise Theater, Louis Jordan and his ork on stage were banging out the boogie beat. Up in the electrician's booth, as the show progressed, the Irish spirit grew stronger. Finally, one of the electricians—a true son of St. Pat—shot a vivid green spot on the stage. While the audience was trying to figure this one out, his companion, an Orangeman—shot an equally vivid orange gelatin into the slot. The mixture of the two colors lighted the stage in a novel combination. The second color tipped the audience off to the gag and won yocks from the pews.

## AD LIB

Editorial comment and opinion by *Billboard* staffers on random showbiz subjects. Readers interested in contributing to this column are invited to do so. Address material to: Ad Lib, *The Billboard*, 1564 Broadway, New York 19, but please keep it short.

### BB

"I noticed in last week's *Billboard*," writes Hugh Terry, manager of Station KLZ, Denver, "a story about WOR lifting the taboo on mentioning other stations. You might be interested to know that this taboo has not existed in Denver for some time, as the stations here are quite willing to give credit where credit is due by mentioning other stations' call letters when such mention is proper. I hope this trend continues thruout the country."

### Let's Get It Straight Department:

From time to time over a period of some 10 years we have carried stories concerning the business shenanigans of a certain important record man. These stories invariably were based on fact and concerned themselves exclusively with the gent's business activities. Last week came a letter "tipping off" the editor about some aspects of the record man's personal life. The letter was signed "A Music Publisher." The editor read it, thought somewhat sadly what a shame it was that there were such low characters in the music business and tossed it into the wastebasket. This week a girl phoned and told the editor that her boss wanted to know when the letter he sent in was going to be published? Which boss and what letter? asked the ed. The letter about the record man, said the gal, and her boss didn't want to give his name. "Just tell your boss," we told the gal, "that the letter will never (See AD LIB on page 44)

## Grim Stem To Fight Taxes Dreamed Up By \$-Hungry Dewey

NEW YORK, March 22.—Despite strong protests from showbiz on the Stem and thruout the State, the Legislature in Albany this week passed measures suggested by Gov. Thomas E. Dewey to permit New York and cities of over 100,000 population to slap taxes on showbiz admissions, retail liquor licenses and restaurant and nitery meals costing more than \$1 (*The Billboard*, March 15).

Since Dewey authored the bills, his signing is a foregone conclusion. However, inking of the measures does not impose taxes. They are merely enabling measures designed to vest power in individual municipalities to make their own bites on showbiz to aid hungry coffers.

Bills will then have to be submitted to the various city councils, where they'll meet a barrage of protest from showbiz ops who regard them as crippling to an industry already struggling against a growing recession.

A strong fight is expected at New York City Hall when the council acts. Pressure will be heaviest from Stem legit and nitery ops, who would be hardest hit by the 5 per cent admission tax, the retail liquor license hike and the bite on meals over \$1.

## Shirer Ends Williams Chore

NEW YORK, March 22.—William L. Shirer, news commentator, winds up his newscasting job for Williams Shaving Cream Sunday (30). Account is holding its CBS Sunday afternoon time, however, and will determine Shirer's successor this week. Shirer remains on the CBS staff. Agency is J. Walter Thompson.

# CBS '46 Profits Up 8.4%; Report Raps Blue Book

NEW YORK, March 22.—Columbia Broadcasting System (CBS), in its annual report to stockholders this week, revealed that its consolidated net profits for 1946 exceeded 1945 by 8.4 per cent. This boost was made despite a decline in revenue from sale of time by 8 per cent, and 14.3 per cent decrease from 1945 in consolidated operating income before taxes.

Main differential permitting profit margin came from vastly increased operations of subsidiary, Columbia Recording Corporation, which accounted for 32.4 per cent of CBS's 1946 total net income, against only 4.6 per cent the year before (see story in Music Section).

CBS's net income for 1946 was \$5,795,896, compared with \$5,345,641 in 1945. Earned surplus increased to \$20,792,311 from \$18,837,499.

Report took a passing swipe at the Federal Communications Commission (FCC) and its Blue Book, which CBS said "attempted to limit the freedom of broadcasters to plan their individual program schedules." FCC's declared intention to consider broadcasters' programing and advertising policies when issuing and renewing licenses, says the report, "clarified and brought into focus a fundamental conflict as the propriety of governmental interference with the kind or amount of information and entertainment which may be brought to radio listeners."

Recognizing the increase in criticisms of radio, the report declares that "a failure by broadcasters generally to face squarely the causes of criticism and to deal with them courageously and effectively may well impair the long-range vitality and value of the medium."

According to the report, CBS currently has "a total of 65 agreements covering wages, hours and working conditions with 44 separate locals of 14 international unions."

## The Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson Publishers

Roger S. Littleford Jr. William D. Littleford

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

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The Billboard also publishes: The Billboard Encyclopedia of Music Vend



# 4 NETS TALK TALENT HUNT

## Campbell's Hot For Whiteman Platter Show

NEW YORK, March 22.—Sale of the Paul Whiteman disk jockey show being built by American Broadcasting Company to Campbell's Soup was reported hotter than a bowl of steaming chowder this week. At the same time, ABC appeared to be battling with Columbia Broadcasting System over which web would get the soup biz, with CBS offering Campbell's another daytime strip.

A Philadelphia spokesman for the Ward Wheelock ad agency, which handles the account, refused to deny or confirm Whiteman negotiations were going on. However, one network executive admitted it and said the Whiteman-soup anschluss was plenty close, with a deal possible in a few days. That Pops was being offered in a platter spinner's role was first reported in *The Billboard* last week.

Even beyond Whiteman, it's a big deal, time being over \$1,000,000 annually for an across-the-board-strip.

## Participation Show, PerProgramChanges Proposed by ASCAP

NEW YORK, March 22.—An early agreement on a new contract between American Society of Composers, Authors and Publishers and National Association of Broadcasters was forecast this week after committees representing each met at the Waldorf-Astoria. Ted Streibert, of WOR and the NAB's ASCAP committee, and John G. Paine, ASCAP's general manager, are to name subcommittees to continue further confabs.

Altho the present ASCAP contract runs until the end of 1949, ASCAP moved to discuss changes so as to avoid any foul-up, such as precipitated the radio ban of ASCAP music a few years back. Additionally, the situation has changed so radically in radio that ASCAP feels certain contract revisions should be effected in the new agreement.

Among the points to be negotiated are per-program payments and payments for ASCAP music on participation or multi-sponsored programs. Per-program fees, it was pointed out, were worked out in the existing contract without precedent, and broadcasters are said to agree that ASCAP is justified in opening this issue. Same applies to participash shows, which by their very nature, bring in more than card rates to stations, altho this differential is not represented in fees paid the Society.

Both Paine and Streibert stressed the fact that the first meeting was completely amicable.

## Golden Book Juve Show Auditioned by ABC Web

NEW YORK, March 22.—An audition based on the Golden Book Juvenile Tomes published by Simon & Schuster was held at American Broadcasting Company this week. S. & S. juve stories are highly rated, program in turn being slanted at kid audiences.

Reported the Thom McCann shoe chain is interested in the property.

—Editorial—

## An Unnecessary Battle

C. E. HOOPER'S announcement last week that his organization had developed a Station Listening Index (SLI) which solves each of the limitations of Hoop's present basic audience measurement methods, seems to have stirred up a certain amount of trade talk that threatens to build up a titanic tussle between the Hooper firm and the Broadcast Measurement Bureau. That there is a certain amount of conflict between the Hooper SLI and some BMB reports is obvious.

We believe, however, that most, if not all, advertisers, agencies, stations and nets are interested in one fundamental objective: To get the best possible (meaning most exhaustive, most authentic) data on listening at the lowest possible cost. We believe a "battle" between BMB and the Hooper organization will hurt seriously the chances of achieving that objective. Such a struggle can only prove wasteful of time, effort and money. And any individual or organization in the industry (not excluding the Hooper outfit and BMB) instrumental in building up such a battle is doing the industry a disservice.

The industry knows that radio today faces fiercer competition from other media than ever in its past. Radio must produce the most substantial selling data it can develop. Radio is also contending with rising costs in every direction. It would be shameful and stupid if, in attempting to forge its selling tools, the industry should add to its cost problem, and at the same time produce conflicting and unnecessarily blunt-edged sales instruments.

We don't care whether Hoop, Nielsen, BMB or any one of 50 other research groups (or combination of groups) produce these selling tools. We think they can be better tools, produced less expensively, if industry members of all factions would do less battling and more co-operative, constructive thinking and planning.

## Sun Oil Holding 25G Sweepstakes For Thomas' Spot

NEW YORK, March 24.—Unique tests being made by Sun Oil Company, starting today, to find a successor to Lowell Thomas on NBC will cost upward of \$25,000, it was authoritatively reported last week. Sun is testing three and possibly four commentators for the Thomas spot, latter being slated to leave his long-time Sun job to go full-time for Procter & Gamble next fall.

Commentators being tested include George Varson Putnam, Alex Dreier and Kenneth Banghart, with Elmer Peterson as a possible added starter. Oil company is airing all of the commentators, including Thomas, at the same time, with its network being split accordingly, so that each speller will be heard in a specific part of the country.

At the end of the four-week test, sponsor will make special Hooper studies in the respective regions, and the results of these, together with other audience checks, will determine Thomas's successor.

Item of the 25G will come thru the costs of the special surveys, extra studios and wire costs, and the fees to the competing commentators.

## Mother, Daughter Seg for Teen-Agers

NEW YORK, March 22.—Show tabbed Helen Hayes and Mary MacArthur, a quarter-hour series aimed at teen-agers and done by the noted legit actress and her daughter, is in preparation. Program would be a mother and daughter discussion, plus one guest, and it's slanted for a Saturday morning or Sunday afternoon slot.

Lester O'Keefe, who produced the Textron show with Helen Hayes, will direct the new show for Mark Hanna, handling the package.

## Philly Stations In Co-Op Listing

PHILADELPHIA, March 22.—A co-op log-listing service for daily newspapers in a 60-mile radius of Philadelphia was instituted this week by six local stations—KYW, WCAU, WFIL and WIP, the four network stations, and independents WPEN and WIBG. Free mat service, expenses defrayed by stations on a pro-rata basis, is handled by Adelpia Associates, local publicity org, which set up a Philadelphia broadcasters' listing service. Co-op service is being handled by June Herder, former radio editor of the defunct *Philadelphia Record*.

Firm has a potential of 35 daily newspapers outside the city, most of which list the network programs under call letters of the New York stations. Mat service insures use of local call letters instead. Initial response from the newspapers has been excellent and listing service plans to expand its co-op service with a weekly listing of program highlights for weekly community and neighborhood newspapers and magazines and eventually build to a canned radio chatter column.

## For Sale: 7:30 P.M. Monday Slot, CBS!

NEW YORK, March 22.—Columbia Broadcasting System has managed to make available for sale a choice half-hour time slot, Monday, 7:30-8 p.m., now held by the Camel-Bob Hawk show. R. J. Reynolds, thru William Esty, agency on the account, has been tying up a solid hour of time by using a split network, repeating the show for the Coast at 10:30 p.m.

The new deal will have Hawk airing only at 10:30-11 p.m., leaving 7:30 p.m. open. This is particularly choice on CBS, where Monday is one of the top nights.

## Plan To Test Unknown Acts Brews in L. A.

### Would Ask AFRA's Okay

HOLLYWOOD, March 22.—A proposal that the four major networks get together to produce a showcase program series, designed to give unknown talent a chance to get on the air, was put forth here this week at a meeting of program execs of all four webs. Those attending were Bob Brown, NBC's Coast program director; Bud Edwards, ABC assistant program director; Cran Chamberlin, assistant director of program writing for CBS, and Bob Forward, Don Lee's (Mutual) assistant program head.

Plan outlined provides for each network, in rotation, to donate time and production facilities for the program. It also calls for an air time that would be convenient for commercial talent buyers.

### KFT's Series

Proposition parallels a series broadcast here last year by KFI, with shows written by top Coast writer-directors. However, there has never been such a scheme adopted on a national basis, especially with the four networks participating. It was also suggested, if the pian got anywhere, to ask the American Federation of Radio Artists for a special dispensation to allow the use of non-AFRA performers, who obviously, were they to click, would have to join the union later on.

Suggestion was brought out at a meeting called originally to discuss network moves in connection with program idea submissions, as reported in last week's *Billboard*. Meeting heard a suggestion that the networks use standard, interchangeable clearance and release forms, flexible enough to conform with individual web policies, yet uniform in purpose and intent. Plagiarism defense is the keynote of the proposition, which has been highlighted by CBS's loss of a \$35,000 suit brought by Jack Stanley in connection with Hollywood preview.

## WSBC Was First

NEW YORK, March 22.—In a recent story on the new all-Negro serial to start shortly on WJJD, Chicago, *The Billboard* reported that this was a radio first. Fumble! WSBC, also of Chicago, carried a similar program for three years, starting in April, 1940.

WSBC's program, written and produced by Mrs. Cletis Browne, used a stock company of 15 people. The station has maintained a schedule of programs aimed at Chi's Negro populace since 1928. It now airs 20 such programs weekly out of its 56 total air hours. All shows use Negro talent.

# Ad Circles Chill Toward BAC; See New Group Due For Eventual NAB Clash

## Opposition From Other Media May Hurt New Council

By Jerry Franken

NEW YORK, March 22.—The organization, function and future of the Broadcasters' Advisory Council (BAC), formation of which was announced by broadcasters, advertisers and advertising agencies recently, has been providing much of the talk within radio-advertising circles over the past two weeks. Altho announcement of the new three-way organization was widely hailed, its purposes have been subject to considerable misinterpretation, within and without radio. As matters stand today, however, two dominant points stand out. They are:

1. Organization of BAC will not be as easy as many in the trade believed and hoped.
2. Should BAC achieve any considerable standing in the eyes of both the public and radio, it inevitably will head for a clash with the National Association of Broadcasters (NAB), even tho NAB is represented in BAC.

### Reasons for Opposition

Reasons offered as to why some segments of the trade have cooled off toward BAC vary. One is that opposition to advertiser-agency participation in such a joint venture has been expressed to advertising execs by representatives of other media. BAC was organized to meet criticisms of radio, voiced both by the public and by newspaper and magazine publishers. By answering and disproving these criticisms, by improving its standards, radio would accomplish another notable objective—it would increase its stature and effectiveness as an advertising medium. Hence the reported opposition from other media.

Another reason given for decreasing enthusiasm for BAC is the fact that there has been so much talk about a radio "czar." There was no such idea in the minds of the trade leaders who proposed BAC, and there is none now. Both Frank Stanton, president of Columbia Broadcasting System (CBS), and Niles Trammell, president of National Broadcasting Company (NBC), have disclaimed the "czar" idea. In addition, Stanton said this week, "the proposed council has but one objective and that is to improve radio standards, thereby increasing its service to the public." He added that this was to be done by continuing studies of the public attitude toward radio and continuing analyses of trade practices.

### Areas of Clash

It is in these areas of public relations and trade standards, combined with the original BAC announcement that it would inform "broadcasters . . . about their obligations" (to the public), that a clash between NAB and BAC is foreseen. This was emphasized this week, when NAB finally announced appointment of public relations and program heads (see story in adjoining columns). Critics of NAB say that these two posts, plus the work being planned by BAC as to industry standards (which NAB is tackling thru committee meetings to start in New York March 31), should have been undertaken by NAB, as a trade organization, long ago—certainly before the wave of anti-radio talk reached its present proportions.

NAB has also been subjected to

criticism for its attitude toward the FCC and the Blue Book. It is claimed that much of NAB's anti-Blue Book activity has been shadow boxing and directed at the commission, rather than at Congress, the only place where remedial legislation can originate. Yet, it is this very need for revised radio legislation, claimed so urgently needed by some broadcasters, which has frightened advertisers and agencies insofar as the council is concerned. The reason is that these advertising people do not want to get mixed up in any battle between the FCC and the broadcasting industry, or in any congressional situation, even tho they, the advertisers, play so dominant a part in the radio picture and, in many instances, are responsible for the criticism now being voiced.

### Raised Standards

A final question raised in connection with both BAC and NAB deals with standards. Both groups are moving toward improving trade practices, but the big question is how either (See *Ad Circles Chill on page 14*)

## Vacations Snag AFM-Webs Pact

NEW YORK, March 22.—The only hitch holding up the new contract between Local 802, American Federation of Musicians, and the four webs is the matter of a two-week vacation for staff musicians. The nets, it's understood, have already agreed to hike staffers' wages 18½ per cent, tho for a while they set 16½ as the limit. They loathe the vacation pitch, but the local is just as adamant.

Chicago won both the 18½ per cent and the vacation.

## NAB Names 3 Dept. Heads In Move for Better Service

WASHINGTON, March 22.—National Association of Broadcasters (NAB), moved this week to answer intra-trade criticisms by appointing three new department heads for programs, public relations and engineering. Criticism had been made in the first two departments, where it was claimed NAB was lacking proper direction.

New appointees, named by Justin Miller, org's president, are Harold Fair, programs; Robert K. Richards, public relations, and Royal V. Howard, engineering. Trade opinion is that Fair and Richards have their work cut out for them and are tackling superman-sized jobs.

To Fair falls the chore of helping stations improve program standards to avoid future Blue Book pot shots from the Federal Communications Commission (FCC). His task will be to stimulate local originations, get web affiliates to carry web pub-serv sustainers and generally hypo the tenor of radio—now being deluged with criticism. Fair, well rated, comes from WHO, Des Moines. He has been with WBBM, Chicago, was

## R&R Won't Double "Double Nothing"; Show Due for Fold

NEW YORK, March 22.—Ruthrauff & Ryan is shopping for a new program for Pharmaco, Inc., in place of *Double or Nothing* on Mutual Broadcasting System, when *Double's* present cycle runs out this spring. The report is that Walter Compton and Bill Dolph, who own the package, are asking more money than R. & R. . . . to pay—particularly inasmuch as R. & R. feels the agency's handling had a lot to do with the show's success.

Nothing is set yet in the way of a new show, but it's said discussions will get under way soon. The show airs Sundays at 9:30 p.m.

## AFRA Approves Groups To Work On 4A's Merger

NEW YORK, March 22.—Membership meeting of the American Federation of Radio Artists Thursday (20) at the City Center passed a resolution introduced by Leslie Barrett asking that AFRA set up a committee to work for the merger with Associated Actors and Artistes of America.

Resolution is similar to one passed last September at the AFRA convention. However, in spite of a strong desire for a single Four A's card on the part of the membership of both the radio actors' union and Equity, nothing has been done. Inside reports have it that the difficulty of working out a joint treasury, in view of some Four A orgs being much more prosperous than others, is proving a major stumbling block.

Another obstacle is Screen Actors' Guild's desire to keep its main office on the West Coast.

However, impending confab between Four A's joint committee on tele may prove still another spur to membership desire for the merger, since an interchangeable union card would be a great help in a field where so many different types of entertainment are used.

general manager of WGR, Buffalo, and with CBS's Chi staff. He was one-time associate conductor of the Buffalo Symphony.

### Richards on Relations

Richards, now editorial director of *Broadcasting Magazine*, has the no-small task of patching radio's public relations fences in all directions. Thus his work bears a direct relation to Fair's assignment. Richards was with the Office of Censorship, under J. Harold Ryan, former NAB head, during the war, and has been with *The Cincinnati Post*, WCPO, Cincinnati, and Campbell-Ewald Agency.

Howard, the NAB's engineering head, has been with KSFO, San Francisco, is director of the Universal Research Labs, and during the war built and ran KWID, U. S. shortwave station on the Coast.

DES MOINES, March 22.—John H. Kerrigan has succeeded Harold Fair as program head of WHO here, Fair shifting to the NAB April 15. Kerrigan has been WHO production manager since 1941.

## Co-Ops Seek Govt. Aid On Fair Play

### FTC Gets Fulton Lewis Case

WASHINGTON, March 22.—Congressional action to assure fair play for all on the air will be sought in a double-pronged move, it was disclosed today as two of the nation's biggest co-operative organizations awaited an answer from Federal Trade Commission on a petition complaining against recent radio attacks by Fulton Lewis Jr. against the co-operative movement in the U. S. The two co-operative organizations—National Co-Operatives, Inc., and Co-Operative League, U. S. A.—revealed to *The Billboard* today that "definite steps toward getting appropriate congressional action" on the "fair play" issue will be taken as the result of Lewis's broadcasts.

At the same time, the co-operatives are viewing their position as strongly bulwarked by a report skedded for release next week by *Fortune Magazine* and sponsored by Commission on Freedom of the Press, which recommends a new law—"an alternative to the present remedy for libel"—whereby "the injured party might obtain a retraction or a re-statement of the facts by the offender or an opportunity to reply." It is considered highly significant that the two co-operative organizations, which claim to represent approximately 10,000,000 persons, have bypassed the Federal Communications Commission in going to FTC for a showdown, which may wind up in Congress on the "fair play" issue in radio.

### Co-Operatives Act

The co-operatives sprang into action after Lewis, in his regular Mutual Broadcasting System program, made two blistering attacks against the co-operative movement, charging that consumer co-ops were given special privileges in federal tax exemptions. Arthur Gaeth then went on same network declaring Lewis was in error and that only the farm co-ops were tax exempt. Then the co-operative organizations went into action, filing an informal petition with FTC urging that Lewis be cited to justify his charges.

Repercussions did not end there. Lewis's local sponsor (Mazor Furniture Company) dropped the Lewis program on MBS-Cowles outlet, WOL, and signed up instead as local (See *Co-Ops Seek Aid on page 14*)

## Govt. Pub Tax Talk Cuts Tele Delivery

HOLLYWOOD, March 22.—Talk that the government may invoke a 20 per cent tax on bars using tele sets is said to be responsible for holding up orders on video receivers to more than 200 pubs in this area.

Sales execs of the Leo J. Meyerberg Company, local RCA Victor distributors, told *The Billboard* that delivery of 200 air pic sets to bars is held up pending final action by the government. (*The Billboard*, March 22.)

United States television, boasting a projected image 22 by 16, is making a big pitch for bar sales, and according to local reps, firm has also met with a stone wall of rumors that video may be squeezed out of liquor parlors because of the tax levy.

Trade here feels that "various live talent unions" are pressuring Washington for tax action for fear that tele may cut deep inroads into live-talent revenue.

# STATION BIDS HUGE GAMBLE

## CBS in Sustaining Revamp; Seeks Corwin Replacement

NEW YORK, March 22.—CBS sustaining program revamp is in the works, including addition of a show now airing over WNEW, New York indie. Latter seg is Richard Willis's *Look Your Best*, program on make-up, style, clothing, posture, etc., which moves into the Monday thru Friday 10-10:30 a.m. slot on Columbia starting March 31. *Best* takes over the across-the-board slot now occupied by *Give and Take*, which moves March 31 to 4:30-5 p.m.

Willis's CBS show, however, will not be heard in New York, since WNEW has him exclusively for this area. *Give and Take* was not heard in New York either, the CBS flagship, WCBS, carrying *Hits and Misses* instead. This will continue in the morning slot.

On Wednesday, April 23, *Winner Take All* with Bill Cullen, now heard 3:30-4 p.m. across the board, picks up an evening spot as well—Wednesday 7:30-8 p.m. This is the time held by *Ellery Queen*, slated to fold on CBS April 16 and move to NBC later in the season. It was rumored that CBS would offer *Winner Take All* as a cop in the nighttime spot, but this idea has been nixed. It's for sale same as any other sustainer.

Another change is the return to CBS of *Sound Off*, army recruiting program handled by N. W. Ayer. This used to be on CBS, went to Mutual, and now comes back Friday, April 4, in the 7:30-8 p.m. slot now held by Canada Dry's Meredith Wilson show. Latter is due to exit owing to the sugar shortage.

Columbia has delayed a decision on

## AFRA Frisco Strike Settled; All-Round Hike

SAN FRANCISCO, March 22.—Strike by the American Federation of Radio Artists against KSFO and KYA here was settled late Friday evening (21) and the stations went back on the air after having been off since Wednesday. Union gained wage hikes not only at the two struck stations, but at KJBS, KSAN, here, and KROW and KLX, Oakland. Latter four stations were not struck.

It was the second strike in the history of the 10-year-old radio performers' union, previous walkout having been at WKRC, Cincinnati. However, it was the first time two stations in one city had been struck.

Stations KSFO and KYA were forced off the air when technical employees, members of the International Brotherhood of Electrical Workers, refused to cross AFRA picket lines. IBEW members were given permits to operate two shortwave transmitters for the government, these being KWID and KWIX, located in the same building as KSFO. Seventeen announcers and 15 free-lance performers figured in the two-station walkout.

New scale at KSFO gives staff spicers \$77.50 until October 1, \$80 thereafter. At KYA, scale is \$75 to October 1, \$77.50 thereafter. Other stations agreed to parallel deals. Figures represented a compromise between the original demands and counter proposals.

what to use in the Tuesday nighttime period now filled by the Norman Corwin show, opposite Bob Hope on NBC. Corwin winds up April 8, and for the two following weeks, April 15 and 22, CBS will use special broadcasts. First will be a repeat of Bill Robin's *Before Your Time*, an accident-safety opus first broadcast last January from the Coast. Show was the winner of the National Safety Council award.

On April 22, a special dramatic show in connection with Public Health Nursing Week will be given in the Corwin spot. Kendall Clark and Al Ward will do script and direction, respectively.

## Hubbard Gets KSTP Control

ST. PAUL, March 22.—Stanley Hubbard, proxy and general manager of KSTP, the Twin Cities' 50-kw. NBC affiliate, successfully acquired 75 per cent of the station's stock thru Federal Communications Commission (FCC) approval in Washington Thursday (20), at a special night meeting. This was a complete reversal by FCC, which earlier in the week rejected Hubbard's application along with that of an identical bid from a group of 25 Twin Cities business men.

Okay came after Hubbard successfully negotiated a last-minute financial arrangement with Avco Corporation, of New York, in which it is understood he was given an \$825,000 loan to buy the stock from the estates of two former station associates. In return, Avco will have the right to buy 49 per cent of the station's stock in six months.

In the application previously denied, Avco had an option to buy 75 per cent of the stock for \$1,200,000 after six months. FCC refused to sanction this arrangement. In the new deal, Hubbard and his wife, who already own 25 per cent of the stock, keep 51 per cent, or full control.

It was learned unofficially that Avco will pay \$675 a share for the stock, instead of the \$800 in the initial agreement. Hubbard's successful deal came as his option on the stock was about to expire. Commissioner Clifford J. Durr dissented.

## Studios Okay Unc's Bond Pluggeroos

NEW YORK, March 22.—Station reaction to a new series of 15-minute savings bond programs being offered by the Treasury Department is highly favorable, primarily in view of the top names the shows are using. Bond programs are due on the air the first week in April. Fourteen shows are lined up so far.

Programs already cut star Henry Morgan, Gladys Swarthout, Phil Baker, Helen Traubel and Lauritz Mechior, Abbott and Costello, Alec Templeton, Kay Kyser and Morton Downey. Due to cut are Ingrid Bergman, Bing Crosby, Fibber McGee, Bob Hope, Dinah Shore, Ginny Simms, Perry Como and Burns and Allen. Kenny Delmar is emcee thru-out.

## ABC Turns Over "Listener" Editing To Harry Goodman

NEW YORK, March 22.—As of June 30, Harry S. Goodman, transcription producer, will take over complete control of *The Listener*, fan mag, which the American Broadcasting Corporation (ABC) publishes for network affiliates to distribute. ABC will continue to co-operate by furnishing story leads, etc., but all editorial matter will clear thru the Goodman office. Web, in a letter to stations, said it had decided to curtail the expense involved in supplying special material for the magazine.

*Listener* will continue to be pointed exclusively for ABC stations, but Goodman intends to give the mag a more general slant by adding pages on cookery, gags, household hints, sports, records, etc. Sheet now carries four pages of network and four pages of local news—the latter editorial matter being on the activities and programs of the subscribing station. Each subscribing station gets its call letters on the cover of its own print order.

The Goodman office, incidentally, has a 100,000 print order in from WMPS, Plough, Inc., station in Memphis, for the June issue. Cost of this is over \$10,000. Occasion is station's power jump to 10,000 watts, scheduled for June.

## FCC's Decish Stirs Call for NAB TV Div.

WASHINGTON, March 22.—Suggestion for creation of a television division within the National Association of Broadcasters is stirring from a number of NAB members as an aftermath of Federal Communications Commish's decish giving the go-ahead to continued commercial black-white.

Several members are preparing to propose to NAB's board that steps be taken to incorporate the new division like the FM department in NAB.

## WMAQ Observes 25th Birthday April 13

CHICAGO, March 22.—Chi's oldest radio station, WMAQ, NBC's o-and-o'd outlet, will celebrate its 25th anniversary April 13. Among other things, the station claims the first trans-oceanic news broadcast, December 4, 1928, and the first play-by-play description of a football game, October 3, 1925.

Among stars who were launched by the station are Fibber McGee and Molly, Amos 'n' Andy, and Don Ameche. State execs are at present doubtful whether to make the event a big blowout or let the day go by quietly.

## Durante-Moore Replacement

NEW YORK, March 22.—Pat O'Brien and Lynn Bari have been signed as summer replacement for Rexall Drug's Jimmy Durante-Gary Moore show, Friday nights on CBS. They'll do a dramatic series. Cost of the show is estimated at \$5,000. N. W. Ayer is the agency.

## Advance Fees Jump; Losses Run to 10G

### Gravy for Lawyers, Engineers

WASHINGTON, March 22.—A continued rise in legal and engineering fees, coupled with the heated rivalry for fast-dwindling standard broadcast frequencies, has turned any quest for new radio stations into one of the biggest gambles in present-day business, a survey of Federal Communications Commission data revealed here today. The radio lawyers' business is booming, with the number of attorneys admitted weekly to practice before the FCC now running almost neck-and-neck with the record numbers in 1936 and 1937 when channels were wide open. At the same time, many radio engineers have reached the point where they are forced to turn down work.

On the basis of info assembled at FCC, would-be radio station owners, faced with competition from other applicants and faced with detailed investigation before FCC, are taking record-deep financial plunges to line up the best engineering and legal advice, and the radio airways never were more costly.

One FCC economist estimates that the average lawyer charges \$500 just to look over an application—even before he consents to "see it thru." FCC's application blank for a standard station is 43 pages long, but details seldom fit on the printed form. Applications generally are 100 pages long, loaded with documents and exhibits, all of which must be filed in triplicate.

It is estimated that the losses resulting from investments in legalists and engineers for field studies, etc., are running from \$2,000 to \$10,000 for rejected applicants.

Paradox of the current situation, in which frequencies are fast disappearing, is heightened by results of a survey of the rate of admissions of legalists to practice before the FCC. Admissions have been running at anywhere from 25 to 50 a week. A soaring rate, compared with the averages during the prior five years.

A substantial part of this boom in radio legal and engineering biz in Washington, representative of what is taking place in the nation, is attributed to the rush for FM frequencies. It is viewed as significant, tho, that the FM segment of the spectrum is being taken over largely by operators of "going" AM stations or by big timers in other businesses who can afford to "sweat out" the transitional period until FM sets reach the market in sufficient numbers to attract heavy advertising revenue.

### Costly for Small-Timers

Typical of the costliness for the small-timers is the plight of the loser in a recent scramble for a new station in Miami, where FCC okayed a bid by Paul Blake of that city and rejected the application of an outfit called Everglades Broadcasting. Both applicants wanted the same frequency—1450 kc. and one had to lose. FCC decided that Blake's longer residence in Miami and "excellent" background in radio entitled him to the frequency, but the Everglades' (See Station Bids on page 14)

# PROGRAM AVAILABILITIES

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

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

## Radio Stations

### Georgia

#### WBBQ, Augusta

##### 5-Star Final

6:10-6:15 p.m., 5 times weekly  
Rep.: Joseph Hershey McGillvra, Inc.

Comfortably nestled between "The Town Crier" (complete local news) and our feature local sportscast, the 5-Star Final enjoys a large, receptive audience. It's skillfully edited from A. P. and I. N. S. and packs a real punch. The 5-Star Final has been on the air since we started, at the same time. It's yours for station time only, the only period between 6 and 8 available on WBBQ. P. S.: Hooper says we have our largest audience between 6 and 7 p.m.

#### WBBQ, Augusta

##### The Shadow

5-5:30 p.m. Sun.

Rep.: Joseph Hershey McGillvra, Inc.  
Yes, it's now available in Georgia's third city for 26 weeks at least. We'd be wasting space in telling you what kind of a rating "The Shadow" has. Suffice it to say that WBBQ has ALL the Sunday afternoon Mutual programs, and "The Shadow" is the only program available for sponsorship. Time, \$24.30; talent, \$10.00 for 26 weeks. P.S.: Last week's program has been sold.

### Indiana

#### WOWO, Fort Wayne

##### Famous Hoosier Hop

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

Rep.: NBC Spot Sales.

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

### Maryland

#### WCAO, Baltimore

##### Stump Us

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

Rep.: Paul H. Raymer Co.

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

### Massachusetts

#### WHDH, Boston

##### Baseball Matinee

15 minutes before game time, Mon. thru Sat.

Rep.: John Blair & Co.

Participations in BASEBALL MATINEE, a musical program scheduled Monday through Saturday afternoon starting April 14. This feature precedes play by play broadcast of all week day daytime baseball broadcasts. Sold only for season, including 144 announcements in a 24-week period. Two participations available to non-competitive advertisers at a cost of \$3,500 each net for the season. This cost is fully commissionable, including time and talent. Quotations subject to prior sale.

#### WBZ-WBZA, Boston

##### Robert Rissling Sings

12:15 p.m., twice weekly

Rep.: NBC Spot Sales

Features rich concert baritone voice of Announcer Rissling in light and semi-classical songs. Instrumental background by Rakov on the violin plus versatile trio, including harp and novachord. Time slot hard to beat, following noon Esso and continuously sponsored news commentary. Rissling was first choice for big new Boston retail store anniversary series and has good following among noon-day listeners. He's had more than a decade before the microphone.

### New York

#### WNEW, New York City

##### Make Believe Ballroom With Martin Block

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

Rep.: John Blair & Co.

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

### Ohio

#### WING, Dayton

##### Sunny-Side Up

1:15-2 p.m., Mon. thru Fri.

Rep.: Weed & Co.

Are you interested in getting most sales per listener in Dayton, Ohio? WING'S SUNNY-SIDE UP has listener response topping coveted 6-point daytime Hooper in rich Dayton market. Here is audience participation combined with sell! SUNNY-SIDE UP has led the Dayton parade four years. 45 minutes long, consisting of music, comedy, contests with merchandise and cash awards. Cast of five artists. Studio audience gets samples of sponsor's products, thus adding valuable merchandising tie-ins. Show sells!

### Pennsylvania

#### KYW, Philadelphia

##### Lunch Timers

12:15-12:45 p.m., 5 times weekly.

Rep.: NBC Spot Sales

A show with commercials so cleverly written that they actually compete with the entertainers for attention. A few participations are available, live only, the fast tempo prohibits ET's. Peter Roberts, Philadelphia's best known announcer, emcees and sets the pace with the full KYW studio orchestra, soloists and nationally known guests, working their turns and then selling the advertised merchandise. That's why thousands of Philadelphia lunch-timers spend their lunch time listening to the Lunch Timers.

#### KDKA, Pittsburgh

##### Whirl Around the World of Sports

11:15-11:25 p.m., 6 times weekly

Rep.: NBC Spot Sales

Johnny Boyer, the area's sports authority, presents an interesting blend of last-minute sports results, background stories, forecasts and guest appearances. A radio veteran with over 20 years' experience, Boyer has a vast, loyal audience. "Whirl" follows the immensely popular 11 o'clock news. It "inherits" a big audience, attracts an even bigger one. A popular, inexpensive package that reaches a year-round audience in the busy tri-State area in and around Pittsburgh.

### Washington, D. C.

#### WOL, Washington

##### Easy Listening with Bob Knight

3-4 p.m., Mon. thru Sat.

Rep.: The Katz Agency, Inc.

Follows "Queen for a Day!" Bandleader Bob Knight (formerly with Horace Heidt, Ray Bloch), who leads the floorshow at Washington's Lounge Riviera and whose weekly fan mail on another WOL program averages nearly 1,000, is the new jockey of WOL's mid-afternoon hit parade. Knight spins personally slanted yarns about bands and singers, plays favorite tunes chosen by his own survey of local record sales. Knight gets plenty of publicity in nitery columns. Participations currently available.

#### WOL, Washington, D. C.

##### Bill Brundige, Sports

5:15-6:30 p.m. Mon. thru Fri.; 7:30 p.m. Sat.

As chief of the sports section of AFRS, Bill Brundige drew 45% of all fan mail from AFRS shortwave broadcasts to Pacific GI's. He was the GI favorite. In 1945 he won the Helms Athletic Award. In 1946 he broadcast color for all MBS football, working with Husing and Hodges. Now he's available, reviewing sports nightly for the 1,490,300 people in the Washington metropolitan area, over 5,000-watt WOL. Precedes high-Hoopered (6.3) "Johnson Family."

#### WWDC, Washington

##### Mark Austad, News

7:30-7:40 p.m., Mon. thru Fri.

Rep.: Forjoe & Co.

MARK AUSTAD, WWDC's most important news voice in a complete round-up of news especially written and prepared by WWDC's staff of news writers. This program has been on the air for several years and has consistently shown a Hooper rating in the neighborhood of 3. The feature is followed by a five-minute local news round-up with NORMAN GLADNEY reporting. The two programs can be purchased jointly at the 15-minute rate or separately at time cost plus talent fee.

#### TELEWAYS RADIO PROD'S

##### 8949 Sunset Blvd., Hollywood 46

##### Fact and Fallacy

Fascinating unbelievable stories. Unsolved mysteries about the girl who turned into a hyena; the man who became Queen IXX of England; the man who flew a fish, etc. Programs are 15 minutes each but can be sold to single sponsor or sold as a participating program to 3 different sponsors since there are 3 one-minute commercial spots in each program. General family appeal. Produced by Teleways Radio Productions of Hollywood. Send for free audition platters and costs for your market. Special prices for multiple-station deals.

#### TELEWAYS RADIO PRODUCTIONS, INC.

##### 8949 Sunset Blvd., Hollywood 46.

##### Moon Dreams

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

#### TELEWAYS RADIO PRODUCTIONS, INC.

##### 8949 Sunset Blvd., Hollywood 46.

##### Sons of the Pioneers

Fifteen-minute five-a-week transcribed musical series starring Bob Nolan, Tim Spencer and all the "Sons of the Pioneers." This particular group has made over 100 movies and is currently sponsored in a starring capacity on the big Alka-Seltzer network program, NBC Coast to Coast. This is a brand-new series. 260 programs. Available for local or regional sponsorship on three or five-time-per-week basis. Produced by Teleways Radio Productions, Inc. Send for free audition platters.

#### TELEWAYS RADIO PRODUCTIONS, INC.

##### 8949 Sunset Blvd., Hollywood 46.

##### Barnyard Jamboree

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

#### UNIVERSAL RADIO PRODUCTIONS OF HOLLYWOOD

##### 6757 Holly'd Blvd., Hollywood 28

##### Something for the Family

Starring George Jessel and Joan Barton. A fast-moving variety program for the whole family with a joke for Dad, a song for brother, a dance tune for sister and something special for mother. 15 minutes filled with laughter and music. 26 programs recorded. Mats available to publicize program. Presently broadcast over 25 stations with amazing results for furniture companies, department stores, soft drink distributors, household appliances, etc. A program with a real sales punch.

#### FREDERIC W. ZIV CO.

##### 1529 Madison Rd., Cincinnati 6, O.

##### Philo Vance (Mystery)

Half-hour mystery series based on S. S. Van Dine's best-selling PHILO VANCE novels, featuring America's top detective in a show that you can sponsor with pride at a mere fraction of the cost of production. PHILO VANCE, favorite of millions in books, pocket editions, magazines and on the network, played by Jackson Beck with Joan Alexander as Vance's secretary. Now earning sensational ratings transcribed for local and regional sponsors: Detroit, 11.3; State of California, 7.2; Boston, 8.8. Write for availabilities.

#### TELEWAYS RADIO PRODUCTIONS, INC.

##### 8949 Sunset Blvd., Hollywood 46.

##### Strange Wills

Half-hour dramatic. A bright new format. Currently boasting 9.8 Coast Hooper rating. Dramatizes strange stories behind strange wills. Starring famous Hollywood actor Warren William. Twenty-six programs immediately available. Additional twenty-six in production. Special quotations for multiple market or regional sponsorship. One-a-week basis only. Definitely a network caliber program. Produced by Teleways Radio Productions, Inc. Send for free audition platter.

## Transcribed Services

#### CRITERION RADIO FEATURES

##### 360 North Michigan, Chicago, Ill.

##### Elson X-Rays Sports

Quarter-hour, once-weekly, year-round, open-end sports program featuring Bob Elson, America's number one sportscaster (14 World Series; collegiate football and basketball; Golden Gloves and professional boxing; American-National League baseball; 10 years ice hockey; national ski, ice skating, swimming meets, etc., great experience and versatility). Show always presents timely sports news, punchy "Airtorials," famous celebrities, human-interest stories and other audience building factors. Hooper and sales-wise Elson is 15 tops. Wire or write for audition record.

#### HARRY S. GOODMAN

##### 19 E. 53d St., N. Y. 22, N. Y.

##### The Kay Lorraine Show

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

#### KERMIT-RAYMOND CORP.

##### 11 E. 52d St., N. Y. 22, N. Y.

##### Hollywood's Open House

Radio's greatest transcribed show. Features drama, music, song and comedy. Each program has from 3 to 5 big-name guest stars, a big-name guest comedian, guest vocalist and one or more big Hollywood stars. Stars include Jack Benny, Mariene Dietrich, Milton Berle, Lucille Ball, Pat O'Brien, Hildegarde, Bert Lahr, Dick Powell, Peter Lorre and over 100 more equally as great. Plus the orchestras of Ray Bloch and Enric Madriguera and Jim Ameche as emcee. Write, wire or phone for details!

#### GEORGE LOGAN PRICE, INC.

##### 946 S. Normandie Ave., L. A. 6

##### Living Pages From Book of Life

Bible stories first heard at mother's knee . . . Catholic, Protestant, Christian, Jew, made to live again by all-star network cast. Directed by Glenn Heisch, NBC, New York. Handled by Sir Thomas Beecham's BBC Orchestra . . . Beethoven—Paul Parais Paris Symphony. Chorals arranged, conducted by Dr. Irving Steinel, with Lou Dista Choir. Julie Keller, KFI Harpist. 52 halves, 104 quarters, 156 tens, 312 fives. Recorded, tested, proved. Reasonable. 13 weeks minimum. Samples.

#### TELEWAYS RADIO PROD'S

##### 8949 Sunset Blvd., Hollywood 46

##### Look and Listen

Tips and bits about Hollywood top actors and luscious lovelies. Fifteen minutes of inside gossip about Hollywood by the well-known columnist Jack Rourke. Terrific woman appeal. Available three or five programs weekly. A big Hollywood name movie star in person on every show, including Jennifer Jones, Michael O'Shea, Andy Devine, Virginia Mayo, Guy Madison and scores of others. Produced by Teleways Radio Productions, Inc. Send for free audition platters and costs for your markets. Special prices for multiple station deals.

# ZIV FOR A BIG NAME AND A BIG SHOW

ZIV PRODUCES "NETWORK" PROGRAMS FOR "LESS-THAN-NETWORK" SPONSORS



Consider these musicals:

**★ SINCERELY KENNY BAKER:**

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

**★ THE WAYNE KING SHOW:**

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

**★ THE BARRY WOOD SHOW:**

Starring Barry Wood with songstress Margaret Whiting, the Melody Maids and the smooth strings of Hank Sylvern and his orchestra. A quarter hour musical that's smooth as silk.

Because other less-than-network sponsors in other cities pay their pro-rata, single-city rate, these big-name, big-time programs are available to you at a mere fraction of their cost.

AVAILABLE FOR LOCAL AND REGIONAL SPONSORSHIP

FREDERIC W. ZIV COMPANY  
Radio Productions  
1529 MADISON ROAD \* CINCINNATI, OHIO  
NEW YORK • CHICAGO • HOLLYWOOD

Burrelle's  
ESTABLISHED 1888  
PRESS CLIPPING BUREAU, Inc.  
165 Church St., New York 7, N.Y.  
BArcley 7-5371

**Bing-Fred in N. Y. Mid-April**  
NEW YORK, March 22.—Bing Crosby is slated to come to New York—probably in mid-April—for an exchange of radio guest shots with Fred Allen.

Part I

The Billboard



COMPARATIVE TERRITORIAL INDEX

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



BASED ON "TOP TWENTY" NATIONAL AND PACIFIC COAST HOOPER RATINGS FOR FEBRUARY, 1947

National Opposition	Nat'l Hooper-Rating	Nat'l Rank	Program	Pacific Rank	Pacific Hooper-Rating	Pacific Coast Opposition	
No Sponsored Show No Sponsored Show Upton Close—MA	ABC CBS MBS	32.0	1	BOB HOPE Pepsodent	2	30.4	No Sponsored Show No Sponsored Show No Sponsored Show
No Sponsored Show No Sponsored Show No Sponsored Show	ABC CBS MBS	31.6	2	FIBBER MCGEE AND MOLLY Johnson's Wax	5	27.7	No Sponsored Show No Sponsored Show No Sponsored Show
Boston Symphony Orch. Vox Pop Gabriel Heatter Real Stories— Real Life	ABC CBS MBS MBS	28.9	3	AMOS 'N' ANDY Lever Bros.	9	21.4	No Sponsored Show Vox Pop Gabriel Heatter Real Stories— Real Life
Drew Pearson Monday Morning Headlines Gene Autry No Sponsored Show	ABC CBS CBS MBS	28.4	4	JACK BENNY* American Tobacco	1	43.9	Drew Pearson Monday Morning Headlines Gene Autry No Sponsored Show
No Sponsored Show No Sponsored Show No Sponsored Show	ABC CBS MBS	26.1	5	RED SKELTON B. & W. Tobacco	3	30.4	Alvin Wilder No Sponsored Show Red Ryder
Sunday Evening Hour Crime Doctor Parker Pen News Special Investigator	ABC CBS CBS MBS	25.9	6	FRED ALLEN Standard Brands	7	24.6	Sunday Evening Hour No Sponsored Show Special Investigator
Sunday Evening Hour Sam Spade No Sponsored Show	ABC CBS MBS	25.7	7	EDGAR BERGEN Standard Brands	4	28.8	Sunday Evening Hour No Sponsored Show No Sponsored Show
No Sponsored Show Gabriel Heatter Real Stories— Real Life Telephone Hour Borge-Goodman Show	ABC MBS MBS NBC	22.8	8	RADIO THEATER Lux	8	21.4	No Sponsored Show Gabriel Heatter Real Stories— Real Life Borge-Goodman Show
No Sponsored Show Songs by Sinatra Gabriel Heatter Real Stories— Real Life	ABC CBS MBS MBS	21.4	9	DUFFY'S TAVERN Bristol-Myers	52	11.4	No Sponsored Show Songs by Sinatra Gabriel Heatter Real Stories— Real Life
No Sponsored Show Blondie No Sponsored Show	ABC CBS MBS	21.1	10	BANDWAGON Fitch	12	19.6	Hollywood Music Hall No Sponsored Show No Sponsored Show
Hildegard Exploring the Unknown Manhattan Merry-Go-Round	CBS MBS NBC	21.0	11	WALTER WINCHELL* Jergens	6	27.4	Hildegard Exploring the Unknown Manhattan Merry-Go-Round
Doctors Talk It Over Fishing and Hunting Club, LN—MA Contented Program	ABC MBS NBC	20.9	12	SCREEN GUILD Lady Esther	34	13.8	Lone Ranger McGarry and His Mouse Contented Program
Pot o' Gold Dinah Shore No Sponsored Show	ABC CBS MBS	20.6	13	MR. DISTRICT ATTORNEY Bristol-Myers	32	13.9	Henry Morgan Adv. of Ellery Queen Inside of Sports
America's Town Meeting of the Air, LN—Co-Op FBI in Peace and War Johns-Manville News No Sponsored Show	ABC CBS CBS MBS	17.9	14	BURNS AND ALLEN General Foods	27	15.2	No Sponsored Show Suspense News Washington Man
Theater Guild Gabriel Heatter Don Ameche	ABC MBS NBC	17.8	15	TAKE IT OR LEAVE IT Eversharp	23	16.3	Theater Guild Gabriel Heatter Don Ameche
No Sponsored Show Dr. Christian Johns-Manville News It's Up to Youth	ABC CBS CBS MBS	17.1	16	GREAT GILDERSLEEVE Kraft	15	17.6	No Sponsored Show Dr. Christian It's Up to Youth
Lum and Abner No Sponsored Show Rudy Vallee	ABC MBS NBC	17.0	17	BIG TOWN Sterling Drug	24	16.3	Boston Symphony Orch. News Washington Man No Sponsored Show
Hollywood Players No Sponsored Show Frank Morgan	CBS MBS NBC	16.8	18	BING CROSBY Philco	33	13.9	Jack Carson News Mel Venter Dennis Day
America's Town Meeting of the Air, LN—Co-Op No Sponsored Show Geo. Burns and Gracie Allen	ABC MBS MBS NBC	16.5	19	FBI IN PEACE AND WAR P. & G.	36	13.4	No Sponsored Show No Sponsored Show Aldrich Family
Lum and Abner McGarry and His Mouse Cavalcade of America	ABC MBS MBS NBC	16.2	20	INNER SANCTUM Bromo-Seltzer	17	17.3	No Sponsored Show Inside of Sports Henry J. Taylor No Sponsored Show

\*Includes first and second broadcast.

LN—Limited network.

MA—Moving average.

## Hooper Differs Cue Regional Program Use

### Wide Coast-Nat'l Variation

NEW YORK, March 22.—Examination of the Comparative Territorial Index, a feature of Part I of *The Billboard's* Continuing Program Studies prepared in co-operation with the C. E. Hooper, Inc. organization, shows in some cases an enormous amount of regional variation in program tastes. On the other hand, a number of the shows listed in the first 20 Hooperating have managed to achieve a uniformity of rating in the national and Pacific standings, indicating that the type of material or type of program presented has a more or less general appeal to listeners across the country.

Various points immediately are raised by these phenomena. It has been suggested that in those cases where regional listening differences are marked, it would be more advisable, from the standpoint of radio economics, to use regional network programs catering to specific audience blocks, rather than one trans-continental scoring both hits and misses. Or, wherever this is not feasible, there is indicated a revamp in program formula in order to gauge more accurately the mass audience taste. Pin-point promotion also is a possible remedy. In some instances, however, the national rating—which is the average of two weekly national ratings—is high enough to warrant a status quo attitude with regard to the program—even the regional differences on that particular show are very noticeable.

Case in point, and one of the most interesting instances on the chart, is Bristol-Myers's *Duffy's Tavern*, which scores a national Hooper of 21.4 as against a Coast rating of 11.4. In the national ranking, *Duffy* grabs ninth place, whereas on the Coast it's practically in the cellar—in 52d place. The time differential may also be a factor.

### Other Wide Differences

Other programs exhibiting wide differences in this feature of the Continuing Program Studies are Lady Esther's *Screen Guild*, scoring 20.9 and ranking 12th nationally, as against a rating of 13.8 and a rank of 34 on the Coast, and *Mr. District Attorney*, with a score of 20.6 and rank of 13 nationally, compared with 13.9 and 32d position on the Coast.

Some marked differences exist among the top bracket shows, too. Jack Benny, for instance, in fourth place nationally with a Hooper of 28.4, is top dog on the Coast with a sensational 43.9, and *Amos 'n' Andy*, third nationally with a score of 28.9, is ninth on the Coast with 21.4. Other leaders show less variation, indicative of the fact that their material and format have a more general—(See *Regional Variations* on page 14)

Part II

The Billboard



# NETWORK STANDINGS By Total Hooper Points

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



Based on March 15 Report of C. E. Hooper, Inc.

## Standings for Full Week

(Evening and Daytime Combined)

	Previous Rank
1. National Broadcasting Company	1
2. Columbia Broadcasting System	2
3. American Broadcasting Company	3
4. Mutual Broadcasting System	4

## Full Seven Evenings and Sunday Afternoon Standings

	Previous Rank
1. National Broadcasting Company	1
2. Columbia Broadcasting System	2
3. American Broadcasting Company	3
4. Mutual Broadcasting System	4

## Standings for Individual Evenings and Sunday Afternoon

Sunday	Monday	Tuesday	Wednesday
1. NBC	1. CBS	1. NBC	1. NBC
2. CBS	2. NBC	2. CBS	2. CBS
3. ABC	3. MBS	3. MBS	3. ABC
4. MBS	4. ABC	4. ABC	4. MBS
Thursday	Friday	Saturday	Sunday Afternoon
1. NBC*	1. CBS	1. NBC	1. MBS*
2. CBS*	2. NBC	2. CBS	2. NBC*
3. ABC	3. ABC	3. ABC	3. CBS
4. MBS	4. MBS	4. MBS	4. ABC

## Multi-Weekly Evening Program Ratings

(Broadcast more than once weekly and reported on weekly average)

	Previous Rank
1. NBC	1
2. CBS	2
3. MBS	3
4. ABC	4

## Full Six-Day Daytime Standings (Excluding Sunday)

	Previous Rank
1. Columbia Broadcasting System	1
2. American Broadcasting Company	2
3. National Broadcasting Company	3
4. Mutual Broadcasting System	4

## Daytime Standing Breakdown

Monday Thru Friday		Saturday	
	Previous Rank		Previous Rank
1. NBC	1	1. CBS	1
2. ABC	2	2. ABC	2
3. CBS	3	3. NBC	3
4. MBS	4	4. MBS**	4

## Net Standings for the Full Week

EVENING				
ABC	CBS	MBS	NBC	
4	3	1	2	Sunday Afternoon
3	2	4	1	Sunday Evening
4	1	3	2	Monday Evening
4	2	3	1	Tuesday Evening
3	2	4	1	Wednesday Evening
3	2	4	1	Thursday Evening
3	1	4	2	Friday Evening
3	2	4	1	Saturday Evening
4	2	3	1	Multi-Weekly Evening
DAYTIME				
ABC	CBS	MBS	NBC	
2	3	4	1	Monday thru Friday
2	1	4	3	Saturday

\* Denotes change from previous report. See text in adjacent column for details.  
\*\* Denotes no sponsored programs listed for this period.

# Cigs Try Spots In Radio Drive For Top Year

NEW YORK, March 22.—Cigarette manufacturers, fired by several consecutive record-smashing sales years, are turning to spot radio campaigns to boost sales beyond even their present highwater mark. Some smoke purveyors believe that, spectacular as current figures are, they do not yet approach saturation. Others, facing competitive pressure of rival firm's spot campaigns, have been forced into action in self-defense.

R. J. Reynolds Tobacco Company became one of the leaders of the stampede when it launched a spot drive for Camels last fall thru William Esty & Company.

Larus & Bro. began a test spot campaign for its new brand, Alligators, about a month ago. The drive, which the Duane Jones Agency started in modest fashion in New England, has been expanding.

Jumping on the bandwagon is Philip Morris & Company, Ltd., which is just getting its spot drive under way. Biow company is the agency.

Still in the offing, but set for an early start, is a large-scale spot undertaking for Luckies. Foote, Cone & Belding is lining details up for American Tobacco Company, using musical spots with Jack Benny's Sportsmen's Quartet.

Liggett & Myers Tobacco Company may roll a spot campaign of its own soon. Newell-Emmett Company has been making inquiries for Chesterfields.

Kools (Brown & Williamson) have been big in the spot for some time.

# Ballin Quits Benny For FCB Exec Spot

HOLLYWOOD, March 22. — Bob Ballin, named this week to head Foote, Cone & Belding's Hollywood radio operations, will bow out as producer of the Jack Benny show the end of this season, to be replaced next fall by Hilliard Marks, currently holding assistant producer's reigns on Benny seg.

Altho Ballin has for some months been veepee of Ruthrauff & Ryan's Hollywood office, he doubled in brass, being on the F. C. & B. payroll as Benny's producer. Exit from Benny show will enable Ballin to devote full time to new supervisory job.

First skedded to move to F. C. & B. in July, Ballin will probably bow out of R. & R. before April 1. As yet, no replacement for Ballin has been set, altho Sam Pierce, production supervisor for R. & R.'s Hollywood air shows, will probably be upped to Ballin's former berth.

# ET 'Showcase' Starts April 4 on WNEW

NEW YORK, March 22.—Showcase, new series testing transcriptions on the air (The Billboard, February 22), will start on WNEW, New York, April 4, with a platter produced by Frederic W. Ziv Company. First show is the Wayne King pancake series, to be followed by two other Ziv shows, Philo Vance and My Greatest Story. NBC Thesaurus is slated to get WNEW time after the Ziv disks.

WNEW also has set a new book show, featuring Louis Untermeyer, author, a panel of guest authors and an audience participation wrinkle, to start April 6. Show is being done in co-operation with the Saturday Review of Literature. Station also has signed Johnny Guarnieri, hot pianist, for a Sunday series.

# Mutual Gains First Place For Sundays

## Takes CPS Lead From NBC

NEW YORK, March 22.—Mutual Broadcasting System (MBS), piling up Hooper points with its Sunday afternoon line-up, has gained first place in network audience standings for the Sunday afternoon period. Previous report, published in The Billboard's Continuing Program Studies, prepared in co-operation with C. E. Hooper, Inc., had NBC leading the Sunday afternoon segment, with Mutual, in turn, second.

On the other hand, NBC, which ranked second after Columbia Broadcasting System on Thursday nights, has taken the lead from CBS on Thursday, with CBS going to second place. This gives NBC the top slot five evenings out of seven, with CBS No. 1 Monday (Lux Radio Theater) and Friday (Durante-Moore). NBC's Thursday improvement may be credited to Aldrich Family, Burns and Allen, Eddie Cantor and Abbott and Costello.

### Hooper-Point Basis

Standings of the four networks, from the aggregate audience standpoint, are based on total Hooperatings gained by commercial programs only, on a 15-minute program basis. Compilation used for this analysis is based on the March 15 Hooper report.

Mutual Sunday afternoon strength stems from its top whodunit program, The Shadow, which, under a steady promotion campaign, has been building for some time, with a March 1 Hooperating of 14.7. Mutual has several other effective point getters on either side of Shadow, including True Detective Mysteries, House of Mystery and Quick As a Flash, all of which hover around 8 Hooperatings.

Chart in the next column shows how the networks ranked, from the standpoint of evening, Monday thru Friday daytime, Sunday afternoon and Saturday daytime total audiences.

# CBS, Expanding Docs on Air, May Base Studies on Them

NEW YORK, March 22.—Success of the documentaries presented by the Columbia Broadcasting System has encouraged the web to plan a new batch of shows far in advance, and consider ways of utilizing the contents of its documentaries on a continuing basis. Web execs are now kicking around the idea of having them become the basis of annual reports on such subjects as juvenile delinquency and national health. This project would entail annual programs on the different topics, the preceding year's material providing a means of comparison. Also in line with the idea of making extensive use of the material gathered for the documentaries is a project which would combine excerpts from all the programs. These excerpts would be fashioned into one program which would be broadcast at the end of each year.

Plans have not yet been crystallized. Meanwhile, however, activity is steadily going along on some six programs in the works. First of these will be *A Long Life and a Merry One*, based on a script by Howard Rodman, scheduled for April 4. This opus, on the nation's health, will cancel Philip Morris' *It Pays To Be Ignorant*, plus a 30-minute CBS sustainer. *Killing Ignorant* means a rebate of over \$10,000 for time and talent.

Other docs in the works are one on the occupation of Japan; one on the constructive aspect of atomic energy; another, slated for August 14, in the nature of a report on the peace to veterans (with civilians encouraged to listen in as eavesdroppers); another in September—the opening of the academic year—reporting fully on the crisis in education; another slated for July 26, and originating from the Library of Congress, on the opening of the new collection of Lincoln letters, and a second Lincoln broadcast at a later date presenting a noted Lincoln

## Chi Writers To Air Beefs at IUC Meet

CHICAGO, March 22.—Chi's recently formed Inter-Unio Council will hold its first formal meeting April 9, at which time reps of the Radio Writers' Guild local will lay before the group RWG's views on the possible writers' strike. Chi local will vote on the strike question the night before.

Council is composed of RWG, AFRA, Radio Directors' Guild, IBEW and NABET. AFM spurned the chance to join with the other unions. Purpose of the org is to create a united front regarding labor questions in radio.

Orin Tovrov, prexy of RWG, said he hoped that if the guild had to take "drastic action," the other unions would be in complete possession of the facts surrounding the controversy.

## "MIRROR, MIRROR ON THE WALL . . ."

Which one's fairest of them all? Choose the Photo looking best. . . . The one that's used more than the rest. By actors all, of stage and screen. . . . Why, Moss, of course, is what I mean!

8x10's—5c each in quantity  
Mounted Blow-Ups—  
20x30, \$2.50; 30x40, \$3.85  
Postcards—2c each in quantity.

Write for Free Samples and Price List B.



scholar in an interpretation of the letters; and finally, a documentary on the history of American labor.

The point of view to be presented in the labor doc is that the labor movement in America is as American as apple pie, not an importation.

### Station Promotion Heavy

CBS stations are giving the documentaries strong promotion. The recent *Eagle's Brood*, for instance, was taken by the entire web, and many of the stations took extensive paid space in addition to using other means of ballyhoo. Affiliates used as many as 15 local announcements per station, in addition to 10 transcribed announcements made by Ed Murrew, the web's director of public affairs. Plugs via women's programs were also employed and there were extensive station tie-ups with churches, which held special forums and organized listening groups.

CHICAGO, March 22.—Jim Hurlbut, director of special events at WBBM, CBS outlet here, has gone to New York to help prepare documentary programs.

## Announce Rates For Schwerin's Seg Analyzers

CHICAGO, March 22.—Announcement of first rates for use of the Schwerin radio program analysis service, plus disclosure of the fact that the system has been shown for the first time to General Mills and Procter & Gamble as well as a description of a new way of testing the effectiveness of radio commercials was made here this week by Horace Schwerin, who developed the system in conjunction with the NBC research department. The Schwerin system has been used to analyze NBC programs and auditioned shows for about a year. Until June 30 NBC will have exclusive net rights to the service. Use of the service is now open, however, to national and local advertisers and local stations.

Commercial rates, which became effective this week and will be maintained at the present level until June 1, Schwerin said, will be \$750 per half-hour show on a one-time basis and \$500 per half-hour show on a continuing-study basis. Quarter-hour shows will be tested for a rate 25 per cent less than the half-hour rate.

The Schwerin system uses reactions from a sample of 600 who listen to programs in a studio and then report on component parts.

Using the system and working with producers, writers and talent, Schwerin, backed by Huge Beville, NBC research exec, claimed his findings had been instrumental in improving the RCA Sunday afternoon program on NBC from a Hooper of 3.7 in August to a present rating of 8.5. Schwerin also states that reactions can be projected to a national basis.

Schwerin says his method measures sales messages for their comprehension, credibility, basic sales theme, and whether they are remembered and have ability to make listeners react to a point of purchasing the product advertised. These tests are also made on a sample audience which indicates listener reaction on questionnaires filled out while the messages are being played.

## Dry Goods May Up 1947 Radio Budget

NEW YORK, March 22.—Retail dry goods stores using radio will tend to make the same or slightly increased expenditures during 1947, according to the March issue of *Promotion Exchange*, publication of the National Retail Dry Goods Association. The conclusion was reached after a survey of NRDGA stores.

Findings coincide with last summer's NRDGA study, which indicated that "64 per cent of the stores using radio anticipated the same budget, 23.1 per cent planned increases." New survey also finds stores voting nearly unanimously for increased item advertising instead of institutional copy. Dollar expenditure increases are expected in the home furnishings line.

## Givot May Snag Ainer Over ABC

CHICAGO, March 22.—Possibility that George Givot, Greek comic, might have a future radio program on the ABC net was seen here this week when it became known that central division program execs of the net had a confab with Givot and his radio rep, Harold Lee, trying to whip up a show featuring the comedian.

Plan, however, is still embryonic. Harold Stokes, Lee, Fred Killian, production head, and a couple of writers are trying to develop a show idea.

Givot just closed at the Tic Toc niter in Milwaukee. He was slated to open at the Sherman Hotel here, but at the last minute latter date was canceled. Stokes said that if any show were whipped together it would have to be while Givot was in this territory.

## RWG, RDG Meet To Settle Rifts

NEW YORK, March 22.—A committee from the Radio Writers' Guild met with one from the Radio Directors' Guild yesterday to work out means of eliminating friction between the unions.

Orgs have worked together closely of late. Future confabs will try, by delineating the function of writers and directors, to make certain that no disagreements arise. Alf Bestor heads RDG's committee; Bill Todman, RWG's.

## NBC Stays Landlord For ABC Until 1950

NEW YORK, March 22.—A load was taken off the minds of American Broadcasting Company toppers this week when an agreement was reached with the National Broadcasting Company whereby ABC will remain a tenant of NBC until 1950. Until the new studio and office space lease was signed, ABC had been due to scam in about a year. Deal applies nationally.

When, under Federal Communication Commission monopoly regulations, ABC was divorced from NBC and its parent, the Radio Corporation of America, an agreement was reached providing that ABC could use NBC's facilities until after the war. President Truman's declaration that hostilities were over would have meant that ABC would have to vacate had the new agreement not been reached this week.

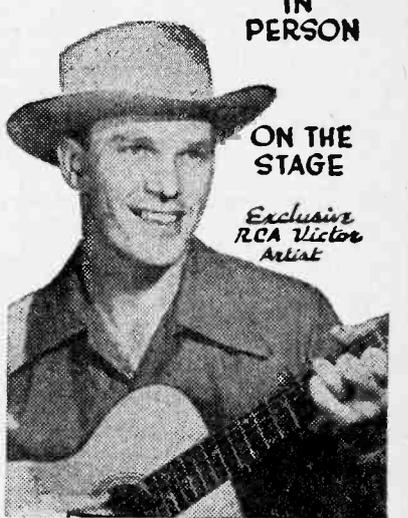
WHAT IS LIFE WITHOUT LOVE?

**Eddy ARNOLD**  
*The Tennessee Plowboy*  
—and his—  
**GUITAR**

IN PERSON

ON THE STAGE

*Exclusive RCA Victor Artist*



**EDDY'S LATEST R.C.A. VICTOR RELEASE**

**WHAT IS LIFE WITHOUT LOVE?**

Victor 20-2058-A

NOW AT ALL MUSIC STORES

MANY THANKS TO ALL MUSIC BOX DEALERS, RECORD SHOPS, CLERKS AT MUSIC COUNTERS, RECORD DISTRIBUTORS FOR THE MANY FAVORS GIVEN ME IN 1946.

also Saturday 11 P.M.—E.S.T.

## EDDY ARNOLD'S SONGBOOK PROGRAM WSM GRAND OLE OPRY

On RCA-VICTOR and BLUEBIRD Records

Eddy's Latest RCA Victor

WHAT IS LIFE WITHOUT LOVE? THAT'S HOW MUCH I LOVE YOU (Victor No. 20-1948A, backed by "Chained to a Memory")

I TALK TO MYSELF ABOUT YOU (Victor 20-1801)

ALL ALONE IN THIS WORLD (Victor 20-1855)

MANY TEARS AGO (Victor 20-1871A)

MOMMY, PLEASE STAY HOME WITH ME (Victor 20-1871B)

EXCLUSIVE MANAGEMENT  
**THOMAS A. PARKER**  
4218 San Pedro  
Tampa 6, Florida  
Phone: W-3951

# TELE: BAR BOON OR BANE?

## Pub Crawlers Sit and Look But Don't Buy

### Bar Flies' Shangri-La

NEW YORK, March 22.—Imposition of a 20 per cent amusement tax on bars maintaining television sets—a tax which may be rescinded, according to report late this week—has served to highlight a problem television is posing for many bar owners. Question is whether video receivers hurt or help saloon sales.

Experiences reported by pub owners who now own tele receivers fall into two categories. More frequently heard is the plaint that the sets help crowd bars, especially when a major sporting event is being telecast, but that the trade may sit over one drink for hours. Result is that while traffic may be heavier, actual sales are lighter.

Contrasted to this, are statements made by innkeepers who claim that a big basketball game, or similar attraction, not only attracts three times the normal number of customers, but they spike their viewing with frequent draughts of thisa or thata. One gin-mill owner said this week that when one of the TV stations covered the basketball semi-finals, his trade was triple that of non-tele days.

### Unhappy Investment

On the other hand, the operator of a Brooklyn spot stated that his \$3,000 investment in a tele set was the unhappiest investment he ever made. He claims that while it's true his joint is mobbed for the big sports telecasts, all the trade does is buy a bottle of beer, park at a table, and swig the suds all night. Meanwhile, his regular customers can't even find elbow room, so they blow the joint, many of them doing a burn. Beefs such as this are more numerous than the claims that tele boosts bar biz.

One suggestion has been to institute a minimum check system, but tavern owners are afraid this will spot 'em behind a big black eight ball, shaped something like a cathode tube. While it might work for tran- (See Pub Crawlers Look on page 14)

## Tele Execs Warned To Avoid "Easy Sale Pitfalls" That Plagued Early Days of Radio

By George L. Moskovics

Commercial Manager, CBS Television (WCBS-TV)

ONE of the dangers in selling television is that the medium is too easy to sell! Its possibilities are so exciting that there is danger of putting an advertiser into television on a snap-judgment basis without due thought for his best long-range interests, either as regards the medium or the program.

It reminds one of the early days of radio selling when listeners were so responsive and advertisers so avid that almost any program was a natural for any advertiser. And, just as a good deal of harm was done to radio in those early days, there exists in television today the same danger of that type of over-enthusiastic, opportunistic selling.

George L. Moskovics was named to the newly-created post of commercial manager of CBS television operations in June, 1945. Prior to his video assignment, Moskovics was with CBS for nine years, and in commercial radio for 13 years. He has a background of training and experience in engineering, sales advertising and use of graphic media.

For many years, he was sales manager of the Columbia Pacific network, with headquarters in Los Angeles, and at the time of his appointment to CBS television was assistant sales manager for CBS radio sales in New York.

It is, therefore, a basic duty of the television salesman to analyze the long-range requirements of a client carefully in order that the suggestions made carry sound possibilities for the long pull. Sometimes he will have to combat the enthusiasm of an advertiser for a program which the salesman's experience tells him is inappropriate or which for some reason will not have sound values for the advertiser. Salesman must appraise all possibilities expertly and come up with and battle for sound basic ideas.

Measured in terms of cost per thousand, television is and will be for some time an expensive medium when compared to other forms of advertising. That makes it more than ever incumbent on the television salesman to protect his advertisers' interests, even against their own immediate desires. This is not an altruistic point of view; it is plain hard-headed business. Radio, for many years, suffered because many advertisers, who had not been directed wisely in the beginning, felt that the medium held nothing for them. They had tried it and they knew. Radio salesmen consequently were on the defensive with such concerns. Television has the great opportunity of capitalizing on this experience.

### Follow-Thru Necessary

And, when the sale is made, the job is only half done. It is up to the salesman to see that the station delivers what he has sold, whether this be a complete station package show, only station facilities, or a time signal. In putting together a television program, an indefinite number of detailed problems must be solved. In many cases there are honest differences of opinion, frequently of extremely delicate shading, between

what is in the advertiser's mind and what comes off the screen. No two conceptions will ever be precisely alike, but every possibility looking toward a meeting of the minds between the advertiser and the broadcaster must be exhausted to insure the most effective use of the medium.

While it is quite true that in the actual working out of programs in production the salesman must work thru the production staff of the station, nevertheless, having made the sale, it is his responsibility to see that the advertiser and station work together in such close harmony that the show that finally comes off meets both the station's standards and the advertiser's expectations. And, so long as one is dealing with human beings, that is by no means the easiest of the salesman's tasks.

### Face Limitations

Where the limitation of equipment or station standards bar the use of an advertiser's pet idea, salesman must face such a situation courageously and sell the advertiser on what can and/or should be done. It follows, therefore, that the salesman must know his medium intimately.

A word of caution: Many salesmen try to lead an advertiser up to an audition too soon. They hope the advertiser, who may not otherwise have decided to go into television or to use the particular program under consideration, will be so impressed by the audition as to be inspired to make all the decisions required for its purchase. This rarely happens. As a general thing, it can be stated that an audition is a determining factor in the sale only after all other questions have been satisfactorily resolved. The audition should be the final demonstration that the specific program auditioned will in fact do those things which the advertiser expects and which he is already committed to buy, subject only to such a demonstration.

There are situations, of course, when the salesman has the opportunity to sell a specific program, which cries for sponsorship by a certain type of advertiser. A bowling show, for instance, has a natural appeal for a manufacturer of alleys, bowling balls and other equipment. In such cases, however, there are times when a salesman may jump to a too easy, too obvious conclusion and discover that what seemed a program natural for a certain advertiser, isn't that at all. Here again intelligent application and study is important.

### High Level Selling

The wise television salesman will start his activity with an advertiser at the highest possible level of authority. On the basis of its present audience and production costs, it is difficult to justify television as a competitive advertising medium. Very few, if any, of today's advertisers use television for that reason.

In general, they are in television first to acquire franchises—either of time or talent or both—of future potential value; and second, to acquire experience in the commercial application of the medium. Neither (See Tele Execs Warned on page 14)

## DuMont Cuts Tele Station Cost to 90¢

### Operating Nut Also Lowered

NEW YORK, March 22.—Revolutionary, low-cost television stations, constructed for under \$90,000 and operating at savings of more than 35 per cent from current station costs now are possible, it was announced this week by Allen B. DuMont Laboratories, Inc. Saving is possible, the company said, because it has developed new uses for image orthicon cameras, and by special utilization of film. Average cost of television facilities today, DuMont said, ranges between \$180,000 and \$250,000.

New method involves televising projected film images directly from a translucent screen, even in normal room illumination, with the image orthicons. Not only will this vastly increase the number of films which can be used for video (DuMont officials estimate the percentage will rise from 20 per cent to over 80 per cent), but it will simplify use of film in conjunction with live presentations, it is claimed.

Another DuMont development will permit films to be made from live television productions. Films can be made directly from the screen of a receiver while the program is in progress. Laboratory officials visualize sponsors filming their live video shows in New York for rebroadcast on tele stations thruout the nation.

New developments now make it possible for station to be serviced thru single studio, control room, antenna and transmitter, with resultant slash in operating costs, according to DuMont officials.

## RMA Files Plea Against TV Tax

WASHINGTON, March 22.—Internal revenue bureau is studying a formal plea from Radio Manufacturers' Association for exemption of television receivers from the 20 per cent cabaret tax on TV receivers operated in hotels and dineries. In wake of a lengthy conference with federal revenue authorities, President Bond Geddes, of RMA, filed a formal protest Friday (21) against the levy on the ground that it presents a serious threat to the young TV industry which has invested "millions of dollars in development."

Geddes said the shadow of the TV ruling already was "seriously interfering with the current sales of television receivers." The RMA chief stated further that Congress did not intend TV to be included in the excise tax laws, and that "in the application of the 10 per cent radio manufacturers' excise tax, the internal revenue bureau has ruled that the tax is not applicable to television receivers but only to the proportion of radio components in such television receiving sets." He pointed to administrative difficulties facing the Treasury inasmuch as TV operates only a few hours daily and includes only "partial services which might be construed or classified as entertainment."

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# Ohio State Radio Institute Nixes Panel on Video

CHICAGO, March 22.—Fact that Ohio State University Institute for Education by Radio, May 2-5, would not have a panel on television became known here this week and was greeted with surprise by members of local video circles. Why the institute, which has become recognized as one of the top meetings of its kind, should ignore television, especially when the industry seems to be on the verge of making its greatest progress, was something the members of the video trade could not understand.

Official reason, as stated by Dr. Harrison B. Summers, acting director of the institute in the absence of Dr. I. Keith Tyler, who is in Germany, was that television was in such a state of chaos that planners of the institute thought nothing could be discussed that was new or that had not been covered at the television panel at the institute last year. Dr. Summers also said that planners of the institute had hesitated to schedule a video panel this year because it was thought nothing definite could be said until the FCC had handed down its color vs. black and white decision. When reminded that the FCC had made its decision this week, Dr. Summers replied that it was too late now to get together and schedule a television discussion.

Meanwhile Ohio State also announced that the main theme of this year's institute would be *Public Service Programming and the Challenge of the Blue Book* and that education and labor would come for a larger share of attention than they have in previous institutes.

## 5 Tele Bids Okayed by FCC

WASHINGTON, March 22.—Five applications for television stations, two of them commercial, were accepted by the Federal Communications Commission this week, first bids to be reported following the FCC decision on colorcasts in high frequencies. One of the applicants is Columbia Broadcasting System, which proposed the new color standards. CBS is now asking for a portable experimental station, and a relay station in New York.

One commercial bid came from *The Philadelphia Daily News*, and the other from Sarkes and Mary Tarzian, of Bloomington, Ind. They were for two and one kw. stations, respectively, other bid was for an experimental relay station, filed by *The Detroit Evening News*.

Fort Industry Company (George Storer), of Detroit, was granted an application for a new TV station on 54-60 mc.

## Review

Show Business, Inc.

Reviewed Thursday (20), 8-9 p.m. Style—Variety. Sustaining over WNBC (NBC), New York.

NBC is spotting this experimental program in the Thursday night slot for two weeks, after which General Foods takes over the time—formerly held by Standard Brands. General Foods will probably divide the time into two half hours, programing the first of them with Mutual's *Juvenile Jury*—for which Benton & Bowles is now clearing video rights with Jack Barry and Dan Ehrenreich.

There'll be no mourners when the current NBC program folds, for *Show Business, Inc.*, ain't like show business. Stretched over the hour period, the production by Fred Coe was dreary and disjointed, being neither good vaudeville nor good television nor good nothin'. It began as a typical variety bill, with the Four Carters, a skating turn, doing routine business on a small mat. Gus Van followed, singing *McNamara's Band*, with background music supplied by the Variety Four, a harmony act. Latter warblers were apparently in lieu of musicians banned by AFM chief Petrillo—and the effect could only be called dull. So were Van's take-offs on Bert Williams and Stepin Fetchit.

While these goings-on were unfolding, a double emcee team—John Graham and Helen Parrish, tried to tie the works together with conversation touching on Van's experiences in noted Broadway hits, etc. All pointless, sentimentalized and serving no entertainment purpose. Why two emsees were needed, to give the effect of father and daughter, is a video mystery.

Following this straight vaude stuff, *Show Business, Inc.*, turned very fancy—with a piece tabbed variations on a theme. This was vague in execution and meaning, but chief idea seemed to be an illustration, via film, of the theory that there's a story behind each melody. Narrator delivered the story—having to do with a musical cobbler in a haunted Vienna opera house—in World War I days. While the story unfolded a dance team, Ellsworth and Fairchild, cluttered up the screen. There were all sorts of montage and dream effects, adding up to a climax in dullness when the suffering musician died at his instrument.

For the televiewer all the pain was not over yet, tho. A nickelodeon turn was flashed on, with narrator giving Wagnerian double-talk comment to a corny silent film. A cute idea, but it didn't come off.

When Terry Bennett came on to do a vent turn, one viewer in the video audience was damn tired, and of the opinion that black and white, perhaps even more than the tinted stuff—must either get out of the laboratory or run right back into it.

Frankly, there's something in the air, and it ain't spring.

Paul Ackerman.

## Chi Sun Succumbs; Prints Video Lists

CHICAGO, March 22.—Following the example of other Chi dailies, *The Chicago Sun*, Marshall Field morning paper, this week gave up the fight and began running daily listing of television and FM programs. Other dailies here, *The News*, *Herald-American*, *Tribune* and *Times*, have long been running FM listings and about a month ago began printing video listings. *The Sun* editorial management, however, until this week has been strongly opposed to the move.

# WBKB Mobile Tele Pick-Up Opens New Video Vistas

CHICAGO, March 22.—Successfully completing a pick-up using mobile equipment on a moving truck pulling its own transmitting power generator, WBKB, local Paramount video station, this week accomplished what is claimed to be another television "first." According to Bill Eddy, head of WBKB, no television station ever before has successfully transmitted a signal from a moving land-type vehicle in a crowded city district.

Friday (14) WBKB demonstrated a pick-up from a truck moving down State Street in the heart of Chicago's Loop. A camera was mounted on a truck, pulling a trailer on which was a 10-kw. portable transmitter. Picture received at the station was good, even when the truck got a couple of miles away.

WBKB will use its new mobile system for a scheduled program the first time Tuesday (25). Program will be a special events pick-up of a State Street Easter fashion parade. With the new equipment the station will be able to travel with the parade instead of merely picking it up at a permanent camera installation.

### Big Step Forward

Reasons why this move by WBKB is said to be a big step forward in video news programing are many. For one thing, hitherto mobile units had to get their power from regular municipal sources to which lines were run. Need for this was prompted by the fact that frequency of current used by mobile transmitters and home receivers had to be synchronized. WBKB engineers, overcoming this difficulty, synchronized frequency of generator current with city supply.

Second, while portable equipment pick-ups have been made from airplanes, none has been made from

moving vehicles in downtown areas, where building obstructions could cause signal interference. WBKB engineers overcame this difficulty, too, by designing a special horizontal, polarized antenna on the mobile pick-up truck instead of the usual dibold type antenna. Thus they were able to direct the signal to a pick-up point on the WBKB building.

For similar pick-ups from other spots in the city directional devices beaming the signal to a relay point that can be seen must be used. However, with a series of radio relays there is no reason why portable, moving pick-ups cannot be made elsewhere.

Station is already toying with the idea of making a pick-up on a boat on Lake Michigan, using the same system, and, according to Eddy, it will be possible to have three-way pick-ups from land, sea and air simultaneously.

## Hubbell Hangs Out Consultant Shingle

CINCINNATI, March 22.—Richard W. Hubbell this week announced formation of his own television, radio and motion picture consultant firm, to be known as Richard H. Hubbell & Associates. Hubbell has left his executive post at Crosley Broadcasting Corporation for his new undertaking. He had been WLW production manager and Crosley's television consultant.

Hubbell's new firm has been retained by Crosley, as well as by Robert Jerome Smith, public relations counsel of Washington. Temporary headquarters are in Cincinnati, with permanent offices to be opened in New York next month.

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# Superman Bid For Tolerance Spreads Off Air

(Continued from page 3)

ers. K&E will stress this hereafter. The *Superman* story line will bring out that kids all over the world are the same. Educators affirmed that the moral message implicit in the show was best developed in a program primarily entertainment, so that children were unaware of the propaganda.

## Gaining Listeners

It was also brought out at the meeting that *Superman's* espousal of tolerance had not resulted in a loss of listeners. Rather, some gain was made during the year. Some fear existed one year ago that an audience loss might be the result of the then new *Superman* story line.

The idea of taking the tolerance theme to the public directly, in addition to the radio job, has been mulled by the agency, sponsor and web for some time. Now it's in the works, with the first stop slated for Philly April 17. There the session will be sponsored by Philadelphia Fellowship Commission and will be tabbed *Can Radio Teach Democracy?* Gertrude Golden, district superintendent and radio supervisor of Philadelphia schools, will preside, and Ed Kobak of MBS; Bill Lewis, K&E veepee in charge of radio; Bob Morrell of *Superman, Inc.*, and a rep of Kellogg will speak.

## Kellogg May Kick In

The Philadelphia Fellowship Commission includes such organizations as National Association for the Advancement of Colored People, National Conference of Christians and Jews, Philadelphia Council of Churches, and Council for Equal Job Opportunity.

Future sessions will not necessarily be sponsored. In fact, Kellogg is ready to peel off some long green to get the message across. Sessions probably will develop into a station promotion idea—the pitch being to establish a pattern whereby the different MBS stations carrying *Superman* will be able to establish their own local forum tying in with the radio show.

# Mayo, O'Shea To Do Jack London Life

NEW YORK, March 22.—Film stars Virginia Mayo and Michael O'Shea have been lined up for a new radio package based on Jack London's life and works. The package, developed by Lou Cioffi, of Gotham Radio Productions, currently is being scanned by agencies.

Miss Mayo, who is O'Shea's fiancée, plays the role of Mrs. London in the drama. O'Shea played the London part on the screen.

# Blessed (?) Event

NEW YORK, March 22.—A South American fan of *Murder and Mr. Malone*, heard over American Broadcasting Company, recently shipped the cast a box containing a gift boa constrictor named after the leading character. Yesterday, reptilian Mr. Malone gave birth to a batch of 71 little boas.

# Co-Ops Seek Gov't Aid on Fair Play

(Continued from page 6)

sponsor of the Elmer Davis five-day-a-week program on American Broadcasting outlet, WMAL. Mazor had shared in the Lewis sponsorship with L. P. Stewart Company, Ford dealer, which in turn took over full sponsorship for the Lewis program locally.

## Ethics Questioned

The Potomac Federation of Co-Operatives, in petitioning FTC for the right to intervene, raised the question as to whether Lewis, in going on the air under sponsorship for a local furniture firm in Washington, is in violation of FTC regulations by attacking the furniture firm's trade competition. John J. Carson, research and information director of the co-operative league, told *The Billboard* that the actions which are being brought to the FTC are "solely to see if the means can be found to provide protection for the people."

"The co-operatives," said Carson, "have no desire to injure anyone thru these petitions. We are anxious to do what we can to develop some means to give the accused at least the opportunity to be heard. We are very conscious of the necessity of preserving the freedom of the press and all its forms, including radio." Carson added that "the common good requires that some means be established to provide equal chance for the accused to face the accusers and that the latter face the responsibility to support any accusation."

The co-operatives have served notice on FTC that the issue will be carried to Congress, depending on what the FTC answer is.

## AD CIRCLES CHILL

(Continued from page 6)

could enforce any new standards proposed. Of the two, BAC is given a better chance, for if the suggested improvements originate from a joint body whose active participants include both advertisers and agencies, there is a better chance these standards will be put into effect by time buyers rather than originate from radio alone. Revision of the membership status of CBS and NBC in NAB, due to take place shortly, whereby they will become associate rather than active members, does not strengthen NAB in this direction, trade spokesmen say.

It's quite possible the BAC pay-off will come this year. Actually, great expectations at this time are premature, for the organization and finance committee, headed by Ed Kobac, Mutual Broadcasting System president, has yet to hold its first meeting. Its accomplishments, once meetings get under way, may indicate the course of future events.

## Ken Dolan Show for Mutual

HOLLYWOOD, March 22.—Ken Dolan's package, *Johnny Madero*, Pier 23, starts a sustaining series on Mutual Broadcasting April 30. Show, an adventure suspense-type program, features Jack Webb, with Nat Wolff penciled in as director.

# Station Bids Huge Gamble

(Continued from page 7)

balance sheet showed the losing company had paid out \$2,750 as organizational expenses and had an \$800 liability for "professional services." Moreover, hearings had been held in Miami over a year ago and in Washington last spring, and much effort had been put forth in preparation for each hearing.

So much detail is required for each application for a new station that often the Commish asks for added info and exhibits before it will even accept the application for filing. This, in turn, means further outlay to lawyers and engineers for amending the application and refiling it. Recently, when FCC finally came out with a "proposed decision to the Torrington Broadcast Company, Inc., to build a new station in Torrington, Conn.," the company already had spent an estimated \$1,000 or more in preliminary work. A sudden reversal for Torrington before final decision is reached would mean outright loss of the thousands. And, if Torrington wins, the Berkshire Broadcasting Corporation's request for the same facilities for a new station in Danbury, Conn., necessarily will be denied. Berkshire has had lawyers and engineers working on its case for two years.

Expenditures are running substantially the same for bids for small and large communities alike, according to an FCC analysis. The Belvedere Corporation, whose application for a new station in Baltimore was recently accepted for filing, spent just under \$3,000 for organization expense, a figure about identical with that shown by bidders in much smaller communities. Once the bid is filed and subjected to challenge, the expenses have as much as tripled for some applicants before a proposed decision could be reached by FCC. The FCC itself does not relish the situation, but insists that under Communications Act of 1934 one of the criteria which must be used in judging ability of applicant is whether the bidder can survive the financial risk.

One important consequence which is coming to light in FCC is a rise in number of lawyers and engineers represented in station ownership, a situation believed brought about by the increased number of legal and engineering hazards in pushing an application. Some prospectors seemingly are taking lawyers and engineers into their companies on a share-the-risk basis, according to the analysis.

## TELE EXECS WARNED

(Continued from page 12)

of these things is the immediate concern of the advertising department or the advertising agency, which are fully occupied in making their present advertising campaigns produce the results expected. The decision to get into television and the setting up of budgets to finance such campaigns usually come at the policy-making level. Therefore, the television salesman is wise to approach the problem at this level. He can hardly expect the advertising agency, the advertising manager, the sales manager or anybody else under the policy-making level to fight his battles for him.

To sum up, the television salesman must sell intelligently and constructively from the standpoint of the highest long-range interest of the advertiser. He must deliver what he sells, in spirit as well as in the letter. He must make certain that his client has established a firm policy at the highest necessary level to go into and stay in television.

# NAB Moving Day

WASHINGTON, March 22.—National Association of Broadcasters will make its long-anticipated switch in headquarters next week-end (27-30), unless a hitch in plans develops. NAB will move across the street from 1760 "N" Street, N. W., to 1771 "N" Street, N. W., with top (fourth) floor of new building to be occupied by Justin Miller, prez; A. D. (Jess) Willard, exec veepee, and Don E. Petty, general counsel.

# Pub Crawlers Look But Don't Buy

(Continued from page 12)

sient spots, it would never do for nabe joints, where competition is fierce and a steady customer can always find another friendly barkeep to serve him slugs and listen to his woes.

PHILADELPHIA, March 22.—State liquor control board ruling that tap-rooms and licensed restaurants must take out a special amusement permit to operate television receiving sets on the premises was challenged this week in the Dauphin County Common Pleas Court by owners of two local cafes. Suit was filed by Jack London, owner of the Thirty-Six-One bar, and Jacob Stern and Philip Sachs, who operate Jackie's Cafe. Tuesday (18) the Philadelphia Retail Liquor Dealers' Association, on behalf of 1,200 members, of whom 200 have television sets, joined in the court action. Under the liquor board's ruling, tavern ops would have to pay \$120 a year for an amusement permit.

Court was asked by the ops and the association to issue temporary and permanent injunctions forbidding the liquor board to issue its television regulation or to try to enforce it. Meanwhile, Jack Crane, prez of a tavern association, is advising members they may use their television sets without a license, despite the contrary order issued by the liquor control board. Hearing on the court action is listed for March 31.

## REGIONAL VARIATIONS

(Continued from page 9)

ized appeal. Bob Hope, for instance, nationally in the top spot with a Hooper of 32, ranks second on the Coast with a score of 30.4. There's not too much variation in *Fibber McGee and Molly*, the team ranking second nationally with a score of 31.6, as against fifth on the Coast with a figure of 27.7. Red Skelton, too, is fifth nationally with 26.1 and third where the sun shines, with 30.4. Fred Allen's listening-draw apparently is quite uniform, ranking sixth nationally with 25.9 and seventh on the Coast with 24.6.

Comparative standing and regional variations and similarities in listening appeal of other programs included in the first 20 may be ascertained by a scrutiny of the adjacent chart.

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# FEES TOO BIG FOR PARKS

## BMI's Pitch In Midwest May Get Nod

### Ops Look to CCOA for Cue

CHICAGO, March 22. — An announcement of major importance to BMI's campaign to license Midwest ops is expected here next week from execs of the Chi Cafe Operators' Association. Joe Gates, BMI licensing chief here, this week pacted Ralph Jansen, op of the Ivanhoe and a major member of CCOA. While legal reps of CCOA were not available for comment, remark has come from them that no member would sign until they gave approval, so Jansen's inking is considered an optimistic sign. A definite stand from CCOA is being awaited either way by ops all over the Midwest, for it's known that music users thruout the territory will be swayed by whatever action a united body like CCOA takes. Up to now, BMI reps locally haven't picked up signatures of any major ops.

## Signature Cuts Artist Roster

NEW YORK, March 22.—Signature diskery began to pare its artist roster this week by dropping the Johnny Bothwell ork and Marie Greene. Bob Thiele, Signature prexy, said these were the beginning of prunings which would find little more than half of the firm's stable surviving.

He said, in order to drop Bothwell, Signature had to buy out the orkster's wax pact, which still had eight months to run, but Thiele didn't disclose the amount involved.

Meanwhile, the wax firm set out after new talent, with negotiations going on currently to pact Paramount movie starlet, Olga San Juan, for an album. Firm also is looking to Hollywood for additional film names to cut albums, with Mae West and Jane Russell reported among those being sought.

Label also is prepping its first Latin-American cookies, having signed Fernando Alveres and the Jose Morand Rumba Orchestra this week.

## Murray Arnold Ork Makes Bow May 27

HOLLYWOOD, March 22.—Murray Arnold, ex-Freddy Martin pianist, will kick off his own music crew May 27 when he makes his bow as a batoneer at Claremont Hotel, Berkeley, Calif. New orkster was booked in by Lyle Thayer, former Music Corporation of America booker, now a director of the newly formed Mus-Art Management Corporation. Arnold booking marks first time a non-MCA band has been set for the spot.

Mus-Art activity elsewhere recently had the agency adding two more bands to its growing roster. Org's Chicago office this week pacted Gray Gordon's ork to a management paper. Jack Whittemore, New York link in the Mus-Art set-up, grabbed off Arturo Arturo's unit for the agency.

## Musicraft Overhaul Okay, Diamond Due To Take Over

NEW YORK, March 22.—The much discussed refinancing plan of Musicraft Records was approved Wednesday (19) by a meeting of stockholders at company offices.

The okay by share owners gives the diskery the go-ahead on its plan to issue new common stock in exchange for present holdings and to sell privately (Atlas Corporation role here is presumed) 120,000 shares of new common at \$2.50 per share. This is in addition to Musicraft's announced intention to seek a term loan of about \$250,000.

The next steps, according to Irving Felt, prexy, will be "pursuing discussions" with Milton Diamond (ex-Decca exec and attorney who is expected to come in as new chairman of the board) and the Atlas interests. Felt denied, vehemently, rumors that either Diamond or Atlas had gone wishy-washy on the deal.

### Unperturbed by Lyman

As for the possibility of Abe Lyman-Maurice Duke intervention in the reorganization, Felt stated he had indicated to Lee Eastman, attorney for the stockholders, spearheaded by orkster Lyman and Monogram Producer Duke, that he had no objection to their showing interest in the financings. Since Eastman's clients hold only a minor bloc of stock, Felt indicated, apart from constructive suggestions they could not be figured to affect the general plan materially.

Most immediate steps for the diskery, now that the plan is thru, will be to placate important vendors and debtors. The diskery has already received agreement from Harry Fox to defer royalties due members of

Music Publishers' Protective Association for a two-year period.

### Shake-Up Expected

What will happen next, it is understood, is considerable reshuffling of personnel and titles. Within a few weeks, if and when financial aspects are cleared away, it is believed that Atlas pressure on the "management" factor will take its toll. Should Diamond definitely become chairman of the board, Felt's position would remain unclear, as would that of his assistant, Ed Ellinger.

In the repertoire department, Albert Marx handed in his resignation as vice-president and director this week and left for California. Other execs are still not sure of their future. Most of them are looking to the directors' meeting set for Thursday (27) to clarify their positions.

## From Headaches To Heartaches; Trend Shaping?

NEW YORK, March 22.—How big can Ted Weems get was the question of the week! The *Heariacnes* maestro has been taken under Howard Christensen's personal management wing, MGM label is toying with contract papers and booking prices on the revived hot property that is now Mr. Weems are going up. Music Corporation of America is said to be veering between a Denver hotel job at flat \$3,000 or a batch of Southland one-nighters with Weems asked (See *From Headaches on page 33*)

## AFM Clampdown on Pan Am Opens Door for Laurenz's Switch to Mercury Waxery

### Pact Breach May Be Only First Ache for Coast Outfit

HOLLYWOOD, March 22. — Pan American Records' top-selling artist, John Laurenz, flew the coop this week by signing a new deal with Mercury Records in a surprise shift which caught Pan Am flatfooted.

Crooner's move was made despite a Pan Am contract which expires in mid-1948. Legal loophole was claimed in the fact that the AFM revoked Pan Am's recording franchise for non-payment of royalties (*The Billboard*, January 8). According to union interpretation, cancellation of the recording franchise automatically voided contracts and made all Pan Am artists free agents.

Pan Am execs insist, however, that Laurenz's contract is still much alive, charging that the AFM cannot rule on non-instrumentalists. Laurenz was hired as a singer (alho he is a member of AFM Local No. 802) and, therefore, is not under Petrillo's thumb, Pan Am's Robert Gray stated. Gray hinted that if Laurenz goes thru with the Mercury pact (first

recording date skedded for March 27), the waxery will sue.

### To Be Top Mercury Disker

Meanwhile, Mercury plans to build Laurenz into its top male diskery, replacing Tony Martin, who switched to the Victor label. Laurenz's three-year pact calls for his choice of tunes and a guarantee of 250,000 pressings the first year.

While Laurenz's loss will hit Pan Am hard, implications of the crooner's contract breach are of much greater concern to the independent waxery. If the Laurenz switch is upheld legally, it will open the door for a wholesale exodus of all Pan Am talent. It is understood that several have already begun negotiations with other platteries. Inasmuch as all recording at Pan Am stopped when AFM clamped down, it seems certain that Pan American will put up a stiff fight to keep Laurenz in its stable—and lock the door tight on other migrations.

## Want Orks 'Cheap, Sweet, Showmanlike'

### Use Locals or Shutter

(Continued from page 3)  
\$1,300, depending on the maestro's estimated draw power.

### Want Lower Prices

Park ops make no bones about their demands for lower guarantees and better splits. And the majority say they're ready to turn to alternatives such as subbing local bands or, worse, shuttering ballrooms entirely. Guthrie, for example, plans to run a local with a top pay roll of \$1,200 and adds, "We plan to augment the local crew with occasional name bands (Saturday nights), providing we can buy them right. Like other ops thruout the country, we're weary of taking it on the chin for some of the names who refuse even to consider a straight percentage go because their names can't pull their weight. Ops shouldn't be the only one to take the gamble."

Guthrie seems to be just one voice in a mass chorus. Washington Park, Michigan City, Ind., says, "Name bands will have to lessen their guarantee figures and work 50-50 instead of 60-40 so as to leave a little money for advertising, employees, depreciation and maybe in an extreme case 1 per cent profit." Conneaut Lake Park in Pennsylvania will book only when the band is "attractively priced" and has chopped its maximum one-nighter fee from \$1,300 average to \$1,000 top. Pleasure Pier, Port Arthur, Tex., is adamant: "Expect to buy bands at reduced prices or will close ballroom down." In Bucyrus, O., the local op chimes in with, "Price of name bands will have to come down or more bookings for semi-names will result—they do not want it all." In Monticello, Ind., the op wants "bigger names for the same guarantee" while a batch of other park men state they're contemplating a one-house-band-per-season policy.

Effect such park op demands would have on bookings can be calculated from the amount of playing time consumed last year by the champions of price slashes. Mission Beach had four months of weekly bookings, Washington Park ticketed over 10 bands for a 50-day season; Conneaut gobbled five orks for 90 days; Pleasure Pier hired 31 maestri in the course of a year-around season with over 14 top-name one-nighters and 17 weeks of topper and semi-topper bookings. Other ops in the cut-price (See *Name Band Fees on page 102*)

## Columbia's Alarcon Now Exports Boss

NEW YORK, March 22.—Columbia Records has appointed Ralph Alarcon as exports manager to replace Sandor Porges, now with Capitol. Alarcon worked under Porges for nine years.

In a further effort to accelerate Columbia's exports, the plattery has sent Veepee Paul Southard to Honolulu to interview applicants for Hawaiian distributorship. Columbia's wartime Hawaiian biz had been handled by H. R. Basford Company, the waxery's San Francisco distrib.

# THE FABULOUS DISKERS!

## Columbia Profits Jumped 850% in 1946; Industry Dough Swirls for Majors

"Golden Era" Seen To Encompass 1947

By Joe Carlton

NEW YORK, March 22.—The record biz, the record biz—it's bringing joy to the stockholder's phiz. Tho a cyclic dip in sales was felt this week (nothing but an interim lag between old and new hits), the audits pouring from large and small disk company offices lately herald a fabulous fact. Other showbiz facets may have developed a limp, but the wax industry is racing thru its golden era. Forty-six was a banner year for all but a few independent firms, say the audits, and '47 already looks to out-match the past year's strides. Columbia Records, Inc. (new name for the corporation, changed this week) is the latest to issue a financial statement which shows the amazing progress made by the disk biz. From a puny net income in 1945 of \$196,899, the wax branch of Columbia Broadcasting System (CBS) spurted to a net income of \$1,880,222 for '46. Over 65,000,000 records were sold and the wax contribution to CBS profits jumped from 4.6 per cent in 1945 to 32.4 per cent in 1946. CBS net income of \$5,345,641 in 1945 would have slumped the following year except for the disk division's earnings which pushed the total to \$5,795,896 and raised common share earnings from \$3.11 to \$3.37.

March 20 report of CBS to its stockholders highlights the continued expansion of its record branch. Columbia Records, Inc. purchased the proposed "Music City" edifice at 799 Seventh Avenue for approximately \$900,000, broke ground on a new Beverly Hills factory and bought a controlling interest in a Mexican plant for \$105,181. These along with the Kings Mills, O.; Bridgeport and Hollywood plants are estimated to give Columbia over 100,000,000 disk-production capacity for this and coming years.

### Decca Doubled

The 850 per cent profit jump by Columbia was disclosed just a week after Decca Records had reported the highest level of net sales and profits in its history. Decca firm clicked off \$30,657,381 gross in '46 as compared with \$15,570,930 in the previous year and net profits rose from \$839,692 to a hefty \$1,944,538. Latter was equivalent to \$2.50 per share on the 776,650 shares of Decca outstanding. That its '46 pace would continue unabated and probably would accelerate is seen in Decca reports that January and February '47 sales already have capped the equivalent period in 1946. With Al Jolson a wildfire name in the wax marts, Guy Lombardo accounting for over 2,000,000 platter sales in the past two months, Louis Jordan hitting the 1,000,000 mark on the single Choo Choo Ch'Boogie platter and others still best-selling, a feller name of Crosby still God's gift to the phonos, and the Andrews gals batting out pop pancakes, Decca's career looks to be going no way but up.

### Victor Zips, Too

Financial statement of the biggest disk producer of all, RCA Victor, has not yet been made public, with Radio Corporation of America making a practice in its stockholder reports of not breaking down record division operations. Victor, however, with its

massive classical catalogue and pop issues reportedly topped 120,000,000 disk sales for '46 and in the pop department alone last month had chalked up more than 15 platters selling over 300,000 each. In addition, Victor's last royalty statement to publishers was the biggest of its history and next pay-off is said to be towering higher. With a new plant (its fourth) under way at Canonsburg, Pa., Victor should be geared for greatest sales figure of all time in the year ahead.

### Other Firms

Down the line with other major companies and some of the smallies, (See *Columbia Profits* on page 19)

### Fredericks Sets Humber Ork For Syracuse Hotel, April 5

NEW YORK, March 22.—Wilson Humber ork has been set by Frederick Bros. to open at Syracuse Hotel, Syracuse, April 5.

Spot formerly was booked for a long time by MCA and Russ Lyons.

## Locations Still Lag for Chi Orks But Theaters Perk Up

CHICAGO, March 22.—Chicago's name band slowdown (*The Billboard*, March 22) grew more lethargic this week when Ernest Byfield, prexy of the Hotel Sherman, inked Herbie Fields' eight-piecer to follow Ted Weems' 14-piece band into the hostelry's College Inn April 4. The room, which took a short-lived flyer into ice shows with the current *Dorothy Lewis Revue*, goes back into its name recording fare policy April 4, with Signature's Monica Lewis, Diamond's Jan August and the rising Harmonicats, out on the new Universal recordings' label, composing the floor-show.

Chez Paree, local major nitery, put another cut into its house ork structure, bringing in Don Davis, local jobbing band leader, and 10 men to supplant Gay Claridge's 14-piecer. Pianist Davis is in on an indefinite pact. Spot was much sought after by local orksters for ABC wire time.

The Hilton Hotel chain brought favorable news to the local band front, announcing this week that Don McGrane's 13-piecer will remain at the Hotel Stevens until at least May 4.

### Prima Triple Play: MCA to Alexander To Commodore

NEW YORK, March 22.—Louis Prima's ork has been inked to follow Jack Edwards into the Century Room of the Hotel Commodore here April 17. Prima is skedded to play the spot for six weeks and is reported to be receiving a \$2,750 guarantee plus a percentage of covers above an undisclosed minimum.

Orkster was booked into the Commodore by Willard Alexander, altho Prima is under Music Corporation of America contract. MCA spokesman said the agency stuck to its no-split commission rule when Alexander sold Prima, but trade belief is that Alexander didn't make the booking for his own amusement. Alexander is non-committal.

### MCA Sits Pretty At the Surf Club

VIRGINIA BEACH, Va., March 22.—Additional advance bookings for the summer gives Music Corporation of America 10 out of 11 available band slots at the Surf Club here. Spot, under new management of Jack Kane, will open for dancing June 13, kicking off with the only non-MCA ork in its roster, Jimmy Dorsey, from the General Artists' Corporation stable. Surf's rival, Cavalier Club, has a GAC-predominated ork sked (*The Billboard*, March 8).

The Surf's bookings, each ork staying for one week after Dorsey's June 13 opening, include Carmen Cavalario, Guy Lombardo, Blue Barron, Ted Weems, Glen Gray, Charlie Barnet or Gene Krupa, Tommy Tucker, Dick Jurgens or Tony Pastor (GAC), Sammy Kaye, and Ted Lewis or Louis Prima.

CHICAGO, March 22.—Local vaude houses, which have been using name orks sparingly as stage fare, have suddenly changed their minds and are setting a number of crews for future p.a.'s. The Oriental has Vaughn Monroe's ork for a week, starting April 3, with Tex Beneke's band for two weeks, opening April 17.

The Chicago, B & K Loop house, brings in Guy Lombardo April 25, followed by Carmen Cavallaro May 2, with Sammy Kaye tentatively set for either the week before Lombardo or later in May.

Another hopeful move this week saw Libby Francos, op of the outlying Sky Club ink a four-week pact for Bernie Cummins's ork, beginning April 22. Spot had been using George DeCarl's six-piece cocktail combo since the start of the year, but Francos intends to keep the name policy going thru the summer.

Jack Fina's 14-piecer had been announced earlier as the new ork for the Palmer House, starting April 19.

## BBC Boosts Air Time for Orks by 50%

LONDON, March 22.—Complaint registered with the British Broadcasting Corporation by British orksters last December has resulted in a 50 per cent increase of air time for dance bands on BBC's new schedule. BBC spokesmen say that as soon as normal broadcasting hours are resumed (recent electricity cuts due to fuel shortage forced BBC to close down at 11 p.m.), the last hour, five days each week will feature London hotel or nitery orks on light program sked, while home service will close down twice each week with an hour of dance music.

BBC this week added other dance music features, picking up the Chappie D'Amato Sextet for a once-a-week 45-minute shot and Sydney Lipton's Grosvenor House ork for a weekly Friday half-hour. At least two other new ork additions, Martin Hayes and Cyril Stapelton, have been made to the BBC listings.

## Ops Seek To End Band Price Wars

PHILADELPHIA, March 22.—To eliminate possibility of future price wars and to end the practice of bands and booking agents playing one spot against the other to jack-up asking prices, Frank Palumbo and Ben Corson, owners of the Click here, this week brought together a number of Eastern ops representing the cream of the big band buyers. Meeting was entirely informal and assembly included Frank Dailey of Meadowbrook.

With band availability at its lowest ebb in the history of the ork whirl, and the few remaining asking allegedly fabulous figures, the name-band buyers are trying to set up a protective cloak to cover their huge investment in their dance spots. Boys discussed their mutual buying problems and the possibility of setting up a standard of buying practices. A second meeting is expected in the near future, possibly in New York or Chicago, to meet with Western band buyers.

## RAP BY KAPP

HOLLYWOOD, March 22.—Decca's prexy, Jack Kapp, took an indirect dig at the record industry's sales claims in his annual report to stockholders. Commenting on rivals who quote fantastic record sales figures, but whose tax and royalty reports show infinitely less profits, Kapp caustically commented:

"The record industry has suddenly become a magical one. As varied announcements and pronouncements are made, we wish to remind our stockholders that it has taken us almost 13 years to build up our present repertoire, and to establish and put into operation six decentralized factories and the 41 branches of our wholly owned distributing organization."

In short, Kapp demands a recount.

# ORK AIR THINGS IN THE WEST

## Jocks Are Toast of the Coast as Platter Plus Bring Bigger Band B. O.

"Remote Caliber" Is Blamed

By Joe Carlton

HOLLYWOOD, March 22.—What's become of the once-numerous West Coast band remotes? What was once a fertile field for multiple net air shots has dwindled to a mere drop in the radio bucket, hitting what tradesters estimate to be a new low in band pick-ups. While fronters, ballroom ops, and percentagers point the finger at each other, the fact remains that air time has lost much of its importance in the making of a band. Proof positive is that leaders and agents now spend much of their time and energy romancing local disk jockeys, and treat air time with unheard-of aloofness. Shift to jockeys stems from ever-growing evidence that record saturation by top local disk jockeys do an incoming band infinitely more box-office good than a series of late-evening remotes from the location point. Hence, more and more pop orks now carry advance men whose main job it is to contact platter pilots and set up a constant barrage of platter plays, personal appearances, and other promotional gimmicks. In short, records make bands—remotes are also ran.

### Outlets in Middle

Change of heart finds the outlets here in the middle, anxious to carry a certain amount of band remotes both in the interests of listener appeal and economy, but unable to find enough top-quality orks or co-operative leaders. Radio program execs moan that the caliber of the average band remote is far below good broadcasting standards, and add that fronters take remote slots much too lightly—in fact fluff off any attempt at making airings acceptable.

### Line Fees Out

With the slump in biz, many ballroom ops who formerly paid line charges and fees for announcers and engineers, no longer can do so. In addition, many orks make it tough on themselves and the outlets by refusing to clear music before air time. Others clutter up the air with the same tunes night after night, generally plugging their own recordings or tunes from privately-owned pub house. These have switched many listeners to disk shows, where variety of platters pleases the most musical palates.

From the op standpoint, promoters generally are indifferent to regional or chain airings, except in the case of hotels or bigger ballrooms such as Hollywood's Palladium. Ballroom owners generally feel that only local shots do them any good, and the fact that the show goes regional or t.c. doesn't mean money in the bank. Moreover, local ops have developed a mania for early-evening remotes, demanding time between 8 and 9 p.m. on the theory that home listeners will get the urge to run to the nearest ballroom for an evening's terping after hearing band offerings. With rare exceptions, early evening air time is sold out commercially, but ops are still reluctant to pay line charges for second-choice late-evening remotes.

Trade generally concedes that time after 11 p.m. means little on the Coast, since radio listening habits are radically different from those in the East and Midwest. Trained to tuning in favorite commercial shows between 6 and 8:30 p.m., sets are

## Remote Ork Builder Value in Chicago Test

CHICAGO, March 22.—Value of radio remote time as a builder of ork names, which has been argued plenty as against phono records, will get a substantial test here during the next six weeks, when WM band booker Bob Ehlert starts slating Gay Claridge's 12-piecer for location and one-night dates.

Claridge leaves the Chez Paree April 4 after four years of ABC network and local remote time, during which he was heard nightly six days a week. Claridge has had no promotion other than his remotes, and fronters and bookers are watching for his slate of bookings and resultant grosses for some indication of the value of location remotes.

## AFM Coast Local Bans Doubling

HOLLYWOOD, March 22.—American Federation of Musicians, Local 47 will issue a new order here, effective April 28, to prohibit musickers under contract to film studios or working under radio quotas from doubling to play on casual dance dates.

Local union execs are issuing a new ruling in an effort to spread work among a majority of the tootler members. AFM locals thruout the country have been tackling the problem of growing unemployment in the musicker ranks, but this marks the first known concrete measure taken.

## Martin Block To Pub Again

HOLLYWOOD, March 22.—Platter-Spinner Martin Block's music pubbery, currently on the inactive status list of Broadcast Music, Inc. (BMI), is soon to open offices in Encino, Calif. Block, who intends to get his pub wings flapping again, is now mainly concerned with finding suitable material.

strangely silent after 10.

Breakdown of remote time piped out of the Coast reveals Don Lee-Mutual airing an average of one hour nightly, dividing time between Ocean Park's Aragon Ballroom and Mark Hopkins and El Patio, both San Francisco spots. Remotes begin at 11, following the web's partial net airing of Peter Potter's disk jockey seg. By contrast, and before time was sold, (See Ork Air Thins on page 20)

## Apollo-Audience Disk Deal; 500,000 Initial Shipment

NEW YORK, March 22.—Cloak of secrecy which has covered activities of the Apollo diskery since its re-organization (sparked by entry into firm of several Gar Wood Industries board members) was lifted slightly this week when firm was reported setting a deal to press disks for the recently formed Audience Record outfit. Audience is the firm which plans to market recordings of actual broadcasts by radio artists, including Jack Benny and Edgar Bergen-Charlie McCarthy.

Audience reportedly would require a first shipment of over a half million disks, with delivery date said to be in the early part of the summer. Apollo's last known production estimate was 150,000 disks per month, altho diskery claims to have tripled that in recent months. Firm execs also claim that fullest production capacity has not yet been realized.

Diskery, which recently departed from its hot jazz and race specialties to crack the pop field also is said to be dickering with orkster Charlie Barnet.

Apollo execs stating they intend to move along slowly and not bite off more than they can chew, claim the outfit now is operating on a sound financial basis.

### Publicity Set-Up Enlarged

Other Apollo activities included enlarging of publicity and promotion set-up with the addition of Nat Lorman this week. Lorman, formerly with the William Morris Agency and American Artists' Bureau, will handle Apollo's publicity in the East, while Harry Schooler will flack for the firm on the Coast. Lorman will be assisted by Gerry Colson, while Irv Katz, Apollo's general sales manager for New York office, will retain his post as head of firm's advertising and promotion department.

In addition, Henry J. Servais was hired as firm's general sales manager this week. Servais formerly was assistant sales manager of radar and

## Criterion Expands West Coast Office

HOLLYWOOD, March 22.—Mindful that while Coast remotes may be slimming, the power of the California commercial is all-important for the Peatman sheet, Criterion pub's Mickey Goldsen rounded out expansion of his West Coast staff and offices this week.

Criterion office here will consist of Professional Manager Pete Kameron, assisted by Mildred Cavanaugh, who will handle special exploitation and disk jockey contacting. A secretary has been added and facilities enlarged to include rehearsal room. Goldsen, whose efforts have been bent on *It's a Good Day*, current *Hit Parader*, says his next, *A Dime a Dozen* (recorded by Vaughn Monroe, Andy Russell, Kate Smith, Joan Edwards and Tony Martin), will pop after April 15.

## Fire Loss by Jerry Laue Ork

JACKSON, Miss., March 22.—Fire swept the roof garden of the Hotel Sheidelberg here and caused thousands of dollars damage to music and instruments of the Jerry Lane ork.

radio parts for Sperry Gyroscope and prior to that worked for both the Goodrich and Firestone corporations. Other additions to Apollo sales department include Mort Hall, Jim Frangos and Leroy Cohn.



# Music---As Written

## NEW YORK:

Joe Davis masters, which are up for sale in a block of about 700, said to be tagged at 50G. It is known that several firms have expressed an interest in Davis's wax. . . . Frankie Carle's ork has been pacted for a six-week date at the Strand Theater in November or December. . . . General Artists Corporation's Hollywood office signed rumba specialist Chuy Reyes to a management pact. . . . Former Sammy Kaye singer Alan Foster is now with the Bob Chester crew. . . . Blues-chanter-pianist Ollie Shepherd signed to wax with Apollo diskery.

Mayfair Music pubbing the score of Jules Levy flick, *New Orleans*, which features Louis Armstrong, Billie Holiday and Woody Herman. . . . Musi-craft diskery appointed Felipe Yupangco & Sons as platter's distrib in the Philippine Islands. . . . RCA-Victor signed the Delta Rhythm boys to a waxing pact, with their initial disking, *Jenny Kissed Me and Bye, Bye, Alibi Baby*, skedded for an early release. Group formerly waxed for Decca. . . . Brazilian composer Heitor Villa-Lobos, known for his Brazilian choros, *Bach-lanes Brasileiros* and *Serestat*, said to be talking to Jack Robbins about a writer deal. Former is reported to have been offered a 50 per cent split in a new pub outlet.

Irwin Garr switched to Paramount pluggie staff from Mutual Music. . . . Jack Perrin went to Paul Kapp's General Music from Harry Warren's pubbery. . . . MGM will issue Van Johnson on wax as a crooner, doing *I Wonder, I Wonder, I Wonder* as his initial release. . . . Lou Mindling, Buddy Clark, actor Mark Stevens and Arthur Kann did a personal appearance tour thru Westchester under Kann's aegis to plug Columbia Records. . . . Larry Shayn's Beverly Music pub working on *Stella By Starlight*, a tune written by Victor Young. Song has 11 disks under its belt. . . . Disk jock Fred Robbins signed to do shorts for Columbia Pictures.

Ann Baker has replaced Ann Moore in Count Basie's vocal department. . . . Phil Wayne, whose ork was reported following Carmen Cavallaro's crew into the Hotel Biltmore's Bowman Room, will share the spot's bandstand with Ron Perry's small society outfit.

Billy Eckstine will break in his small combo on a series of five one-nighters beginning March 26, prior to the six-piecer's debut at Billy Berg's on April 4. . . . Raymond Scott's ork is booked into the Palace Hotel, San Francisco, for seven weeks beginning August 28.

## CHICAGO:

Eddie Fess will take a nine-piece local crew into the Walnut Room of the Bismarck Hotel when he opens May 2. . . . Bobby Byrne's reorganized ork into Casino Gardens, Ocean Park, Calif., March 22 for six weeks. . . . Frankie Carle and daughter-vocalist, Margie Hughes, set for the *We the People* ailer March 25. . . . King Cole Trio breaks the race line in Texas, doing a week of concerts at major colleges in the Lone Star State, starting May 2.

Paul Bannister, of GAC, snagged \$8,000 for a three day stand at Iowa State College, Ames, starting May 15, for Ray McKinley's ork. . . . Tony Pastor doing a flicker part for Columbia starting April 23, while the Page Cavanaugh Trio spends a week at Universal Studios at the end of April. Mills Brothers remain on the Kraft Music Hall ailer thru the summer. . . .

Jerry Wald's ork moves into the Turf Club, Galveston, March 26 for an indefinite stay. . . . Jimmy Dale's mixed band into the Riviera, St. Louis, April 18.

Kenny Mann, ofay tenor, now with Lionel Hampton. . . . Nick Stuart's ork and comic Rufe Davis at the Frontier, Denver, new semi-name band stand. . . . Frankie Masters' ork leaves the Texas territory after five months. Does a Lang-Worth transcription date March 31 here and then takes a four-week vacation, first in three years. . . . Al Miller, of King Records, off to the West Coast to set distributors for the label.

## HOLLYWOOD:

Black-Smith Trio being handled by MCA for West Coast bookings, opening at Long Beach's Samoa Club. . . . Calypso singer Sir Lancelot, currently at Billingsley's Bocage, has been signed to do a Calypso narration in Mark Hellinger's pix *Brute Force*. . . . Philharmonica Trio set for a pix stint in new Dennis Morgan-Jack Carson film, *Two Guys from Texas*. . . . Capitol Records' hillbilly, Jack Guthrie, signed for role in *Western Barn Dance*, film to be produced by Jack Schwartz for Screen Guild release.

Songwriter Bee Walker will open a vocal coaching studio here. . . . Modern music has released first four sides made by Ike Carpenter's ork. . . . Decca will team folk singer Burl Ives with Andrews Sisters for a couple of sides. . . . Jimmy Zito, who recently hit headlines when he married his childhood sweetheart, June Haver, reported ready to front a new ork. . . . Al Donahue is another fronter to snag a pic stint. He's set to do a role in Columbia's *Sweet Genevieve*. . . . Thrush Jeannie McKeon does her first nitery stint next week at Slapsy Maxie's, waxed four sides for Black & White this week.

Feist music bought Artie Wayne's original tune *Mazel*, which crooner recorded for Hucksters label. . . . Personal Manager Bill Burton back in Hollywood after quick Gotham trip. . . . Doris Scott has been added to the Hollywood headquarters of the Davis-Weiss office and will take part in the firm's exploitation activities.

## CINCINNATI:

Dick Rankin's 13-piece crew set at Joe William's Peacock Club, Jacksonville, Fla., by the Gordon Kibbler Office, Indianapolis. Same firm has Bill Grassick's ork playing a three-hour dance and hour show on one-nighters thru the South. . . . Guy Lombardo ork set for re-opening of RKO Albee stage fare April 17. . . . Jack Walton ork at Kitty Kat nitery. . . . Whitey Fresh Trio new at The Bullpen in suburban Walnut Hills. . . . Bill Henry's Shades of Blue ork set for week-ends at Twin Lanterns dine and dancery.

## KANSAS CITY:

Bob Strong brought his band into Mary's Club for the week of March 17 under new policy of booking names and semi-names to pull the steak-and-chicken crowd. . . . Glen Williams opened Monday (17) in the Hotel President Drum Room, replacing Bea Vera. . . . Cappy Bara, harmonicist, heads the floorshow at Hotel Bellerive's El Casbah. . . . Elliott Lawrence's band, featuring Jack Hunter and Rosalyn Patton, plays a one-nighter March 23 at Pla-Mor.

## DETROIT:

Joseph Taylor, head of Taylor Plastics, reports new presses are on schedule for delivery to turn out the Arcadia label here.

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'Dusty' Fletcher

'I'm

Going

Back in

There!

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Monchito and his Rumba Orchestra

ROCK and RYE LA NEGRA CACHON NAT. 8003



NATIONAL Records

ORDER FROM YOUR NEAREST NATIONAL DISTRIBUTOR

# Columbia Profits Jump 850%; Industry \$ Swirls for Majors

(Continued from page 16)

the platter pandemonium keeps raging. Capitol's forthcoming stockholders' statement, it is heard, will show that sales more than doubled in one year. Firm's \$6,000,000 gross in 1945 reportedly rose to over \$13,000,000 in 1946. With its announced plan to go after foreign trade, with its talent roster growing and its Scranton plant expanded to near-50,000,000 annual capacity, Capitol fits right into the blue-chip swirl.

MGM's newcomer role in the wax trade should add considerable volume to all-over wax sales. With its ultra-modern plant in Bloomfield, N. J., said to have a 38,000,000 annual disk potential, the pic-controlled company (which made its first release to stores March 1) has reputedly pressed more than 750,000 platters to date. Initial four-record album, *Till the Clouds Roll By*, accounts for about 315,000; first releases of Lauritz Melchior (45,000 with reorder already in), Jimmy Dorsey (110,000), Sy Oliver (75,000) and Kate Smith (75,000) make up the remainder. These figures represent shipments to distributors, not final sales.

### Independents Hum

Wealth gathering of the majors has been contagious to limited extent among some of the independents. Majestic took a heavy up-turn in the last six months of '46 that erased a big chunk of its debt, including royalties to music pubs. Sonora which has hewed a stable, dollar-conservative line since its inception, has taken a new tack for the sake of increased

volume, dropping part of its label line down to 39 cents retail price and reportedly making good progress in its attempted inroads on juke box buyers. Apollo, reorganized in the past year, is on the verge of accomplishing a tie-up with Audience Records, Inc. (See other story in this issue), which should hoist its fiscal status sizably. Other waxeries—Mercury, National, Black & White—have been hitting on some of their platter cylinders lately, enough to calculate that for '47, at least, prospects are not bad. Dire predictions for independent companies voiced at the end of last year have come true in some cases (Cosmo folded, Muscraft and Signature were forced to refinance), but for most the a-blade has been blunter than pessimists imagined.

### Future Rosy?

Future potential of the disk biz despite a possible future recession in national economy or entertainment field, looks to hold its own. Evidence is drawn from a recent market survey made by Columbia Records, Inc., under the direction of Paul Southard, vice-president in charge of sales. Southard's survey, conducted in over 5,000 homes thruout the country, indicates that record players lead pianos, washing machines and vacuum cleaners in the list of planned family purchases, with only 29 per cent of homes in America (6,000,000) estimated as currently equipped to play wax. More than half of the player owners have libraries of 50 records, according to the survey, and conclusion is drawn that the record market is a youth market with desire to buy players strongest among young families.

# CONTINENTAL

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C-8019  
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"HONEY, BE MY BUMBLE BEE"  
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# Ork Air Thins in the West; Disk Jocks Toast of Coast

(Continued from page 17)

Don Lee used to carry two hours of remotes beginning as early as 9 p.m.

ABC gives the Ambassador Hotel six shots a week with Freddy Martin's ork, which is a prime pick-up spot in Hollywood. Radio programers unanimously pay high tribute to Martin's remotes, judging them best in quality and lauding the frontier for his high degree of co-operation with air programers. Martin, they say, is one leader who takes a personal interest in planning his air show, and sees to it that each program is diversified and totally acceptable. As a result, ABC is holding the Martin slot firmly, even nixing offers of commercial time in the Ambassador slot. Also on the ABC roster are five shots from Casino Gardens and two from Ciro's, plus five local shots from Club Morocco and one a week from Tom Brene-man's. Skein used to feed remotes to the East after 9 P.S.T., but since ABC's lines close at 12 E.S.T., these remotes have been canceled.

NBC's nighttime remotes are divided between L.A.'s Biltmore Bowl (Russ Morgan's ork) and St. Francis Hotel in San Francisco. While Biltmore regional airings aren't carried locally, this is one case where hotel management doesn't care, since out-of-town airing of the hostelry's name pays off in tourist trade. NBC is currently void of transcontinental remotes.

CBS carries six regional shots from Hollywood's Palladium each week, plus six local airings and two t.c. broadcasts. Also on CBS sked are six regionals from Earl Carroll's theater restaurant, but only one shot is carried locally. San Francisco's

Palace Hotel gets five regionals a week, completing the net's band remote picture. Check of major indie stations shows but a handful of remotes. In most cases, indies have sold late evening time, or if sustaining, plugged the program gap with platters instead of band remotes. KMPC, Hollywood's 50,000-watt indie, considers band remotes in the same class as commercial segs and will sell time if remote quality is up to station standards. At present, the station is sans remotes entirely. Warner Bros.' KFVB confines its remotes to pick-ups from Billy Berg's and Toddle House, both cocktail lounges with small musical combos. KLAC carries a week-end sesh from L.A.'s Avadon Ballroom but will be forced to drop its last remote when the baseball season begins next week. Smattering of smaller remotes are spread thin among the town's remaining radio outlets.

As to the future picture, the trade feels that remote pick-ups will never again reach their pre-war importance. Ultimate solution suggested by one program chief would be to sell remote time on a full-scale commercial basis on the theory that if ballroom ops, leaders or promoters have to pay for remote air time, they will take pains to see that broadcasts are of better-than-average quality. While such a solution would make broadcasters happy, it is doubtful if more than a handful of top-money bands or ops would go along on such a basis.

Meanwhile, the lowly platter spinner steadily assumes the stature of a star-maker as top frontiers knock themselves out to keep in the good graces of the guys who twirl the disks.

The ALL TIME  
Favorite  
Of Millions

# GLEN GRAY

## And His Casa Loma Orchestra



Vocals By Jimmy Atkins

# 'SPEAKING OF ANGELS' 'MIDNIGHT MASQUERADE'

HIS FIRST RELEASE FOR  
Celebrity Series 5035

# MERCURY RECORDS

That AMAZING Piano Sensation  
**JACK FINA**  
And His Orchestra



Mercury  
Celebrity Series  
5021

'That's Where I Came In'  
'Maybe You'll Be There'  
Vocals By Gil Lewis



Yes its TRUE they're TERRIFIC  
**BOBBY TRUE TRIO**  
'My Adobe Hacienda'  
Wait 'till you hear Dick Mathews' voice  
It's like eating Halava  
'Heartaches'

Mercury  
3057—60c

# MERCURY RECORDS

# Have You Heard Cecil Gant's



# BOOZIE BOOGIE

Bullet Record No. 264

Recorded by

## CECIL GANT

AND HIS  
ORCHESTRA

Coupled With

## Every Minute of Every Hour



## BULLET RECORDING CO.

2320 Twelfth Ave., South  
P. O. Box 1002  
NASHVILLE 4, TENN.

# EMI Gives Britons Hot Musicraft Wax

LONDON, March 22. — British swing fans, who have been clamoring for new American waxings, were appeased somewhat last week with the issuance, on Electric Musical Industries (EMI) label, of a group of re-pressed Musicraft master hot cookies.

The deal was set several months ago. Initial pairing will feature Artie Shaw's ork on *Let's Walk* and *The Glider*, with Duke Ellington and Dizzy Gillespie waxings also skedded.

Shaw, whose American Victor etchings were pressed here on *His Master's Voice* (HMV) label, will be shifted to the Parlophone label for his Musicraft wax. Gillespie's masters will be pressed on HMV. Parlophone, Columbia and HMV labels are all controlled by EMI.

EMI is planning to issue 9 or 10 American swing disks monthly. The firm holds title to many American labels, including Victor, Columbia and Musicraft, and recently bought Irving Mills's matrices of old master and variety platters. Mills now is in England, reportedly representing some 20 small American diskeries in foreign dealings.

New Releases

...and every one a HIT!

Number 28



APOLLO No. 1048

## The MURPHY SISTERS

ORCHESTRA

Under Direction of JERRY JEROME

### THE EGG AND I

(From the Universal International Picture "The Egg and I")

### RUMBLE RUMBLE RUMBLE

(From the Paramount Picture "Perils of Pauline")

## ILLINOIS JACQUET AND HIS ALL STARS

JUMPIN' AT APOLLO  
BACKED BY  
JACQUET BOUNCE

APOLLO 766



TWO "A" SIDES  
SCARS UPON MY HEART  
TOMMY SOSEBEE  
(The Voice Of The Hills)

DEATH BY THE ROADSIDE  
TOMMY SOSEBEE  
(The Voice Of The Hills)  
APOLLO No. 140



QUICK! QUICK!  
A BOTTLE OF BEER  
The Russian Yar Tzigany  
Vocal by  
GYPSY MISCHA MARKOFF

ALONG THE HIGHWAY  
The Russian Yar Tzigany  
Vocal by  
LONYA KALBOUSS  
APOLLO No. 127

## APOLLO RECORDS, INC.

EXECUTIVE OFFICES: 342 MADISON AVE., NEW YORK CITY

NEW YORK • 615 10th Ave., New York 19, N. Y.  
CHICAGO • 719 South State Street, Chicago, Illinois  
DETROIT • 100 02 E. Alwater St., Detroit 26, Mich.  
LOS ANGELES • 2705 W. Pico Blvd., L. A. 6, Cal.

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NEW ORLEANS • 418 Genvier St., New Orleans, La.  
WRITE FOR COMPLETE CATALOG

**ATTENTION**

**DEALERS AND OPERATORS**

**KING RECORD DIST. CO.**

announce the opening of their West Coast Branch - servicing the following states  
CALIFORNIA \* COLORADO \* OREGON \* ARIZONA  
WASHINGTON \* NEVADA \* NEW MEXICO  
MONTANA \* UTAH \* IDAHO \* WYOMING

ALL ORDERS FOR THESE STATES  
WILL BE SHIPPED FROM

**KING RECORD DIST. CO.**  
845 GRANDVIEW LOS ANGELES 6 CAL.

DROP IN AND SAY HELLO -  
WE'LL SURE BE GLAD  
TO SEE YOU!

**GOOD NEWS to**

**CANADIAN DEALERS and OPERATORS**

**KING RECORD DIST CO.**  
*announces the appointment of*

**REGENT VENDING MACHINE LTD.**

779 BANK ST. OTTAWA ONTARIO, CAN.  
*Servicing you with the world's*  
LARGEST ACTIVE HILLBILLY CATALOG

**KING RECORD DIST. CO.**

1540 BREWSTER AVE. CINCINNATI 7, OHIO  
RECORD RELEASING CORP. KING RECORD DIST. CO. REGENT VENDING MACH. CO.  
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11317 N. Bdwy., Okla. City 3, Okla. Los Angeles 6, Cal. Ottawa, Ontario, Canada

A "TOP DRAWER"  
SECRET IS  
out!



He's Singing SOLO!

(The kind of vocalizing that's  
a must for the Jukes)

The Ol' Woodchopper <sup>by</sup> Himself

**WOODY  
HERMAN**

Singing "heart to heart" in  
his first release as a single!

A "Light-Hearted" Novelty

**ACROSS THE ALLEY  
FROM THE ALAMO**

Backed with  
A "Heart-Throbbing" Ballad

**THERE IS NO  
GREATER LOVE**

Just Released  
COLUMBIA  
37289

The  
Billboard

MUSIC POPULARITY CHARTS

PART  
I

The Nation's Top Tunes

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

Week Ending  
March 21



**HONOR ROLL OF HITS**

(TRADEMARK)

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

Position This Week Position Last Week

- 1. ANNIVERSARY SONG** 1  
*By Al Jolson and Saul Chaplin*  
*Published by Mood (ASCAP)*  
 From the Columbia film "The Jolson Story," sung by Al Jolson. Records available: Tex Beneke-Miller Ork, Victor 20-2126; Russ David, De Luxe 1057; Larry Douglas, Signature 15075; Anita Ellis, Mercury 3036; Al Jolson, Decca 23714; Guy Lombardo, Decca 23799; Don Pablo Ork, Latin-American 10; Louis Prima, Majestic 1107; Andy Russell, Capitol 368; Artie Shaw, Musicraft 428; Dinah Shore, Columbia 37234; Kate Smith, MGM 10003; George Towne Ork, Sonora 2004.  
 Electrical transcription libraries: Barclay Allen, MacGregor; Hal Derwin, Capitol; Freddy Martin, Standard; The Novatime Trio, NBC Thesaurus; Russ Morgan, World; Silver Strings, MacGregor; George Towne, Associated.
- 2. MANAGUA, NICARAGUA** 2  
*By Albert Gamse and Irving Fields*  
*Published by Encore (BMI)*  
 Records available: Jose Curbelo Ork, Victor 26-9015; Julie Conway, Signature 15086; The Gordon Trio, Sonora 3032; Kay Kyser, Columbia 37214; Guy Lombardo, Decca 23782; Freddy Martin, Victor 20-2026; Two-Ton Baker and His Merry Music Makers, Mercury 5016; Bill McCune, DC 8014; Dick Peterson and the Vocal Yokels, Enterprise 251.  
 Electrical transcription libraries: Patti Dugan-The Jumpin' Jacks, NBC Thesaurus; Chuck Foster, Lang-Worth; Jan Garber, Capitol; Elliot Lawrence, Associated; Freddy Martin, Standard; Dick Peterson and The Vibra-Tones, MacGregor; Arthur Smith, World; Jerry Sears Ork, Muzak.
- 3. HEARTACHES** 3  
*By Al Hoffman and Al Klenner*  
*Published by Leeds (ASCAP)*  
 Records available: Joe Alexander, Capitol 372; Richard Cannon, Diamond 2057; Cowboy Copas, King 598; Jimmy Dorsey, MGM 10001; Harry James, Columbia 37305; Monica Lewis, Signature 15065; Gordon MacRae, Apollo 1045; Ted Martin-The Airline Trio, De Luxe 1068; Red McKenzie, National 9026; Don Pablo Ork, Latin-American 10; Cedric Wallace Trio, Diamond 2057; Ted Weems Ork, Victor 20-2175 and Decca 25017; Ray Smith-The Pinetoppers, Continental C-8021; Ted Straeter Ork, Sonora 2005; Bobby True Trio, Mercury 3057.  
 Electrical transcription libraries: Chuck Foster, Lang-Worth; Eddy Howard, World; Eddie Skrivanek, MacGregor.
- 4. HOW ARE THINGS IN GLOCCA MORRA?** 5  
*By E. Y. Harburg and Burton Lane*  
*Published by Crawford (ASCAP)*  
 From the legit musical "Finian's Rainbow." Records available: Harry Babbitt, Mercury 3056; Buddy Clark, Columbia 37223; Tommy Dorsey, Victor 20-2121; Georgia Gibbs, Majestic 12009; Dick Haymes-Gorden Jenkins Ork, Decca 23830; Bob Houston, Sonora 3043; Johnny Long, Signature 15064; Martha Tilton, Capitol 345.  
 Electrical transcription libraries: Louise Carlyle-The Music of Manhattan Ork, NBC Thesaurus; The Sweetwood Serenaders, NBC Thesaurus; John Gart Trio-Bob Eberly, World; George Towne, Associated; Eddie LeMar, Capitol; Skitch Henderson, Capitol; Mel Torme, MacGregor; Chuck Foster, Lang-Worth.
- 5. LINDA** 8  
*By Jack Lawrence*  
*Published by E. H. Morris (ASCAP)*  
 Records available: Bob Chester Ork, Sonora 2006; Chuck Foster Ork, Mercury 3058; Ray Noble Ork-Buddy Clark, Columbia 37215; Charlie Spivak, Victor 20-2047; Paul Weston Ork, Capitol 362.  
 Electrical transcription libraries: Chuck Foster, Lang-Worth; Jack Lawrence, Lang-Worth; The Sweetwood Serenaders, NBC Thesaurus.
- 6. GUILTY** 4  
*By Gus Cahn, Harry Akst and Richard A. Whiting*  
*Published by Feist (ASCAP)*  
 Records available: Nick De Lano, Black & White BW-821; Del Courtney Ork, Enterprise 247; Johnny Desmond-Page Cavanaugh Trio, Victor 20-2109; Ella Fitzgerald-Eddie Heywood Ork, Decca 23844; Monica Lewis, Signature 15090; Tony Martin, Mercury 3042; Tony Mottola Four, Majestic 1106; Artie Shaw-Mel Torme and the Mel-Tones, Musicraft 428; Margaret Whiting, Capitol 324.  
 Electrical transcription libraries: The Music of Manhattan Ork, NBC Thesaurus; Russ Morgan, World; Freddy Martin, Standard; Silver Strings, MacGregor.
- 7. (I LOVE YOU) FOR SENTIMENTAL REASONS** 6  
*By Deek Watson and William Best*  
*Published by Duchess (BMI)*  
 Records available: The Brown Dots, Manor 1041; King Cole Trio, Capitol 304; Ella Fitzgerald-Delta Rhythm Boys, Decca 23670; Eddy Howard Ork, Majestic 1071; Art Kassel, Vogue R-781; Dinah Shore, Columbia 37188; Charlie Spivak, Victor 20-1981; Skip Strahl Ork, Emerald 106; Fran Warren, Cosmo 514.  
 Electrical transcription libraries: Buzz Adlam Ork, Standard; Barclay Allen, MacGregor; Bob Crosby Ork, Standard; Vic Damone, Associated; The 4 Knights, Lang-Worth; Eddie Le Mar Ork, Capitol; The Music of Manhattan Ork, NBC Thesaurus; Charlie Spivak, World; Don Swan, MacGregor.
- 8. I'LL CLOSE MY EYES** 10  
*By Buddy Kaye and Billy Reid*  
*Published by Peter Maurice (ASCAP)*  
 Records available: Ray Anthony Ork, Sonora 3034; Mildred Bailey, Majestic 1093; Johnny Bothwell Ork, Signature 15066; Johnny Desmond-Page Cavanaugh Trio, Victor 20-2109; Jack Fina Ork, Mercury 3046; Hildegard-Percy Faith Ork, Decca 23756; Jack McLean Ork, Coast 8005; Andy Russell, Capitol 342; The Sentimentalists, Manor 1047; Dinah Shore, Columbia 37213; Teddy Walters, Musicraft 15097.  
 Electrical transcription libraries: Louise Carlyle, NBC Thesaurus; Vic Damone, Associated; Hal Derwin, Capitol; Dinner Music, Lang-Worth; Freddy Martin, Standard; George Towne, Muzak; George Wright, NBC Thesaurus.
- 9. IT'S A GOOD DAY** 9  
*By Peggy Lee and Dave Barbour*  
*Published by Capitol Songs (ASCAP)*  
 Records available: Harry Cool Ork, Signature 15069; Phil Harris Ork, Victor 20-2163; Gene Krupa, Columbia 37209; Peggy Lee, Capitol 322.  
 Electrical transcription libraries: Vic Damone, Associated; Patti Dugan-The Jumpin' Jacks, NBC Thesaurus; The Four Knights, Lang-Worth; Freddy Martin, Standard.
- 10. ZIP-A-DEE DOO-DAH** 9  
*By Ray Gilbert and Charles Wolcott*  
*Published by Santly-Joy (ASCAP)*  
 From the Walt Disney film "Song of the South." Records available: Connie Boswell-Bob Crosby, Decca 23748; Sammy Kaye, Victor 20-1976; Johnny Mercer, Capitol 323; The Modernaires-Paula Kelly, Columbia 37147; George Olsen Ork, Majestic 7204; Two Ton Baker, Mercury 3047; Paul Page, Enterprise 233.  
 Electrical transcription libraries: Blue Barron, Lang-Worth; Bob Crosby, Standard; Sammy Kaye, NBC Thesaurus; Eddie LeMar Ork, Capitol; Tony Pastor, Lang-Worth; Charlie Spivak, World; George Towne, Associated.

THESE GREAT NEW STARS  
ARE NOW ON RCA VICTOR RECORDS!



RCA VICTOR'S  
**SPADE COOLEY!**  
(KING OF WESTERN SWING) AND HIS BAND

**It's Dark Outside AND Minuet in Swing**

RCA Victor 20-2181



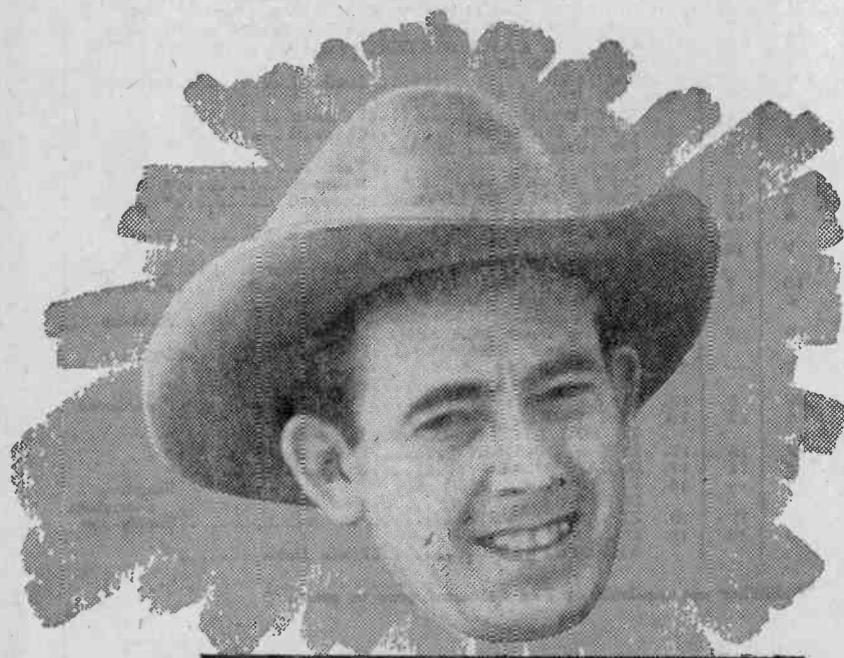
RCA VICTOR'S  
**PEEWEE KING!**  
AND HIS GOLDEN WEST COWBOYS

**Steel Guitar Rag**

AND

**Tennessee Central No. 9**

RCA Victor 20-2111



RCA VICTOR'S  
**JOHNNY TYLER!**  
AND THE RIDERS OF THE RIO GRANDE

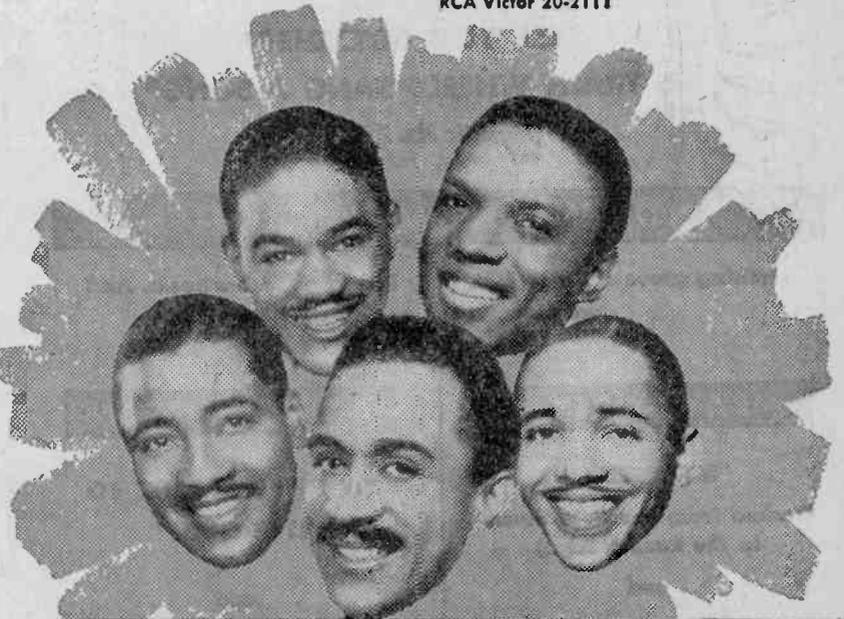
**Freight Train Boogie AND Rockin' Chair Money**

RCA Victor 20-2182

**So Round, So Firm, So Fully Packed AND New Pretty Blonde**

(New Jolee Blon)

RCA Victor 20-2171



RCA VICTOR'S  
**DELTA RHYTHM BOYS!**

**Jenny Kissed Me**

AND

**Bye, Bye, Alibi Baby**

RCA Victor 20-2183

FOR OTHER NEW  
RCA VICTOR HITS THIS WEEK  
SEE AD ON PAGE  
25

THE STARS WHO MAKE THE HITS ARE ON  
**RCA VICTOR**  
RECORDS



With the swing to smooth music your juke box will certainly click when it's got Olsen, one of the nation's top purveyors of silky sugar. Here he offers an old box favorite, teamed up with a rhythm novelty. Both vacuum-in the nickels.

**"LET ME CALL YOU SWEETHEART" and  
"THE TRAIN WHEELS SANG A SONG"**

Majestic No. 7215

**AND TWO NEW BARITONES**

Nothing gives a lift to box play like a good baritone. And we mean these are good!

**RAY DOREY**

**"MAM'SELLE"**

(Theme from the Cafe Scene In *The Razor's Edge*)

and

**"THE MAN WHO PAINTS THE RAINBOW"**

(Orchestrated and conducted by Paul Baron)

Majestic No. 7217

**BOB JOHNSTON**

**"IF I HAD MY LIFE TO LIVE OVER"**

and

**"WHY DOES IT HAVE TO END SO SOON?"**

Majestic No. 7218

*Majestic*  
**RECORDS**

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

The **Billboard** MUSIC POPULARITY CHARTS  
**Sheet Music**  
PART II  
Week Ending March 21



**BEST-SELLING SHEET MUSIC**

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

Weeks to date	POSITION		Song	Publisher
	Last Week	This Week		
10	1	1.	ANNIVERSARY SONG (F) (R)	Mood
6	3	2.	HOW ARE THINGS IN GLOCCA MORRA? (M) (R)	Crawford
10	2	3.	MANAGUA, NICARAGUA (R)	Encore
8	4	4.	GUILTY (R)	Feist
4	9	5.	HEARTACHES (R)	Leeds
3	13	6.	LINDA (R)	E. H. Morris
21	5	7.	THE OLD LAMPLIGHTER (R)	Shapiro-Bernstein
13	8	8.	I'LL CLOSE MY EYES (R)	Peter Maurice
18	6	9.	(I Love You) FOR SENTIMENTAL REASONS (R)	Duchess
1	—	10.	IT'S A GOOD DAY (R)	Capitol Songs
17	7	11.	ZIP-A-DEE DOO-DAH (F) (R)	Santly-Joy
8	11	12.	SONATA (R)	Oxford
15	12	13.	A GAL IN CALICO (F) (R)	Remick
1	—	14.	BLESS YOU (For Being an Angel) (R)	Shapiro-Bernstein
12	10	15.	OH, BUT I DO (F) (R)	Witmark

**ENGLAND'S TOP TWENTY**

Weeks to date	POSITION		Song	Publisher
	Last Week	This Week		
10	1	1.	ANNIVERSARY SONG	Campbell-Connelly Mood
13	2	2.	THE OLD LAMPLIGHTER	Irwin-Dash Shapiro-Bernstein
1	—	3.	OPEN THE DOOR, RICHARD	Leeds Duchess
14	3	4.	THE STARS WILL REMEMBER	Feldman
8	4	5.	APRIL SHOWERS	Chappell Harms, Inc.
12	9	6.	GO HOME (Your Mother Wants You)	Yale
3	8	7.	HOW LUCKY YOU ARE	Kassner
3	13	8.	DON'T FALL IN LOVE	Chappell
5	12	9.	THE RICKETY RICK	Southern Peer
7	10	10.	SHAW MAN	Southern Peer
18	7	11.	THE THINGS WE DID	Edwin Morris E. H. Morris
6	11	12.	LAST SUMMER	Edwin Morris Melrose
9	6	13.	FIVE MINUTES MORE	Edwin Morris Melrose
1	—	14.	THE WHOLE WORLD IS SINGING MY SONG	Francis Day Robbins
1	—	14.	(I Love You) FOR SENTIMENTAL REASONS	Peter Maurice Duchess
26	5	15.	WHEN CHINA BOY MEETS CHINA GIRL	Mac Melodies
8	16	16.	TO EACH HIS OWN	Victoria Paramount
6	15	17.	THE WORLD BELONGS TO YOU, LITTLE MAN	Strauss-Miller
13	11	17.	THE ACCORDION	Lawrence Wright
2	—	18.	DREAM AGAIN	Box and Cox
7	17	19.	I'M GONNA LASSO A DREAM	Noel Gay Shapiro-Bernstein
8	18	19.	ZIP-A-DEE DOO-DAH	Sun Santly-Joy
			MAY I CALL YOU SWEETHEART	Irwin Dash

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

**PLAY STATUS OF FILMS WITH LEADING SONGS**

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

A GAL IN CALICO (Remick), in Warner Brothers' "The Time, the Place, and the Girl." National release date—December 28, 1946.

A RAINY NIGHT IN RIO (Witmark), in Warner Brothers' "The Time, the Place, and the Girl." National release date—December 28, 1946.

ANNIVERSARY SONG (Mood), sung by Al Jolson in Columbia's "The Jolson Story." National release date—January, 1947.

I GOT A GAL I LOVE (in North and South Dakota) (Famous), sung by Eddie Bracken in Paramount's "Ladies' Man." National release date—February 7, 1947.

IT'S THE SAME OLD DREAM (Sinatra Songs), sung by Frank Sinatra in MGM's "It Happened in Brooklyn." National release date not set.

IT'S DREAMTIME (Santly-Joy), sung by Deanna Durbin in Universal-International's "I'll Be Yours." National release date—January 7, 1947.

OH, BUT I DO (Witmark), in Warner Brothers' "The Time, the Place and the Girl." National release date—December 28, 1946.

ZIP-A-DEE DOO-DAH (Santly-Joy), in Walt Disney's "Song of the South." National release date—November 20, 1946.

RCA VICTOR'S  
**TEX BENEKE!**

with The Miller Orchestra

**The Blues of the Record Man**

Here's a trick take-off of disc jockey programs, full of fun and bound to hit! Tex and The Mellow Larks do the lyrics.

**AND Why Don't We Say We're Sorry?**

Gary Stevens, The Mellow Larks, and Tex vocalize a dreamable, danceable number against a background of typical Glen Miller music. Chummy MacGregor wrote this one . . . it's tailored for the boxes.

RCA Victor 20-2190



RCA VICTOR'S  
**HELEN CARROLL AND THE SATISFIERS!**

with Russ Case and his Orchestra

(Oh Why, Oh Why, Did I Ever Leave) **Wyoming**

Hillbilly flavored, plugged on the air, harmonized by Helen and The Satisfiers . . . an out-and-out profit-maker.

**AND Who'd a Thank It**

This one pulls gags on other current hits . . . a zany chunk of amusement that'll have 'em crowding around the boxes.

RCA Victor 20-2191

RCA VICTOR'S  
**BETTY RHODES!**

with Charles Dant and his Orchestra

**You're Everywhere**

Headed for the hit bracket . . . from the movie "It Happened on Fifth Avenue."

**Maybe You'll Be There**

. . . dynamite in its appeal the way Betty sings it!

RCA Victor 20-2189

**PLUS 4 BIG NEW  
RCA VICTOR NAMES!**

**SPADE COOLEY • PEEWEE KING • JOHNNY TYLER • THE DELTA RHYTHM BOYS**

See special announcement ad on page 23

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

**SONNY BOY WILLIAMSON**

Willie J. Lacey, guitar; Ransom Knowling, string bass; John H. Davis, piano.

**Hoodo Hoodo**

AND

**Sonny Boy's Cold Chills**

RCA Victor 20-2184

**PETE RIVERA**

and his Orchestra. Vocals by Angel Rosa

**Cu-Tu-Gu-Ru**—Calypso Rumba  
(Jack—Jack—Jack)

The sensational tune that's wowing 'em in Florida this season.

AND

**Confession**—Bolero  
(Confesión)

RCA Victor 26-9014

**PAWEL PROKOPIENI**

and Polish Bell Orchestra

**Czerwone Maki Na Monte Cassino**

(Red Poppy Seeds on Monte Cassino)

AND

**Polonaise Oginski**

RCA Victor 25-9174

**HENRI RENÉ**

and his Musette Orchestra

**Siamese Patrol**

AND

**Mamma**

RCA Victor 25-1077

**CONJUNTO CASINO**

Cantan: Faz-Espí-Ribot

**Churritos Calientes**

Guaracha Pregón

AND

**El Sordo**—Guaracha

RCA Victor 23-0567

**LIBERTAD LAMARQUE  
y PEDRO VARGAS**

Con la Orq. de Mario R. Armengol

**La Barca de Oro**—Canción

AND

**Me Voy**—Canción Ranchera

RCA Victor 70-7461

THE STARS WHO MAKE THE HITS ARE ON



**RCA VICTOR  
RECORDS**



The Billboard MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Week Ending March 21



Ray Bloch



His Orchestra

...and 3 new records

SIG. 15094  
BAIA  
BAMBALINA

SIG. 15095  
ARKANSAS TRAVELER  
TURKEY IN THE STRAW

SIG. 15096  
DARK EYES  
POLLY WOLLY DOODLE

ALL INSTRUMENTAL

ALSO AVAILABLE IN ALBUM S-4

Signature's popular saxophonist

Johnny Bothwell  
and his Orchestra

I WON'T PROMISE

Vocal by Claire Hogan and Johnny Bothwell

SIG. 15066

I'LL CLOSE MY EYES

Vocal by Don Darcy

Signature records  
DISTRIBUTED BY  
GENERAL ELECTRIC  
SUPPLY CORPORATION

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, March 14, 8 a.m., and ending Friday, 8 a.m., March 21)

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

- (F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance, the licensing agency controlling performance rights on the tune is indicated.
- | Pos. | Title  | Artist            | Agency |
|------|--|-------------------|--------|
| 18.  | A Gal in Calico (F) (R)                                | Remick            | ASCAP  |
| 12.  | A Rainy Night in Rio (F) (R)                           | Witmark           | ASCAP  |
| 11.  | Anniversary Song (F) (R)                               | Mood              | ASCAP  |
| 8.   | Bless You (For Being an Angel) (R)                     | Shapiro-Bernstein | ASCAP  |
| 18.  | (I Love You) For Sentimental Reasons (R)               | Duchess           | BMI    |
| 11.  | Guilty (R)   | Feist             | ASCAP  |
| 3.   | Heartaches (R)   | Leeds             | ASCAP  |
| 8.   | How Are Things in Glocca Morra? (M) (R)                | Crawford          | ASCAP  |
| 1.   | I Got a Gal I Love (In North and South Dakota) (F) (R) | Famous            | ASCAP  |
| 3.   | If This Isn't Love (M) (R)                             | Crawford          | ASCAP  |
| 13.  | I'll Close My Eyes (R)                                 | Peter Maurice     | ASCAP  |
| 2.   | It Takes Time (R)                                      | London            | BMI    |
| 11.  | It's a Good Day (R)                                    | Capitol Songs     | ASCAP  |
| 1.   | It's the Same Old Dream (F) (R)                        | Sinatra Songs     | ASCAP  |
| 1.   | It's Dreamtime (F) (R)                                 | Santly-Joy        | ASCAP  |
| 2.   | Linda (R)  | E. H. Morris      | ASCAP  |
| 2.   | Love Is a Random Thing (M) (R)                         | Harms, Inc.       | ASCAP  |
| 10.  | Managua, Nicaragua (R)                                 | Encore            | BMI    |
| 1.   | Maybe You'll Be There (R)                              | Triangle          | ASCAP  |
| 1.   | My Pretty Girl (R)                                     | Republic          | BMI    |
| 6.   | (There Is) No Greater Love (R)                         | World             | ASCAP  |
| 16.  | Oh, But I Do (F) (R)                                   | Witmark           | ASCAP  |
| 8.   | Oh Why, Oh Why, Did I Ever Leave Wyoming? (R)          | Feist             | ASCAP  |
| 10.  | Sonata (R)   | Oxford            | ASCAP  |
| 1.   | That's Where I Came In (R)                             | Robbins           | ASCAP  |
| 3.   | This Is the Night (R)                                  | Jefferson         | ASCAP  |
| 5.   | Too Many Times (R)                                     | Advanced          | ASCAP  |
| 1.   | We Could Make Such Beautiful Music (R)                 | BMI               | BMI    |
| 4.   | You Can't See the Sun When You're Crying (R)           | George Simon      | ASCAP  |
| 19.  | Zip-a-Dee Doo-Dah (F) (R)                              | Santly-Joy        | ASCAP  |

RECORDS MOST-PLAYED ON THE AIR

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among 1,200 disk jockeys throughout 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.

Pos.	Title	Artist	Agency	POSITION		Lic. By
				Weeks to date	Last Week	
5	1	1. HEARTACHES ... Ted Weems (Elmo Tanner)	Victor 20-2175—ASCAP	5	1	Decca 25017—ASCAP
5	2	2. ANNIVERSARY SONG (F) ... Dinah Shore (Morris Stoloff Ork)	Columbia 37234—ASCAP	7	12	Victor 20-2026—BMI
11	14	3. LINDA ... Ray Noble-Buddy Clark	Columbia 37215—ASCAP	8	10	Capitol 324—ASCAP
4	4	4. MANAGUA, NICARAGUA ... Freddy Martin (Stuart Wade-Ensemble)	Victor 20-2026—BMI	4	4	Capitol 324—ASCAP
3	8	5. ANNIVERSARY SONG ... Andy Russell (Paul Weston Ork)	Capitol 368—ASCAP	4	3	Decca 23714—ASCAP
4	3	6. ANNIVERSARY SONG ... Tex Beneke-Miller Ork (Garry Stevens)	Victor 20-2126—ASCAP	20	5	King Cole Trio ... Capitol 304—BMI
12	9	7. (I LOVE YOU) FOR SENTIMENTAL REASONS ... King Cole Trio	Columbia 37188—BMI	5	14	Dinah Shore ... Columbia 37223—ASCAP
2	13	7. HOW ARE THINGS IN GLOCCA MORRA? ... Buddy Clark (Mitchell Ayres Ork)	Capitol 345—ASCAP	11	11	Kay Kyser (The Campus Kids) ... Columbia 37214—BMI
1	—	8. MANAGUA, NICARAGUA ... Martha Tilton (Dean Elliott Ork)	Mercury 5007—ASCAP	8	6	Frankie Laine ... Columbia 37268—BMI
8	6	9. OPEN THE DOOR, RICHARD ... Three Flames	Capitol 325—ASCAP	1	—	Sam Donahue ... MGM 10001—ASCAP
1	—	10. A RAINY NIGHT IN RIO (F) ... Jimmy Dorsey (Bob Carroll-Dee Parker)	MGM 10001—ASCAP	8	—	Guy Lombardo (Don Rodney-The Lombardo Trio) ... Decca 23782—BMI
3	14	11. MANAGUA, NICARAGUA ... Guy Lombardo (Don Rodney-The Lombardo Trio)	Decca 23782—BMI	1	—	The Charioteers (Mannie Klein Ork) ... Columbia 37240—BMI
1	—	11. OPEN THE DOOR, RICHARD ... The Charioteers (Mannie Klein Ork)	Victor 20-2109—ASCAP	1	—	Johnny Desmond-Page Cavanaugh Trio ... Capitol 361—ASCAP
1	—	12. GUILTY ... Johnny Desmond-Page Cavanaugh Trio	Victor 20-2109—ASCAP	12	—	Stan Kenton (June Christy-The Pastels) ... Victor 20-1981—BMI
1	—	12. HIS FEET TOO BIG FOR DE BED (I LOVE YOU) ... Stan Kenton (June Christy-The Pastels)	Victor 20-1981—BMI	5	—	Charlie Spivak (Jimmy Saunders) ... Guy Lombardo (Kenny Gardner) ... Decca 23799—ASCAP
19	15	14. ANNIVERSARY SONG (F) ... Guy Lombardo (Kenny Gardner)	Decca 23799—ASCAP	8	—	Eddy Howard ... Majestic 7204—BMI
1	—	14. (I LOVE YOU) FOR SENTIMENTAL REASONS ... Eddy Howard	Majestic 7204—BMI	1	—	Jack McVea ... Black & White BW-792—BMI
1	—	14. OPEN THE DOOR, RICHARD ... Eddy Howard	Black & White BW-792—BMI	1	—	Ray McKinley Quartet (Ray McKinley) ... Majestic 7207—ASCAP

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

PART  
IV

**Retail Record Sales**

Week Ending  
March 21



**BEST-SELLING POPULAR RETAIL RECORDS**

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
4	1	1	1	HEARTACHES	Ted Weems (Elmo Tanner)	Decca 25017
				<i>Oh, Monah</i>	Ted Weems (Elmo Tanner)	Decca 25017
				<i>Piccolo Pete</i>	Ted Weems (Elmo Tanner)	Decca 25017
7	2	2	2	ANNIVERSARY SONG (F)	Al Jolson (Morris Stoloff Ork)	Victor 20-2175
				<i>Avalon</i>	Al Jolson (Morris Stoloff Ork)	Decca 23714
8	3	3	3	MANAGUA, NICARAGUA	Freddy Martin (Stuart Wade-Ensemble)	Victor 20-2026
				<i>Heaven Knows When</i>	Freddy Martin (Stuart Wade-Ensemble)	Victor 20-2026
4	4	4	4	ANNIVERSARY SONG (F)	Dinah Shore (Morris Stoloff Ork)	Columbia 37234
				<i>Heartaches, Sadness and Tears</i>	Dinah Shore (Morris Stoloff Ork)	Columbia 37234
5	8	5	5	ANNIVERSARY SONG (F)	Tex Beneke-Miller Ork (Garry Stevens-The Mello Larks)	Victor 20-2126
				<i>Hoodle Addle</i>	Tex Beneke-Miller Ork (Garry Stevens-The Mello Larks)	Victor 20-2126
3	—	6	6	GUILTY	Margaret Whiting (Jerry Gray Ork)	Capitol 324
				<i>Oh, But I Do</i>	Margaret Whiting (Jerry Gray Ork)	Capitol 324
1	—	7	7	LINDA	Ray Noble Ork-Buddy Clark	Columbia 37215
				<i>Love Is a Random Thing</i>	Ray Noble Ork-Buddy Clark	Columbia 37215
6	6	8	8	ANNIVERSARY SONG (F)	Guy Lombardo (Kenny Gardner)	Decca 23799
				<i>Uncle Remus Said</i>	Guy Lombardo (Kenny Gardner)	Decca 23799
1	—	9	9	HOW ARE THINGS IN GLOCCA MORRA?	Dick Haymes-Gorden Jenkins	Decca 23830
				<i>'Twas Only an Irishman's Dream</i>	Dick Haymes-Gorden Jenkins	Decca 23830
6	5	10	10	MANAGUA, NICARAGUA	Guy Lombardo (Don Rodney-The Lombardo Trio)	Decca 23782
				<i>What More Can I Ask For?</i>	Guy Lombardo (Don Rodney-The Lombardo Trio)	Decca 23782

**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 dealer in all sections of the country. Album are listed numerically according to greatest sales.

POSITION	Weeks to date	Last Week	This Week	Album Title	Label
11	1	1	1	Al Jolson Album	Decca 469
				<i>Al Jolson</i>	Decca 469
6	2	2	2	All-Time Hits Album	Victor P-163
				<i>Tommy Dorsey</i>	Victor P-163
4	4	3	3	St. Patrick's Day Album	Decca A-495
				<i>Bing Crosby</i>	Decca A-495
2	3	4	4	Concerto Album	Victor P-169
				<i>Freddy Martin</i>	Victor P-169
1	—	5	5	Till the Clouds Roll By	MGM-1
				<i>Lena Horne, June Allyson, Virginia O'Brien, Judy Garland, Caleb Peterson, Kathryn Grayson, Tony Martin, Lennie Hayton, MGM Studio Ork and Chorus</i>	MGM-1

**BEST-SELLING RECORDS BY CLASSICAL ARTISTS**

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Label
77	1	1	1	Clair de Lune	Victor 11-8851
				<i>Jose Iturbi</i>	Victor 11-8851
50	3	2	2	Jalousie	Victor 12160
				<i>Boston Pops</i>	Victor 12160
92	2	3	3	Chopin's Polonaise	Victor 11-8848
				<i>Jose Iturbi</i>	Victor 11-8848
66	4	4	4	Warsaw Concerto	Victor 11-8863
				<i>Arthur Fiedler, conductor; Leo Litwin, pianist, Boston Pops</i>	Victor 11-8863
10	5	5	5	Bluebird of Happiness	Victor 11-9007
				<i>Jan Peerce</i>	Victor 11-9007

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

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

POSITION	Weeks to date	Last Week	This Week	Album Title	Label
28	2	1	1	Rachmaninoff Concerto No. 2 in C Minor	Victor 1075
				<i>Artur Rubinstein, pianist, NBC Ork; Valdimir Golschmann, conductor</i>	Victor 1075
83	1	2	2	Rhapsody in Blue	Columbia X-251
				<i>Oscar Levant, Philadelphia Ork; Eugene Ormandy, conductor</i>	Columbia X-251
1	—	3	3	Irish Songs Album	Victor M-1090
				<i>James Melton-RCA Victor Ork—David Broekman, Dir.</i>	Victor M-1090
2	—	4	4	Tchaikowsky Concerto No. 1 in B Flat Minor	Victor DM-800
				<i>Arturo Toscanini, conductor; Vladimir Horwitz and the NBC Symphony Ork.</i>	Victor DM-800
12	—	5	5	Tchaikowsky Nutcracker Suite	Columbia MM-627
				<i>New York Philharmonic Symphony Ork; Rodzinski, conductor</i>	Columbia MM-627



"UNCLE" TOM OF  
WNOX Knoxville, Tenn.  
*Says*

MY NUMBER  
ONE AND TWO  
CHOICE OF  
REAL RECORDS

**ELTON BRITT**  
VICTOR RECORD No. 20-2145

**"BLUE EYES CRYING IN THE RAIN"**  
(by FRED ROSE)

SONGS FOR  
HOMEFOLK

**ROY ROGERS**  
VICTOR RECORD No. 21-2124

**"I NEVER HAD A CHANCE"**  
(by FRED ROSE)

PROFESSIONAL  
COPIES  
AVAILABLE  
—NOW—

NOTE: Order Records From Your Record Distributor.  
WE DO NOT SELL RECORDS.

*Milene Music*  
220 CAPITOL BOULEVARD NASHVILLE 3, TENN.

# Songs Your Home Town Sings

3 High Ridin' Hillbilly Hits!!

## ROCKIN' CHAIR MONEY

By Bill Carlisle and Lonnie A. Glosson

Recorded by  
 RED FOLEY - DECCA  
 JOHNNY TYLER - VICTOR  
 BILL CARLISLE - KINC

More Records on the Way

## SCARS UPON MY HEART

By Cliff Carlisle and Sid Prosen

Recorded by  
 TOMMY SOSEBEE - APOLLO  
 "The Voice of the Hills"

More Records on the Way

## DEATH BY THE ROADSIDE

By Dorsey Dixon and Tommy Nolan

Recorded by  
 TOMMY SOSEBEE - APOLLO  
 "The Voice of the Hills"

More Records on the Way

HOMETOWN MUSIC COMPANY, Inc.

Soe Selling Agents

BURKE & VAN HEUSEN, Inc.

NEW YORK  
 CHICAGO

CINCINNATI  
 HOLLYWOOD

The Billboard

MUSIC POPULARITY CHARTS

PART V

## Juke Box Record Plays

Week Ending March 21

### 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		Record	Label
	Last Week	This Week		
4	1	1	HEARTACHES—Ted Weems (Elmo Tanner)	Decca 25017
11	2	2	MANAGUA, NICARAGUA—Freddy Martin (Stuart Wade-Ensemble)	Victor 20-2127
5	3	3	ANNIVERSARY SONG (F)—Guy Lombardo (Kenny Gardner)	Victor 20-2026
10	4	4	MANAGUA, NICARAGUA—Guy Lombardo (Don Rodney-The Lombardo Trio)	Decca 23799
5	6	5	ANNIVERSARY SONG (F)—Tex Beneke-Miller Ork (Garry Stevens-The Mello Larks)	Decca 23782
3	5	6	ANNIVERSARY SONG (F)—Dinah Shore (Morris Stoloff Ork)	Victor 20-2126
4	10	7	LINDA—Ray Noble-Buddy Clark	Columbia 37234
3	9	8	ANNIVERSARY SONG (F)—Al Jolson (Morris Stoloff Ork)	Columbia 37215
4	7	9	OPEN THE DOOR, RICHARD—Louis Jordan	Decca 23714
1	—	10	HOW ARE THINGS IN GLOCCA MORRA?—Tommy Dorsey (Stuart Foster)	Victor 20-2121
6	12	11	MANAGUA, NICARAGUA—Kay Kyser (The Campus Kids)	Columbia 37214
1	—	12	HOW ARE THINGS IN GLOCCA MORRA?—Dick Haymes-Gorden Jenkins	Decca 23830
1	—	13	LINDA—Charlie Spivak	Victor 20-2047
3	—	14	GUILTY—Margaret Whiting (Jerry Gray Ork)	Capitol 324
2	8	15	ANNIVERSARY SONG (F)—Andy Russell (Paul Weston Ork)	Capitol 368

#### Going Strong

#### Coming Up

HOW ARE THINGS IN GLOCCA MORRA?—Buddy Clark (Mitchell Ayres Ork)  
 Columbia 37223

### MOST-PLAYED JUKE BOX FOLK RECORDS

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

Weeks to date	POSITION		Record	Label
	Last Week	This Week		
10	1	1	SO ROUND, SO FIRM, SO FULLY PACKED	Merle Travis - Capitol 349
5	2	2	WHAT IS LIFE WITHOUT LOVE?	Eddy Arnold - Victor 20-2058
7	3	3	NEW PRETTY BLONDE (JOLE BLON)	Moon Mullican and the Show-boys - King 578
16	—	4	THAT'S HOW MUCH I LOVE YOU	Eddy Arnold - Victor 20-1948
1	—	5	I'M GONNA BE BOSS FROM NOW ON	Bob Wills and His Texas Play-boys (Jesse Ashlock) - Columbia 37205

### 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		Record	Label
	Last Week	This Week		
15	1	1	AIN'T NOBODY HERE BUT US CHICKENS	Louis Jordan - Decca 23741
4	2	2	OPEN THE DOOR, RICH-ARD	Louis Jordan - Decca 23841
4	—	3	TEXAS AND PACIFIC	Louis Jordan (Louis Jordan) - Decca 23810
2	—	4	OLE MAID BOOGIE	Eddie Vinson Ork (Eddie Vin-son) - Mercury 8028
15	4	5	LET THE GOOD TIMES ROLL	Louis Jordan - Decca 23741
7	3	5	OPEN THE DOOR, RICH-ARD	Jack McVea - Black & White BW-792

The Billboard

MUSIC POPULARITY CHARTS

PART VI

Billboard TRADE SERVICE FEATURE

Record Reviews and Possibilities

Week Ending March 21

RECORD POSSIBILITIES

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

WHO CARES WHAT PEOPLE SAY...Dinah Shore with Sonny Burke Ork... Columbia 37278

Dinah delivers one of her typically relaxed and enchanting vocals on this lovely song from the "Nora Prentiss" flick. With tasteful backing by a Sonny Burke-led ork, the chirp lends loads of feeling to the tune's intelligent and meaningful lyric. La Shore should draw a flood of nickels at the juke, but the diskings should do strong counter trade. Flip is "The Egg and I" from the flick of the same name. Dinah does as much as will ever be done to this mediocre song.

POPPA, DON'T PREACH TO ME.....Betty Hutton with the Four Hits and Joe Lilley Ork.....Capitol 380

Betty Hutton returns to the Capitol label with a bang, doing this catchy rhythm novelty from the singer-comedienne's forthcoming flick, "Perils of Pauline." Loaded with la Hutton's effervescent and spirited delivery, including the use of a phony French accent in the introduction, this one should clean up at all juke locations. Reverse, "Rumble, Rumble, Rumble," gets just a little too raucous, but will probably draw its share of buffaloes. It also comes from the Hutton flick. The hep Hutton gets good vocal backing from the Four Hits, while Joe Lilley leads the ork background on both sides.

RECORD REVIEWS

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

Album Reviews

In a continuing effort to review as much of the output of all record manufacturers as manpower and paper limitations permit, The Billboard this week reviews recently released albums in a special ALBUM REVIEW section on page 33. These album reviews of course, are in addition to the reviews on this and the facing page, and those in the music machines department this week.

BILL SAMUELS TRIO (Mercury 8033) For You—FT; VC. My Baby Didn't Even Say Goodbye—FT; VC.

Rising Samuels' threesome, paced by the 88-er leader's flexible pipes, come up with one good and one mediocre bit on this pairing. "For You," an oldie worthy of resurrection, is handled in slight bounce tempo that enhances the ditty. Reverse is a meaningless ditty that looks like just plain filler material. Samuels' fine voice is selling point on these sides, for pick-up of instrumental accompaniment of ivories, guitar and bass is bad. Instruments sound as if they're too far from the mike.

"For You" packs general appeal.

LITTLE MISS CORNSHUCKS (Sunbeam 105) Have You Ever Loved Somebody—FT; VC.

This enterprising diskery, master-minded by Chi ork leader Marl Young, has a pair of sides worthy of attention, wherever Negro trade is big. Young is doing a Midwest Otis Rene, having written both these tunes, arranging them and leading the band on this date. An enterprising publisher, looking for a novice writer, should give both sides a hearing. "Have You" gets musical treatment, similar to arrangements done by Gillespie for early Billy Eckstine blues sides, while reverse is done in more standard manner. Miss Cornshucks, rising as a blues singer, gives both tunes fine treatment.

Mark these two for future reference.

MARL YOUNG'S ORCHESTRA (Sunbeam 102) We're Off—Instr. If You Had Only Waited—FT; VC.

"We're Off" is strictly pointed to jazz fans, and even they might not like it, for tune is one of those up-tempo flag-wavers, played at such a frantic pace that solos and ensemble just don't jell. Reverse, a promising tune, gets too classical a handling by Bill Green, Chi singer, making his debut on wax.

Little to influence a coin in the slot here.

GLEN GRAY (Mercury 5035) Midnight Masquerade—FT; VC. Speaking of Angels—FT; VC.

Both of these tunes are likely for top mention in the future and offer something a bit different these days, when most of the recording bands doing pops are small-

er-sized commercial units. Gray's scorers make full use of full trumpet and trombone choirs to add a distinctive sugary touch. Interest in sides may be hyped by similarity in vocal qualities of Gray singer, Jimmy Atkins, who handles both sides' wordings, and current topper, Perry Como. Two sides which will get at least average watching in the boxes.

JOSE MELIS (Mercury 5038) Stardust—Instr. Keyboard Kapers—Instr.

Mercury previously featured this South American 88-er in an album, this being his first single release. "Stardust" may catch a great deal of interest, for it's one of the first simon-pure waxings of the tune. Tune, in its simplest state a thing of great beauty, is usually treated to an arranger's fullest talents, while this version has just Melis's individual phrasing. Reverse is Latinish Jan August treatment of Mozart's "Turkish March." Should ride in on the host of piano fans created by August. "Stardust" will click with spots where listeners like pure melody.

GAY CROSSE (Mercury 6034) The Door Is Wide Open—FT; VC. Ain't Nobody Here But Us Chickens—FT; VC.

Latest race acquisition of this label is Gay Crosse's Cleveland six-pecer, doing a pair of tunes that warrant race interest. "The Door Is Wide Open" is one of the better sequels to the Richard epic, having original rhyming lyrics in jive talk that will mean plenty of second listenings. Reverse is the Louis Jordan hit, enriched by some barnyard imitations by sax and trumpet in the band. Leader Crosse handles the words on both, sounding a bit nervous on this, his first date. Both sides will get a certain amount of race play.

TONY MARTIN (Mercury 5036) Dreams Are a Dime a Dozen—FT; V. I Miss That Feeling—FT; VC.

Sides are first since Martin inked with Victor and are result of Martin's 50 per cent royalty cut from Mercury. Both ditties are tailor-made for the Martin pipes and get especially fine treatment from Al Sack's flute and fiddle ork. "Feeling" is from the Wanger flicker. "Smashup." Lytle Sisters' harmonies pace disk nicely, with short passages in the middle of each side.

Martin fans get their first sides in two months.

CHARLIE SHAVERS (Vogue 756) Musicomania—Instr. If I Had You—Instr.

Charlie Shavers, supported by sidemen from Tommy Dorsey's now disbanded ork, offers a pair of strictly instrumentals on this platter. "Musicomania" is slight bounce riffer, with all taking a chorus. Reverse features the Shavers trumpet in a slower tempo, with Buddy De Franco's clary getting the only other solo spot. For the retail shop's jazz departments.

(Continued on page 30)

Like Magnets in your machines!



The first lady of Popular Song

The man with the Golden Touch

DINAH SHORE

FRANKIE CARLE

ANNIVERSARY SONG

(From "The Jolson Story")

Orchestra under the direction of Morris Stoloff

HEARTACHES, SADNESS AND TEARS

with Spade Cooley and his Orchestra

COLUMBIA 37234

ROSES IN THE RAIN

Vocal by Marjorie Hughes

YOU ARE THERE

Vocal by Gregg Lawrence

COLUMBIA 37252

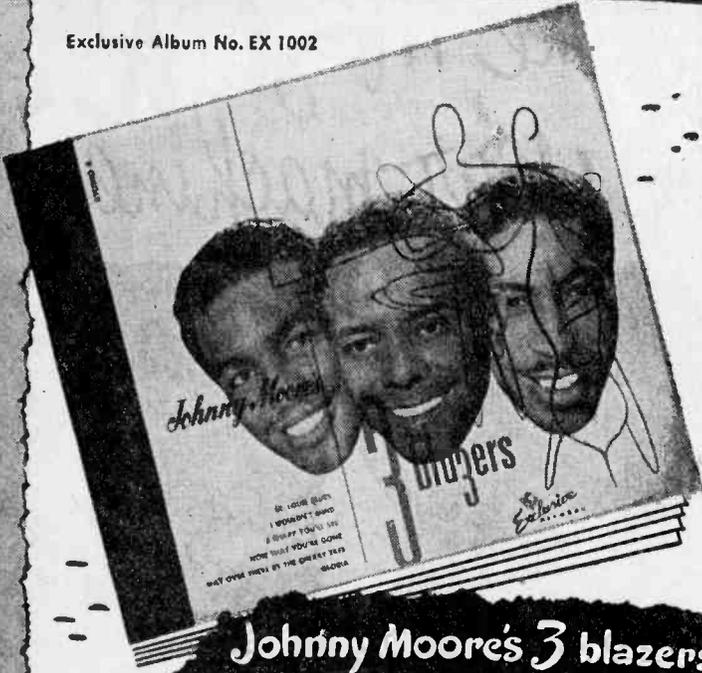
Columbia Records

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



exclusively yours

Exclusive Album No. EX 1002



Johnny Moore's 3 blazers

The nation's No. 1 trio presents intimate renditions of famous ballads plus instrumental novelties to please the most discriminating taste:

- "ST. LOUIS BLUES" • "GLORIA" • "I WOULDN'T MIND"
- "WAY OVER THERE BY THE CHERRY TREE"
- "B SHARP YOU'LL SEE" • "NOW THAT YOU'RE GONE"

Exclusive Album No. EX 1001



Herb Jeffries Magenta Moods

With BUDDY BAKER and His Orchestra

The dulcet tones of Herb Jeffries augmented by the superb accompaniment of Buddy Baker and his Orchestra in modern stylings of these favorites:

- "FLAMINGO" • "ALL OF ME" • "BASIN STREET BLUES"
- "THESE FOOLISH THINGS" • "I DON'T WANT TO CRY ANY MORE" • "SOLITUDE"



(Continued from page 29)

JOAN EDWARDS (Vogue 782)

What Am I Gonna Do About You?—FT; VC.

Maybe You'll Be There—FT; VC.

Radio chirp, Joan Edwards, gets a pair of potent candidates for the hit selections, with "What Am I Gonna Do About You" already inching the rear of the top tune line-up. La Edwards gives more plaintive treatment to the mating, which also shows that it may be hit timber. Songstress gets fine assist from Benny Carter crew of Hollywood sidemen.

Both tunes, capably done, look like they're on the brink of stardom.

ORLANDO GUERRA (Victor 23-0479)

Ten Jabon—FT; V.

Ronco—FT; V.

The spirited Spanish singing of Orlando Guerra brings all the native charm of both of these lively melodies to the wax. And singing in tempo, the spinning stacks up strong for the steppers, particularly "Ronco." And with "Ten Jabon," both spin to the lively Guaracha rhythms. Troubadours' pipes are framed nicely by the Casino de la Playa ork, with a vocal trio adding to Guerra's lyrical spirit. For the Spanish set.

PRESTON JACKSON (Victor 20-2146)

Yancey's Blues—FT; VC.

That Funny Feeling—FT; VC.

A new New Orleans band, Preston Jackson beats out the old-time jazz of the Deep South. Both slow blues, it's the old-time flavor of the deltas in the earthy blowing of the trombone and trumpet and in the pickings of piano and guitar. Keyboard sets a boogie-woogie blues pattern for "Yancey's Blues," with Clifford Jones' husky singing and shouting all about the glory of New Orleans. And for "That Funny Feeling" Jones sings the blues because his girl has left him.

Plenty of nostalgia in this needling for the jazz fans, with the Deep South race spot showing coin favor for the cutting.

SPADE COOLEY (Victor 20-2181)

It's Dark Outside—FT; VC.

Minuet in Swing—FT.

Making his bow on this label, Spade Cooley gets off to a flying start with a full-fledged band sparked with breezy Western rhythms. The full band sets a toe-tapping pattern for "It's Dark Outside," a rhythm novelty showing off all the sections in the band and counting more than the robust chanting of an un-billed male voice. It's the same lively needling for "Minuet in Swing," an original instrumental. But here it's the fiddles and guitars carrying the lead. It's engaging dance music thruout.

Both sides should pay off plenty, particularly where there is dancing.

THE GINGER SNAPS (Victor 20-2170)

There's a Big Rock in the Road—FT; V.

Turnpike Turn—FT; V.

No distinction in the rhythmic blend of these female voices, with their singing and styling leaving much to be desired for any sort of dinking. Moreover, the selections are entirely out of character for their chanting. "Big Rock" is Fred Rose's hillbilly spiritual and "Turnpike Turn" is also from the Western folios. Spin both at a lively pace with full studio orchestra accompanying.

Nothing in this needling to attract.

JOHNNY MERCER (Capitol 367)

I Do Do Like You—FT; V.

Movie Tonight—FT; V.

It's Johnny Mercer's tongue-in-the-cheek vocal approach to the calypso flavored novelty, "I Do Do Like You," that makes this item an ear holder. His pseudo-Latin accent should spur chuckles while the catchy tune makes the side a salable slice of wax. Paul Weston's ork backing fits the imitation south-of-the-border motif. Mercer's fine rhythm voicing plus the bouncier blends of the Pied Pipers gives top drawer luster to the light ditty flip.

The Mercer Midas touch should be in full evidence for this couplet to make it a payola cinch, but look to "I Do Do" to be the top nickel grabber.

ANDY RUSSELL (Capitol 368)

Anniversary Song—FT; V.

My Best to You—FT; V.

As topside of a waltz couplet, Andy Russell's version of the Honor Roll of Hits leader makes this a strong contender for some of that "Anniversary" gold. Pipes richly coated with romantic appeal, Russell captures the nostalgic quality of the old world waltz. Paul Weston gives the ork accompaniment a Gypsy flavor, heavily accentuating minor-keyed Strads. The moderate three-quarter beat is deftly defined here as on the backside. Latter is a sugary love ballad tailor-made for the hand-holding crowd and warbled in an appealing manner. Paul Weston's rich ork accompaniment rounds out the pleasure.

With "Anniversary" riding the pop crest, the Russell edition is a sure-fire money-maker and the flip is good for plenty of coinage when the topside has played out.

ELLA MAE MORSE (Capitol 370)

Hoodle Addle—FT; V.

Pine Top Schwartz—FT; V.

Ray McKinley's pseudo-boogie riff novelty is just the right song meat for the Ella Mae Morse tobacco pipes. With a rhythm wing providing the boogie setting, Miss Morse throws her characteristic

eight-to-the-bar lilt into the voicing. Reverse, an up-beat boogie item, fails to excite despite lass's sales efforts.

While "Hoodle Addle" competition is strong, this version should find little trouble sharing in the coin flow.

BUTCH STONE (Advance 1000)

How Big Can You Get?—FT; V.

In My Convertible Cadillac—FT; V.

And still another Coast indie label enters the wax sweepstakes, this one spotlighting Butch Stone on a rhythmic vocal kick in two novelty items. With a small jazz group for the backing (the Jimmy Zito trumpet in the featured chair), Stone sings the wordage in a not-too-convincing manner for "Convertible Cadillac," a present-day version of the "Merry Oldsmobile." Aside from novelty appeal, there's little to "How Big Can You Get?" Fine instrumental work (thanks to ace jazz men Zito, Tony Rizzi and Jimmy Pratt) gives spinners a quality sheen that about compensates for what is lacking vocally or tunewise.

Sides may snare some race phono coinage.

PHIL MOORE (Black & White 807)

You Talk Holes in My Clothes—FT; V.

Don't Like 'Em—FT; V.

Phil Moore matches his fetching style of ivory dusting with an equally fetching and clever singing style that makes these sides, and it's definitely to the label's credit for recognizing and spotlighting his vocal capabilities. Both ditties, Moore cleffings, are cut from novelty cloth and thanks to a contagious beat and Moore's refreshing voice style plus his clean pianistics and the support of the surrounding guitar-bass-drum go together to make both items both musically and commercially meritorious.

Ops can't go wrong on these, with either side holding coin promise, "Don't Like 'Em" taking top juke spin.

THE MELODY MASTERS (Apollo 379)

Wig Blues—FT; V.

My Baby—FT; V.

Showing off good voices and a rhythmic flow in their harmonies, the label has a winning combination in the four voices of the Melody Masters, singing to guitar accomps. Boys display a fine feel for the slow race blues in "Wig Blues," a race saga of a bad woman. Contrasting, the Melody Masters show a fine flair for the rhythm harmonies in "My Baby," the contrast also marked in the shared stanza by the basso and tenor voices, both good. Race spots will lap these up, particularly their "Wig Blues."

BIG MACEO (Victor 20-2173)

Detroit Jump—FT; V.

Come On Home—FT; V.

The low-down blues husking of Big Maceo (Merriweather) for both of his original songs spins in fine back-room stride. And apart from his singing, Big Maceo shows off his barrelhouse piano pounding for "Detroit Jump," fashioned from a blues riff. Instead of singing he cuts in with patter about going back to Detroit. It's the slow race blues, with Big Maceo shouting out the low-down chant for "Come on Home," calling for his girl to come back and start all over again. The blues guitar pickings of Tampa Red plus Tyrell Dixon at the drums add able rhythmic support.

"Detroit Jump" will keep the back rooms jumping at the race spots.

ARTHUR SMITH (Super Disc 1024)

Fingers On Fire—FT.

Blue Boogie—FT.

With the emphasis on the electric steel guitar in Western circles, Arthur Smith provides a field day for the enthusiasts in this cutting. Having cornered the hot guitar field with his "Guitar Finger," Smith adds to his laurels with his "Fingers on Fire." And that's exactly what happens, fingering furiously the lower strings of his gutt' box. Guitar and bass keep the rhythm flowing. Adding piano to the guitars and bass to make for a hot quintet, Smith carries on for the flip with an original "Blue Boogie," a rustic eight-beater spinning at a lively clip and showing off more of his furious fingering.

"Fingers on Fire" promises to set the phonos on fire.

FRANK WEBER (Star-Disc 4321)

You Can Believe—FT; V.

Love Is Contrary—FT; V.

An unconvincing kickoff for a new Coast indie, its bow-in platter is weak, both tune and talent-wise. Frank Weber's voice is listenable but it's dated singing style and lack of suitable material that makes these sides easy to by-pass. Labored backing by studio ork doesn't help matters. Skip these.

VIRGINIA GARLAND (Star-Disc 4324)

He Did It—FT; V.

Serenade Domestic—FT; V.

Judy's sis, Virginia, reveals a spark of the Garland talent fire for selling in "He Did It." Tune (clefless unbilled) could prove an engaging little tongue-in-the-cheek novelty were it not that the punch line comes much too early, revealing that it's only a guy fixing a flat tire. With appropriate fare for her Garlandish pipes, lass may prove a topper. B side is a tunesmith's mistake and isn't worth the wax that holds it.

No coin appeal here.

(Continued on page 162)

The Billboard MUSIC POPULARITY CHARTS

Advance Information

PART VII



Week Ending March 21

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 DATE WITH DINAH ALBUM ... Dinah Shore (Morris Stoloff Ork) ... Columbia C-125
{What Can I Say} After I Say I'm Sorry ... Columbia 37262
Can't Help Lovin' Dat Man ... Columbia 37261
Dixie ... Columbia 37260
I've Got You Under My Skin ... Columbia 37260
The Kerry Dance ... Columbia 37261
The Thrill Is Gone ... Columbia 37262
There'll Be Some Changes Made ... Columbia 37263
They Didn't Believe Me ... Columbia 37263
ALL BY MYSELF ... Buddy Marvin (Gene Cardos Ork) (LAST NIGHT) ... Continental C-5102
ALL THE THINGS YOU ARE ... Tony Martin (Al Sack Ork) (MAKE BELIEVE) ... Mercury 5027
BEWARE MY HEART ... John Conte (Jerry Jerome Ork) (MID-NIGHT MASQUERADE) ... Apollo 1044
BEWARE, MY HEART ... Gordon Haymes Sextet (Johnny Wescott) (MY BIG) ... Aetna 601
BINGO, BANGO, BOFFO ... Tommy Dorsey (SPRING ISN'T) ... Victor 20-2196
CALIFORNIA MELODIES ... David Rose (MISIRLOU) ... MGM 30007
CU-TU-GU-RU (Jack, Jack, Jack) ... Xavier Cugat (ILLUSION) ... Columbia 37319
DREAMS ARE A DIME A DOZEN ... Vaughn Monroe (Vaughn Monroe-The Moon Maids) (YOU CAN'T) ... Victor 20-2226
HEARTACHES ... Harry James (Marion Morgan) (I TLPPED) ... Columbia 37305
HEARTACHES ... Gordon MacRae (Jerry Jerome Ork) (IF I) ... Apollo 1045
HI-DE-HO MAN (That's Me) ... Cab Calloway (Cab Calloway) (NECESSITY) ... Columbia 37312
I NEVER KNEW (I Could Love Anybody Like I'm Loving You) ... The Three Suns (UNLESS IT) ... Victor 20-2197
I TIPPED MY HAT (And Slowly) ... Harry James (Art Lund) (HEARTACHES) (Rode Away) ... Columbia 37305
I WANT TO BE LOVED (But Only By You) ... The Modernaires-Paula Kelly (Mitchell Ayres Ork) (SANTA CATALINA) ... Columbia 37328
I WONDER, I WONDER, I WONDER ... Louis Armstrong (Louis Armstrong) (IT TAKES) ... Victor 20-2228
IF I HAD MY LIFE TO LIVE OVER ... Gordon MacRae (Jerry Jerome Ork) (HEARTACHES) ... Apollo 1045
ILLUSION (Un Sueno) ... Xavier Cugat (Dorothy Porter) (CU-TU-GU-RU) ... Columbia 37319
I'M GOING HOME WHERE I BELONG ... Roger Hoffman (I'M NOT) ... Aetna 303
I'M NOT THE REASON GIRLS LEAVE HOME ... Roger Hoffman (I'M GOING) ... Aetna 302
IT TAKES TIME ... Louis Armstrong (Louis Armstrong) (I WONDER) ... Victor 20-2228
JUST A CABIN IN THE MOUNTAIN ... Roger Hoffman (THERE'LL BE) ... Aetna 301
KEEPING ... Del Freitag Ork (Chuck Weist) (STAR DUST) ... Aetna 500
LAST NIGHT ON THE BACK PORCH ... Buddy Marvin (Gene Cardos Ork) (ALL BY) ... Continental C-5102
MAKE BELIEVE ... Tony Martin (Al Sack Ork) (ALL THE) ... Mercury 5027
MAM'SELLE ... Art Lund (Johnny Thompson Ork) (SLEEPY TIME) ... MGM 10011
MEET ME TONIGHT IN THE COWSHED ... Captain Stubby and Buccaneers (TERRIBLE TERRY) ... Majestic 12004
MIDNIGHT MASQUERADE ... John Conte (Jerry Jerome Ork) BEWARE MY) ... Apollo 1044
MISIRLOU ... David Rose (CALIFORNIA MELODIES) ... MGM 30007
MY BIG MOMENT ... Gordon Haymes Sextet (Johnny Wescott) (BEWARE, MY) ... Aetna 602
NECESSITY ... Cab Calloway (Cab Calloway) (HI-DE-HO MAN) ... Columbia 37312
NECESSITY ... Phil Harris (Phil Harris-The Sportsmen Quartet) (POPPA, DON'T) ... Victor 20-2198
PITY THE DOWNTRODDEN LANDLORD ... Phil Irving (PUT IT) ... Challenge CI-100
PLEASE TAKE ME HOME THIS MOMENT ... Johnny Long (Francey Lane) (THE WHITE) ... Signature 15089
POPPA, DON'T PREACH TO ME ... Phil Harris (Phil Harris) (NECESSITY) ... Victor 20-2198
PUT IT ON THE GROUND ... Phil Irving (PITY THE) ... Challenge CI-100
QUIEN SABE? (Who Knows?) ... Jimmy Dorsey (Dee Parker-Bob Carroll) (TIME AFTER) ... MGM 10010
RUMBLE, RUMBLE, RUMBLE ... Murphy Sisters (THE EGG) ... Apollo 1048
SANT CATALINA (Island of Romance) ... The Modernaires-Paula Kelly (Mitchell Ayres Ork) (I WANT) ... Columbia 37328
SLEEPY TIME GAL ... Art Lund (Johnny Thompson Ork) (MAM'SELLE) ... MGM 10011
SPRING ISN'T EVERYTHING ... Tommy Dorsey (Stuart Foster) (BINGO, BANGO) ... Victor 20-2196
STAR DUST ... Del Freitag Ork (Chuck Weist) (KEEP-ING) ... Aetna 501
TERRIBLE TERRY THE TERMITE ... Captain Stubby and Buccaneers (MEET ME) ... Majestic 12004
THE EGG AND I ... Helen Forrest (WHO CARES) ... MGM 10009
THE EGG AND I ... Murphy Sisters (RUMBLE, RUMBLE) ... Apollo 1048

(Continued on page 32)

Its sweeping the country!
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MICHIGAN & TOLEDO BRILLIANT MUSIC CO. 4606 Cass Ave. Detroit, Mich.
KANS., MO., NEB. & IA. MUSIC DISTRIBUTORS, INC. 2000 Grand Ave. Kansas City, Mo.
OHIO MASTER DISTRIBUTORS, INC. 258 Kenmore Blvd. Akron, Ohio
W. VA. & WESTERN PA. WHITE & FREDERICK CO. So. Chestnut & Frederick Sts. Clarksburg, W. Va.

Who Distributes Their Disks and Where?
A list of the nation's record distributors, their territories and the labels they distribute is included in the current Eighth Annual edition of The Billboard Encyclopedia of Music. This is only one of the 72 reference lists being turned to every day by the music industry. Whenever you have a question about music make it a habit refer to your copy of THE BILLBOARD ENCYCLOPEDIA OF MUSIC



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I'M GONNA FIND MY BABY**

111

**NO WORRY BLUES  
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**BLACK & WHITE RECORDING CO., INC.**  
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HOLLYWOOD 27, CALIFORNIA

(Continued from page 31)

- THE MAN WHO PAINTS THE RAINBOW IN THE SKY ..... Frankie Carle (Marjorie Hughes (UNLESS IT) ..... Columbia 37311
- THE MAN WHO PAINTS THE RAINBOW IN THE SKY ..... Betty Rhodes (Charles Dant Ork) (TONIGHT BE) ..... Victor 20-2227
- THE WHITE STAR OF SIGMA NU... Johnny Long (Francey Lane-Long Beach-combers) (PLEASE TAKE) ..... Signature 15089
- THERE'LL BE A LIGHT IN THE WINDOW BACK HOME ..... Roger Hoffman (JUST A) ..... Aetna 300
- TIME AFTER TIME ..... Jimmy Dorsey (Bob Carroll) (QUIEN SABE?) ..... MGM 10010
- TONIGHT BE TENDER TO ME ..... Betty Rhodes (Charles Dant Ork) (THE MAN) ..... Victor 20-2227
- UNLESS IT CAN HAPPEN WITH YOU ..... Frankie Carle (Marjorie Hughes) (THE UNLESS IT CAN HAPPEN WITH YOU!) ..... Columbia 37311
- UNLESS IT CAN HAPPEN WITH YOU! ..... The Three Suns (I NEVER) ..... Victor 20-2197
- VARIETY IN RHYTHM ALBUM ..... Charles Magnante ..... Standard International 3 T-17
- Andalucia ..... Standard International T-1021
- Begin the Beguine ..... Standard International T-1021
- Hora Staccato ..... Standard International T-1020
- Minuet in Jazz ..... Standard International T-1022
- Misirlou ..... Standard International T-1022
- St. Louis Blues ..... Standard International T-1020
- WHO CARES WHAT PEOPLE SAY? ..... Helen Forrest (THE EGG) ..... MGM 10009
- YOU CAN'T HIDE YOUR HEART ..... Vaughn Monroe (Vaughn Monroe-The BEHIND A KISS ..... Moon Maids) (DREAMS ARE) ..... Victor 20-2226

**LATIN-AMERICAN**

- ACABASTE! ..... Marga Llergo (Antonio Escobar Ork) (AGUA!) ..... Peerless 2471
- AGUA! ..... Marga Llergo (Antonio Escobar Ork) (ACABASTE!) ..... Peerless 2471
- ALO' ALO' ..... Noro Morales Ork (YOU BETTER) ..... Majestic 1118
- AMOR CHIQUITO ..... Hermanos Aguila (Juan S. Garrido Ork) (FALSA) ..... Peerless 2244
- AUNQUE TENGAS RAZON ..... Eduardo Alexander (Juan S. Garrido Ork) (SERA POR) ..... Peerless 2481
- BANDONEON ARRABALERO ..... Ramon Littee Ork (RIO PLATEADO) ..... Coda 5036
- BEAUTIFUL LADY (Linda Mujer) ..... A. Mendez Ork (MISIRLOU) ..... Standard International T-5011
- CARNAVAL ..... Willie Capo (CALDO DE) ..... Standard International F-4024
- CORRIDO DE MONTERREY ..... Guadalupe La Chinaca (LA GUIA) ..... Standard International F-4022
- CORRIDO DE RAFAELITA ..... Angelina y Tono (VIERNES SANTO) ..... Peerless 2470
- EL GALLO TUERTO ..... Johnny Lopez Antonio Escobar Ork) (MICAELA) ..... Peerless 2495
- EL MUNDO ENGANOSO ..... Salvador Garcia (MARIA BONITA) ..... Peerless 2500
- FALSA ..... Hermanos Aguila (Juan S. Garrido Ork) (AMOR CHIQUITO) ..... Peerless 2244
- HOY ERES TU ..... Hermanos Hernandez (SABOR DE) ..... Peerless 2321
- JUAN CHARRASQUEADO ..... Martin Martita (TE DIGO) ..... Peerless 2519
- KEYBOARD KAPERS ..... Jose Melis Latin-American Ensemble (STARDUST) ..... Mercury 5038
- LA BARCA DE ORO (Ship of Gold) ..... Guadalupe La Chinaca (NO ME) ..... Standard International F-4023
- LA GUIA (The Guide) ..... Guadalupe La Chinaca (CORRIDO DE) ..... Standard International F-4022
- LA NOCHE EL AMOR ..... Juan Arvizu (TENTACION) ..... Peerless 1963
- LA PAJARERA ..... La Panchita (SABE DIOS) ..... Peerless 2444
- LENGUA LARGA ..... Martin y Malena (NO HAY) ..... Peerless 2447
- MARACAS ..... Jose Curbelo Ork (Bobby Ramos) (RUMBA-BOMBA) ..... Victor 26-9016
- MARIA BONITA ..... Salvador Garcia (EL MUNDO) ..... Peerless 2500
- MICAELA ..... Johnny Lopez (EL GALLO) ..... Peerless 2495
- MISIRLOU ..... A. Mendez Ork (BEAUTIFUL LADY) ..... Standard International T-5011
- NO HAY NADA ENTRE LOS DOS ..... Martin y Malena (LENGUA LARGA) ..... Peerless 2447
- NO ME ABANDONES (Don't Leave Me) ..... Guadalupe La Chinaca (LA BARCA) ..... Standard International F-4023
- RIO PLATEADO (Silvery River) ..... Ramon Littee Ork (BANDONEON ARRABALERO) ..... Coda 5036
- RUMBA-BOMBA ..... Jose Curbelo Ork (Bobby Ramos) (MARACAS) ..... Victor 26-9016
- SABE DIOS ..... La Panchita (LA PAJARERA) ..... Peerless 2444
- SABOR DE ENGAÑO ..... Hermanas Hernandez (HOY ERES) ..... Peerless 2321
- SERA POR ESO ..... Eduardo Alexander (Juan S. Garrido Ork) (AUNQUE TENGAS) ..... Peerless 2481
- STARDUST ..... Jose Melis Latin-American Ensemble (KEYBOARD KAPERS) ..... Mercury 5038
- TE DIGO ADIOS ..... Martin y Martita (JUAN CHARRASQUEADO) ..... Peerless 2519
- TENTACION ..... Juan Arvizu (LA NOCHE) ..... Peerless 1963
- VIERNES SANTO ..... Angelina y Tono (CORRIDO DE) ..... Peerless 2470
- YOU BETTER MIND YOUR MAMA ..... Noro Morales Ork (ALO' ALO') ..... Majestic 1118

Individual sides in the "Wedding Melodies Album," Manor 107, which was listed in the March 22, 1947, issue of The Billboard, were incorrectly given a DeLuxe label. The label, of course, should have been Manor for the entire album. The Billboard regrets this error.

**INTERNATIONAL**

- ACCORDION POLKA ..... Stanislav Mroczek Ork (BEGGAR'S POLKA) ..... Sonora 3033
- BEGGAR'S POLKA ..... Stanislav Mroczek Ork (ACCORDION POLKA) ..... Sonora 3033
- MAXIM BRODYN RUSSIA SINGS ALBUM ..... Maxim Brodyn ..... International 25
- Farewell ..... International D-189
- Kalinka ..... International D-187
- Kazbeck ..... International D-188
- Mtchitsya ..... International D-186
- Tallanotchka ..... International D-184
- Yamschik ..... International D-185
- CERBENE JAB LUSKO WALTZ (Red Apple Waltz) ..... Bederick Smeag Ork (SARAH POLKA) ..... Victor 20-2053
- CHANSON BOHEMIENNE ..... Mischa Borr Continental Ork (VALSE POUDBREE) ..... Victor 25-0078
- DISC ETHNIC SERIES, VOL. I—FOLK MUSIC OF THE CENTRAL EAST ALBUM (3-10") ..... Disc 132
- Azerbaijan: Bukhar ..... Disc 1506
- Georgia: Uzbekistan ..... Disc 1507
- Turkish-Armenia: Armenia ..... Disc 1505
- OMORFI ATHINA (Beautiful Athens) ..... N. Gounaris-T. Maroudas (M. Sougioul Ork) (PIOS SE) ..... Victor 26-8023

(Continued on page 165)

# ALBUM REVIEWS

## King JUKE



COIN MACHINE NEEDLE

The Elden Company  
610-616 W. NATIONAL AVENUE  
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### BING CROSBY—Victor Herbert (Decca 505)

Bing Crosby sings six Victor Herbert waltz classics in his usual expressive and easy song manner, with Victor Young's music making a fetching musical bank. Duets with Frances Langford for two of the sides—I'm Falling in Love With Someone and Gypsy Love Song. Der Bingle on his own for When You're Away, Thine Alone, Ah! Sweet Mystery of Life and Sweethearts. These early cuttings still rich in lyrical appeal and retain their nostalgic flavor with the duet diskings the top spinners in the set. Front cover designed as title page with cast credits and selections. Booklet accompanies, giving notes on the singer and the music.

### ARTIE SHAW'S PIED PIPER (Musicraft N-10)

Artie Shaw puts on three 10-inchers his once-over-lightly version of Browning's century-old fairy tale of The Pied Piper of Hamelin, just as he introduced it to an air audience last July on CBS's Columbia Workshop. Keeping the original story theme, Shaw has whooped it up with good crowd noises, narrator Harry Von Zell adding a bit of radio satire in a ringside description of the battle of hot licks and the hordes of mice,

### REICHHOLD TEES OFF

(Continued from page 3)  
call for summer series, but ultimate aim is for year-round pops. CPC's outside N. Y. will be handled as a syndicate operation with local control. Local promoters will be enabled to use CPC name, if they measure up to certain specifications. Idea is to have concerts approximate N. Y. series (complete with tables, beer, etc.) as closely as possible. Field men will be sent out to different cities with packaged promotion set-up to aid locals in starting and carrying on concerts. Each series will be sold either on a fee basis or on a profit percentage idea. This part of the set-up is yet to be ironed out.

Reichhold is planning to plug CPC idea heavily on his Musical Digest Sunday evening hour (8 p.m., ABC) and also will tie in flacking on his disks and mag in the series. In addition, Columbia Records is making a Carnegie Pops platter album.

Edwin Max doing a Lionel Barrymore take as the Pied Piper, Arthur Q. Bryan playing the Mayor in nitwit character, and the maestro himself blowing hot licks on his clary to woo the mice and kids. While it may be too jivey for the moppets, the oldsters to whom Artie Shaw holds name meaning will find it slightly amusing in face of a lot of corny gags injected in the dialog. The adaptation is the maestro's own, adding original background music played by a large band, but using only a small rhythm unit for his Pied Piper lickings. George Pal has provided a colorful story scene to make for the album cover, with photo of the maestro and spinning notes on the inside page.  
(Continued on page 164)

## From Headaches To Heartaches

(Continued from page 15)

ing at least \$1,500 guarantee plus percentage.

But the more interesting question concerns brand of music offered by Weems and how it fits into any possible trend. Heartaches, trade points out, was an illegitimate rumba highlighted by Elmo Tanner's whistling. The kids think it's a new kind of rhythm. Probability is they'll want more.

But Weems's crew currently is much departed from his old band even tho whistler Tanner rejoined the crew this week after an abortive attempt at fronting for himself. It's a cinch that Weems will plug his Heartaches arrangement wherever he plays, but will he be able to follow up with new tunes in similar "old-new" vein? One song hit has launched many an artist and band on comeback trail and Weems may be on that path himself. If he goes all the way and starts a new rhythm trend, other orksters as well as Weems may go crazy trying to duplicate the Heartaches song style.

Whatever happens, however, Weems's main trouble now seems to be that he can make nothing but money, with Victor and Decca both set to push his wax wars and MGM in the offing as a third outlet.



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## On the Stand

### DESI ARNAZ

(Reviewed at Avadon Ballroom, Los Angeles, March 16. Booked by General Artists Corporation.)

TRUMPETS: Robert Jones, Rony Terran, Al Rojo.  
TROMBONES: Joe Gutierrez, Jack Pickering.  
SAXES: Ralph Brady, Joe Miller, Roger Haller, Jack Baker.  
VIOLINS: Charles Harris, Gene Monari, Henry Jaworski.  
RHYTHM: Rene Touzet and Marco Rizo, pianos; Charles Navarro, guitar; Nick Escalante, bass; Ernesto Marrero, drums; Pepin Betancourt and Ralph Felices, bongos.  
VOCALISTS: Dulcina, Betty Perry, Desi Arnaz.  
ARRANGERS: Lloyd Akridge, Jack Pickering, Rene Touzet, Marco Rizo, Don Swan.

Desi Arnaz's Latin tunesters continue to show healthy progress. Colorful crew is gradually working into a well-blended south-of-the-border org which bids fair to reach the top rungs of the Latin ladder before long. Arnaz has built the band on top-drawer showmanship, arrangements which accent a powerful rhythm section, and a book with plenty of variety, all adding up to a near-perfect welding of the best in Latin tunes and a generous sprinkling of pops and standards.

For its punch and zip, it's the seven-man rhythm section which gets the nod, especially the duo piano work of Rene Touzet and Marco Rizo. Free of the usual marimbas which trademark most Latin crews, arrangements give the twin 88's a chance to set the beat and sustain rhythm. Whether ivory pilots are flying solo on a Latin standard such as *Malaguena* or backing up the ork with a rocking beat, they are much in evidence thruout sessions.

As in most Latin crews, arrangements call for ensemble work, altho trumpetman Bobby Jones (ex-Glen

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## Lombard Rejoins William Morris

NEW YORK, March 22.—Pat Lombard returned to the William Morris Agency's Chicago office this week as supervisor of band activities. Lombard resigned from WM about the first of the year to go into personal management game. With his return, Bob Ehlert will continue to handle one-nighter Chi affairs for the agency.

In New York, WM took on former orkster Barry Winton in a hotel-booking capacity. Winton, who has played hotels for past 12 years with society ork, was hired on basis of his experience with location jobs.

Gray) or skinman Ernesto Marrero get in solo licks from time to time. For balance, there is the muted brass, a well-integrated reed section, and three strings. Strings, however, could be more effective with better mike placement.

Arnaz himself is one of the hardest working frontiers to be seen. Boyish leader carries the lion's share of vocal chores—and well, proving he can handle torrid Latin tunes or American ballads with equal aplomb. Whether it's a sprightly Latin rhythm number or a fern-pleasing version of *The Things We Did Last Summer*, Arnaz sells well. His vocal quality and confidence have shown marked improvement since he first took on fronting chores of the new ork.

Sharing vocals with Arnaz are Dulcina and Betty Perry. Lush-look Dulcina handles Latin rhythms, singing with her hips as well as vocal chords. Crowd goes for her rhythmic gyrations as much as vocal interpretations—and both are better than good. Perry lass does pops and ballads. Altho thrush's voice is good, gal is weak on salesmanship, and failed to register when caught.

As an added bonus for terpers, Arnaz tosses in a brief but novel show. Original take-off on *South America, Take It Away*, is a clever number which Arnaz handles with ease, crooning the virtues of Latin hoofing over American jive, as demonstrated with the aid of Dulcina.

As band now stands, ork can look to the high road. Needed badly, however, is a thrush who can sell solo as well as team with Arnaz on pop tunes and ballads. Ork is due for pic chores shortly, to be followed by a second theater tour. By the time the band hits the road, the crew should be deep in the commercial groove.

Alan Fischler.

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## Showbiz Languishing Down Panama Way

PANAMA CITY, March 22.—Current showbiz picture here is none too exciting; so-so shows and meager attendance, high prices and little choice.

Hike in tabs is helping keep crowds out of Hotel International's Coral Room. Show, a six-act bill headed by canary Marcia Dale, is no lure either. Only acts on this bill which click are the Flying Quinlands, roller skaters, and the Wayne Marlin Trio. Miss Dale's longhair ditties don't pull hands, nor does the bary support of Charles Sheldon, late of Miami's Clover Club. Jeanne Bantle does passable terps, but her taps are poor. The Boots McKenna line doesn't measure up to standard of predecessors. Routines are sloppy. Shows play twice nightly seven times a week at this spot.

The Happyland Cabaret, one of Panama's oldest spots, where Coca-Cola is peddled in shot glasses at \$1 (U. S.) per shot, is highlighting Rosita Royce and Her Doves. She does three shows daily and is said to be pulling down \$1,000 per week. Figure, however, is actually nearer \$500, but it's still good money here. She does take-offs on top burly strippers, none of whom is known around these parts. She is skedded to run for another six weeks, with renewal option. Rest of show is made up of Cuban and Puerto Rican singers, rumba dancers and Oscar Moreno, a fabulous Cuban.

## Price War Menaces Atlantic City Clubs

ATLANTIC CITY, March 22.—With Atlantic City on the eve of what may be its biggest spring and summer, a price war has begun that threatens to exceed any this resort has ever witnessed.

The average night club has been charging from 75 cents to \$1.25 for mixed drinks. Spots like the Paddock International, Club Harlem and Clicquot Club have had a steady policy of prices ranging up from 90 cents. But now the Harbor Bar, one of the first-line taverns, has slashed the scale 50 to 75 per cent. The arrangement has worried other club owners, who figured on a killing from the visiting trade.

Whisky at the Harbor that sold for 65 cents is now 40 cents; the glass size is increased from seven-eighths to one ounce. Bottled beer, ounce 50 cents, is now 35. Rum, 65 cents, now is 35.

It won't be surprising if other clubs reluctantly fall into line.

## Steel Pier Gets Haymes

NEW YORK, March 22.—Dick Haymes will head a package at Steel Pier, Atlantic City, June 29. The date will be for eight days. The show will include Helen Forrest and three acts yet to be chosen. This will be Haymes's first Steel Pier job.

## IN SHORT

### New York:

Howell and Bowser added to Cafe Zanzibar show. . . . Aurora Roche, flamenco dancer in New Havana-Madrid show which bowed March 6, missed several subsequent performances after injuring a wrist in a fall during the second performance opening night. . . . Robert Q. Lewis, WHN disk jock, is getting up a nitery act.

Lee Bartell started at the Chez Ami, Boston, March 10. . . . John Calvert show bowed at Last Frontier Hotel, Las Vegas, Nev., March 14 for two weeks. . . . Elmer Kent renewed at the 44 Club, Newark. . . . Frank Sorell started at the Treat, Newark, N. J., March 11. . . . Jimmy Downs Trio started March 18 at the Bayview Club, Bayonne, N. J., for four weeks. . . . Leon and Joe held over thru April 8 at Miami Club, Staten Island, N. Y. . . . Earl Palmer current at the Cove, Philadelphia.

Alan Carney signed for Golden Gate, San Francisco, March 19. . . . Toy and Wing into the Latin Casino, Philadelphia, April 9. . . . Paul Gray started at the Chanticleer, Baltimore, March 13.

Jim Witteried is looking for U. S. gal dancers for European club work and has already lined up an engagement at the Sporting Club, Monte Carlo. . . . Bea Abbot new at the Mermaid Room of the Park Central Hotel.

### Chicago:

Rozelle Gayle leaves the Tailspin after two years to open at the Sky Club, Elmwood Park, Ill., May 5. . . . Dolores Albin, of the Albins, zany ballroom team, is convalescing from a recent appendectomy and expects to resume work in six weeks. . . . Dick Gordon doing a concert tour thru Cuba and the Indies for a month. . . . Steve and Dorothy Matthews held over indefinitely at the Mayflower Hotel, Akron. . . . Winners of WBBM's *Star Quest*, radio search for Negro vocal talent, will receive a week's engagement at the Oriental starting March 27. . . . Step Wharton drew an indefinite holdover after the first week at Augie's, Minneapolis. . . . Roy Newman and his dog, Lucky, got a three-page spread in the current issue of *Life*.

### St. Louis:

Gypsy Rose Lee headed show that came into 400 Club on March 7 for two weeks, with Jimmy Ray and Morrey Brennan and his orchestra. . . . Stewart Trio in Piccadilly of Melbourne Hotel, featuring Betty Stewart on vibes. . . . Kay Noland and her organ being featured at Missouri Hotel in Jefferson City. . . . Sid Tomack opened March 6 in Zodiac Lounge for an indefinite stay.

John Boles coming to Crystal Terrace of Park Plaza Hotel, also Dwight Fiske and Evelyn Knight. . . . Armstrong and Eldridge now at Merry-Go-Round Bar for indefinite run. . . . Hollywood

Midgets inked in at Top o' th' Town Club.

Johnnie Knapp's option has been extended four weeks at Continental Room. Hotel Jefferson, making this the longest period for a warbler to appear at this spot.

Hollywood Midgets inked in at Top o' the Town Club. . . . Charlie V. Wells has opened a booking agency. . . . Mary Hulbert now singing with Buddy Kay and his ork.

### Milwaukee:

Frank Ricchio Trio going into Jimmy Fazio's Towne Room, replacing the Jose Mayol Trio which went into Lakota's, March 18. . . . Chubby Johnson and His Melodians at the La Salle Hotel Circle Lounge for an indefinite stay. . . . Margo Sherstad, relief pianist in the Wisconsin Hotel's Circus Room, alternating with Oscar Jepson's ork. . . . Ted Meisenheimer Trio reopen entertainment at the Red Room Bar in the Plankinton Arcade.

Ronald Kroll and His Quartet into the Schroeder Hotel cocktail bar for four weeks following the Merrill Surges Quartet. . . . John Kirby to open April 7 at the Continental Club.

The Norman Ebron Trio will return in early April to Denny Holland's Town House. Stayed three years last time. They replace Ruth Howard, pianist, and Edward Drake, bass man. . . . Opalita and Garcia held over at the Wisconsin Hotel's Blackamoor Room.

### West Coast:

Trenier Twins going into Club Moderne, Long Beach. . . . Ditto Bobby True Trio, who open at Bozo's Club, Oakland. . . . Juvelys, held over at Biltmore Bowl, Los Angeles, moved to Las Vegas, El Rancho Vegas middle of month.

Songstress Reta Ray to Players' Club, Las Vegas. . . . Bill Brown quit William Morris Agency.

Bobby Breen going to Havana for 10 days at Campoamer Theater. . . . Al White hired as dance director for Pittsburgh Civic Opera Company for a 13-week season beginning in May. . . . Herb Shriner going into Palmer House, Chicago, for a term deal beginning in April. . . . Andy Russell booked for Oriental Theater, Chicago, for two weeks in July. . . . Joe E. Lewis opens at Slapsy Maxie's for four weeks beginning March 31.

Eddie Bartell bows at Nevada Biltmore (Las Vegas) with Marilyn Hare. . . . Jane Harvey opens with Abbott and Costello show at Las Vegas' newest swankery, Flamingo. . . . Ed Carey and His Mad Hatters move to the Grid Club, Boise, Idaho. . . . Clark Brothers close at Slapsy Maxie's, went to Earle Theater, Philadelphia (21). . . . King Cole Trio, in Lincoln Theater (20). Will return to Billingsley's Bodge (Hollywood) May 27. . . . Hollywood Four Blazes held over at Avodon (Los Angeles) for four weeks.

## Two Maxies Jab Into Vanity Fair April 11

NEW YORK, March 22.—Vanity Fair will have Maxie Rosenbloom and Max Baer, together with Allan Jones, heading its new show April 11. The price was not divulged, but the two Maxies usually get between \$4,000 and \$5,000 a week and Jones's price is only \$2,000 to \$3,000. The deal was set by Tom Kettering and Bill Fredericks.

Rosenbloom and Baer were originally set for the 400 Club, St. Louis, April 5-11, but when the Vanity Fair date came up, there was a lot of phoning that finally resulted in the St. Louis date being switched to March 31-April 9.

## 3 Jersey Spots Try Amateur Night Magnet--Readymade

NEW YORK, March 22.—Three New Jersey niteries, Panda and Nev's, Newark, and Babe's, Nutley, are swinging to an old gimmick to hypo biz. It's "amateur night," only this time the stunt is being promoted on a mass-production scale by an outfit tagging itself *Headline Variety Entertainers*, headed by Bill Haug.

For \$40 to \$60, depending on size of spot, neighborhood, etc., Haug arranges a deal with the op whereby his outfit will run weekly amateur shows which he calls "talent quests." There's only one prize. The winner, chosen by audience miffs, gets a paid week-end job at the spot. Top amateurs, probably repeats, get a full week.

Haug has a list of some 1,200 amateurs who follow the circuit of spots using the shows. During any of the shows he will also present simon-pureos who want to get on the bill.

The contests run in three-month series.

## Brett Preps Icers For Sheraton Hotels

NEW YORK, March 22.—John Brett, co-star and producer of *Ice Pictorials* at the Iridium Room of the St. Regis Hotel, is prepping several ice shows to play the Sheraton Hotel chain.

First unit, featuring Bobby Blake, will go into rehearsal May 1 and open about May 28 at the Copley-Plaza, Boston. Subsequent dates are the Belvedere, Baltimore, and the Providence-Biltmore, Providence, R. I. The Copley-Plaza and Belvedere have their own tanks. Other hostleries in the chain will use Brett's portable tank on a rental basis.

The forthcoming show also will have Marie Purviance, Alice Rockland, Iris Gordon, Sylvia Harris and Tommy Osborne.

Brett will manage the icers for the chain.

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## Morales Into Madrid

### At 3G and Percentage

NEW YORK, March 22.—Noro Morales goes into the Havana-Madrid Thursday (27) on a fancy deal calling for a \$3,000 guarantee, plus a 40 per cent split if gross gets above \$15,000. Morales also will work the Sunday rumba matinees, for which he will get a straight 40 per cent. Latter figure is a separate deal and is not included in the weekly figure.

Latin band, managed by Milt Deutsch, will not cut the shows. That will be done by Saccasas, current in the room. New show headed by Carlos Ramirez tees off April 3.

# AGENTS' ACT-RAIDING SPREE

## Exclusives By-Passed in Grab for Biz

### ARA-AGVA May Step In

NEW YORK, March 22.—A major beef is developing out of the current business fall-off that may involve the Artists Representative Association (ARA) and the American Guild of Variety Artists (AGVA).

In the ordinary course of business, acts signed by one agent are seldom submitted by other agents, tho the practice is by no means unknown. But in recent months reps have taken to submitting almost anybody's acts and, where they got an offer, by-passing the exclusive agent and contracting the act direct.

According to AGVA rules, the exclusive agent is entitled to full commission, no matter how many agents are in on the deal. It is common practice, however, for an agent to split his 10 per cent if a competitor did the ground work. Now, however, the outside percenters, having a tough time, are trying their best to cut out the exclusive agent and keep the full 10 for themselves.

The exclusive agents, doing a burn, and being hit where it hurts, are muttering to themselves that something has to be done about keeping the chiselers out. The other agents claim that if an act comes in and asks for a job, and denies being signed to anybody else, they see no reason why they can't book the act and collect full commission. If they split their commissions in the past, it was because they discovered that acts were not free agents, and besides, they argue, "if an act lies, why should I hold the bag?"

ARA has on file all the acts signed to its members and, theoretically, agent-members consult with ARA before representing any act. In practice, only few agents bother to do it. And in these days, when making a buck is getting harder and harder, the lads do business with anybody so long as they get a cut.

Rank and file agents are beginning to growl and are threatening to start proceedings before ARA and AGVA against what they call "unethical" practices.

ARA's position in this matter is quite clear; all exclusive and limited authorizations are supposed to be filed with it immediately. These are checked against ARA records and if act is signed to somebody else, the agent filing authorization is notified. If agent by-passes this procedure he's not entitled to any commission. Unfortunately, acts seeking work know nothing about these rules, and in order to get jobs will promise anything. That, according to industry reps, is where the finagling comes in.

Both ARA and AGVA say their hands are tied if acts and agents make deals outside its rules. They can, however, proceed against violators when the question of who pays who and how much, comes up.

### New Bridgeport Room

BRIDGEPORT, Conn., March 22.—The New Grande Room at Lenny's Wagon Wheel, has opened with Jimmy Palmer's ork. Policy will be name bands several nights a week.

## In the Spring, Stem Ops' Fancy Turns to Thoughts of -- Gloom

(Continued from page 3)

and more, and some of the talent buying lads are crossing their fingers in the hope they'll be able to outlast the actors. That folds are in the air is common gossip. Every club in town is pointing a finger at the next guy while trying to hold on until biz picks up.

### Miranda Stem-Bound

In the past few years, spring was a time when clubs would make at least token gestures with new shows, lavish productions and drum-beating campaigns. This year the boys don't know what to do. For example, Monte Proser is bringing in Carmen Miranda; Lou Walters will use Sophie Tucker. The rest of the cafes are standing pat or shopping around for names. The Carnival is holding up okay with Olsen and Johnson. The Rio Cabana (ex-La Conga) is trying with Billie Vine. The Greenwich Village Inn brought in Sally Rand.

The Vanity Fair was willing to go up to \$10,000 (maybe more) for sock attraction, but with its no-minimum policy it will bring in Rosenbloom and Baer and Allan Jones. Other top clubs are also willing to put it on the line for names. However, names are still too few, and too many cafes want them, so the picture remains one of trying but few, if any, succeeding.

### Summer Closings

There is a possibility that at least a few of the major niteries will "close" for the summer, for "renovation and additions." Actually, if they do, they will reopen with new money and new ops. Right now there are at least two clubs looking for buyers. Potential money is interested, but not at the asking price.

## Liebow Plans Nitery And a Govt.-Opped Casino in Panama

PANAMA CITY, March 22.—William Liebow, owner of the International Hotel here, and prexy of the Hotels International, Inc., (the Robert Clay, in Miami, and the International, Park Central, Beach Cabana Club and International Apartments, all in Miami Beach) is opening a nitery in Colon and will supervise a gambling casino operated by the government in his hotel here.

The club is to be called *Ciro's* and will cost an estimated \$75,000 to renovate and air-condition. Premises was originally occupied by the Silver Spray Club. *Ciro's* will also have gambling, with government okay. Boots McKenna, who handled show girl and act booking for Liebow's two revues in the Coral Room of the Hotel International, will handle the *Ciro* shows, which will run for 10 weeks, five at the Coral Room and the other five at *Ciro's*.

The government-run Casino will feature roulette, vingtet-un, dice tables and air-conditioned poker rooms, bird cages and the "big six" money wheel. Admission will be by membership card in hopes of limiting trade to higher income brackets. No gambling machines are contemplated. There will be matinees for women only.

Summer shutterings are not new. In the pre-war years, many of the clubs darkened. On the East Side, shutterings were practically unanimous, followed by fanfare openings in the fall. Since the war and its lush biz, seasonal closings have been dropped.

Many clubs which remained open last summer did so to cover the room rent. One op points out that to make \$6,000 to cover the landlord's bite, a club may go into the hole for \$60,000 this summer.

Yes, sir! Spring may make the sap rise and bring the leaves out on the trees. But this spring just makes the ops gorge rise, and as for leaves they're something the ops are thinking of to hide under.

## Pa. Bill Would Shut Bars at 12, But Let Niteries Run Until 3

HARRISBURG, Pa., March 22.—Legislation to create a classification of "night club" liquor licenses in Pennsylvania and permit their holders to remain open until 3 a.m., while taverns would have to close at midnight, has been introduced in the House of Representatives.

Night clubs are defined by the proposed act as spots capable of accommodating 150 and employing a minimum of four musicians or otherwise providing entertainment.

At present all niteries are licensed as restaurants and observe the liquor sale hours of 7 a.m. to 2 a.m. Fees are from \$150 to \$600, based on population of the municipality. The new bill would set nitery license fees on a scale of \$1,000 to \$1,500; taverns would be upped \$300 to \$800 and social and fraternal clubs, now paying \$50, would be socked \$500 for their annual licenses on a flat fee basis regardless of population.

The bill (H. 781) has been referred to the House Committee on Liquor Control.

## 4-Week Runs for U. S. Acts in Mexico

HOLLYWOOD, March 22.—For the first time American acts will be guaranteed four-week runs (with a three-week option) in top Mexican motion pic houses, thus making the south-of-the-border junkets pay off. Exclusive deal was set this week by Ramon Reachi and Jerry Johnson, of Hollywood's Pan American Artists' Theaters, with acts suitable for pic house presentations a la old Grauman's Chinese Theater "prologue" formula.

Guarantee will include two weeks at Mexico City's Cine Maximo, to be followed by two weeks at Cine Chapultepec, also in the Mexican capital. In addition, acts will play two weeks at Guadalajara's Teatro Veriedades and one week at the *Rodriguez*, Monterey.

According to Reachi, Mexican operators are eager to pay top dough for name acts and have offered pic names as high as \$8,000 for a week, on a three-a-day basis. First show package is now in the works and will probably include *Wiere Brothers*, *Borah Minnevitich's Rascals*, and pos-

## AGVA Vs. Philly Court Hearing Set for March 27

PHILADELPHIA, March 22.—Another round in the national American Guild of Variety Artists (AGVA) versus the Philly local will be fought March 27 before Judge Joseph L. Kun, who ruled against the national in the preliminary hearing.

Arthur W. A. Cowan, lawyer representing the national, will ask that the case be tried by a federal court, as the results affect the union throughout the country. National AGVA also will ask for a restraining order against the Philly local to stop it from dissipating AGVA funds and will seek an application to order the local to vacate the premises it now occupies on the claim that these belong to the national office.

The Entertainment Managers' Association (EMA), at a meeting Monday (17) unanimously voted to support the national regime and were promptly haled before the local for an explanation. Ed Zwicker, president of EMA, refused to attend and was told the local would put him on the unfair list. Dick Jones, Philly legal topper, also said the local will set up its own booking office for membership, if necessary.

## NLRB May Hear Walters-AGVA Jam

NEW YORK, March 22.—The Lou Walters-American Guild of Variety Artists (AGVA) tussle hasn't ended with the posting of a \$20,000 bond as security for Jane Russell's \$15,000 salary. Case may now go before the National Labor Relations Board (NLRB), if the facts to be presented to it by Jonas Silverstone, AGVA attorney, warrant a trial board hearing. AGVA charges that Walters violated several NLRB rules in talking to his chorus line in an effort to get them to by-pass AGVA regulations.

Meanwhile, the Latin Quarters-Russell arbitration proceedings will start before an AGVA board, April 1.

## "Contractual Obligations" Hold Up Colosimo's Sale

CHICAGO, March 22.—Sale of Colosimo's, south-end-of-the-Loop nitery, by Irv Benjamin to Mike Potson, former owner, reported in *The Billboard* last week, has struck a temporary and perhaps permanent snag.

According to Benjamin, the deal was all set for inking Monday (17) until the parties involved failed to agree on certain "contractual obligations." Benjamin said he would know early next week about the future, but that he was prepared to remain as Colosimo's chief.

sibly Andy Russell as headliner. Altho tied down to Hollywood by radio commitments, Russell would fly down for the early part of the week and open a new circuit.

Negotiations for other top attractions are underway, Reachi said, with the following top names said to be interested in the new deal: Peggy Ryan, Donald O'Connor, Hazel Scott, Eleanor Powell, Kathryn Grayson, Carlos Ramirez and Ann Miller.

**Loew's State, New York**

(Thursday, March 20)

The tourists who drop into Loew's State are bound to eat up the corn in the *Songwriters on Parade* turn. Tossed together again are five popular Tin Pan Alley scribblers, Charlie Tobias, Abel Baer, Jimmy Kennedy, Nat Simon and Peter DeRose, with a vocal pitch by Susan Allen, ex-Sammy Kaye thrush. She, incidentally, is Simon's daughter. The only member of the original group which played this house about six years ago is DeRose.

The old gimmick of the boys doing their own familiar tunes got the expected returns, with every pop drawing strong mits. Tobias did okay as the act's emcee, tho his nervousness was obvious.

Gene Sheldon, working with Loretta Fischer, was up to par with his standard banjo and finger-sewing routines. His smooth timing helped get healthy hands, and mugging also went over big.

Middle slot was filled by Jimmy Edmondson (Professor Backwards.) His Washington routine drew mild laughs evenly spaced. Best yocks went for his blackboard stint.

As openers, the Shyrettos scored with their high bike stunts. The two men and gal work with class. They are among the best.

Harrison, Carroll and Ross, new to Stem audiences, have been together about a year. Trio offered a variety of routines which included terping, piano work and harmonica, all in a comedy vein. They worked hard but laughs came slowly because of nervousness, probably due to the fact that this was their New York bow.

House ork chief Louis Basil emceed in his consistently capable manner. He always has something nice to say about an act after it's gone, which should make the performers feel that someone appreciated them, no matter how weak the audience mits.

Pic, *Dead Reckoning*.

Don Marshall.

**Chicago, Chicago**

(Friday Afternoon, March 14)

House has a snappily-paced vaude line-up to complement a potent flicker, *My Favorite Blonde*, and double treat may pick up lagging grosses currently afflicting Loop vauders.

Lou Breese, house ork leader, tried a surprise opener that never really came off, for chirp Harriet Lorraine is long on looks but short on savvy when it comes to vocally handling pops. Blonde gal opened with a chorus of longhair, which she handled well, suddenly swinging into *Open the Door, Richard*, handled very badly. She tried twice more, with a moody and then a bouncy pop, both of which seem far away from the classical, with which she is more acquainted. Pulled spotty mitt from ogling males.

Bobby Lane and Claire, handicapped by lack of wardrobe, especially shoes, for their trunks were late in arriving, scored nicely with their standard stocking-footed terping bit.

Comic Al Bernie, a newcomer locally, guaranteed himself several more return trips soon, offering a brand of original carrying on as zany and mirth-quaking as a Virgil Parth cartoon. Guy, blessed with a very flexible voice that he knows how to use, had loads of original material that smacked of S. J. Pearlman, and even his old gags were cute variations of the usual lines that pulled chuckles. Netted two call backs, each of which he handled capably with smart bow-off material.

Danny O'Neil, a local warbler who made good, had audience with him from the start. His rep, improved plenty in past year with a Majestic Record pact and CBS series, had pew sitters at attention immediately (See *Chicago, Chicago*, on page 40)

**VAUDEVILLE REVIEWS**

**RKO Albee, Cincinnati**

(Thursday Afternoon, March 20)

Tex Beneke ork, sporting some 30 of the late Glenn Miller's sidemen, dishes up a smooth-running session as the finale before the house begins a month's hiatus from fleshers. Making up the vaude complement and lending ace support are Artie Dann, comic, and Helene and Howard, comedy ballroomers.

Sagely utilizing the Miller formula, Tex and crew display excellent solo and ensemble instrumentation work, with the reeds playing their usual dominant role. With a string section which boasts a dozen or more violins and deft use of a French horn, band rides the same sock instrumental balance that was its forte in the Miller days. Complex arrangements pack musical appeal and ork comes up with full-bodied and well-rounded tones of a full-stocked symphonic combo.

With Tex leading the way, crew earned sock reception with its *Moonlight Serenade* and *Falling Leaves* openers. Vocal side is capably handled by the Mello Larks, three lads and gal, who successfully tonsil *Uncle Remus Said* and *Serenade in Blue*, with the latter netting them their best mitt. Get a neat assist here from Beneke with his smart sax work and ample piping.

Gary Stevens, combo's tonsilor, grabs substantial palm praise with finished chortling of *Speaking of Angels* and *For You, for Me, Forevermore*. *Meadowland*, which hits the ultimate of ear-pleasing composition, and *Tuxedo Junction*, with the carrot-topped Bobby Nichols giving the number top-drawer trumpet frills, proved the ork's standout work and grabbed heavy plaudits. Beneke capably emsees.

Highlighting the comedy side is the long-nosed Artie Dann, who emits smart chatter and sharp delivery to win going away. Deliberate timing gives turn a semblance of slow movement and unimpressiveness, but he builds it to a sock finish with his staccato nifty of audience reactions to comics. Garnered show's top hand and had to beg off.

Also setting up a strong laugh-meter score were Helene and Howard, boy and girl ballroomers, with their combined straight and comedy lifts and spins. Gal literally tosses her male mate all over the place with some inspired ju jitsu work. Turn is enhanced by duo's suave appearance. Their jitterbug blow-off, with the lad working in outlandish jive suit, went well.

Pic, *The Devil Thumbs a Ride*. Biz, fair. Bob Doepker.

**Music Hall, New York**

(Thursday, March 30)

The Easter show packs a hefty commercial wallop, based principally on the Leon Leondoff production. Taking spring as its motif, it tees off with its traditional Easter church scene complete with lily-covered altar, acolytes and icons. To break it up and get to the next scene, the house throws in a newsreel, then follows with a ballet number with dancers made up like flowers. Folding and unfolding of "petals" made up of the girls' costumes was spectacular and pulled hefty returns. Sparing use of black lights heightened the effect. Next came another spring scene, a baseball team working out and making with the voices. Glenn Burris, tenor, did acceptably in fronting the group as it went thru some oldies for good receptions.

Arnaut Brothers fit the show beautifully. Their standard routines got giggles which grew into man-sized yocks as they went into their bird

**Oriental, Chicago**

(Thursday Afternoon, March 20)

Equal parts of solid novelty, comedy and music go to make the current variety revue here a top-rate attraction. Opening Whirlwinds (two gals and two boys) have rough going the first two minutes getting the audience into the mood after the flicker, *The Red House*, but three of their skate thrillers warm payees up to the stage bill. Quartet works at top speed even on the hardest tricks, saving their two-man harness with gals swinging from chokers for the closer and a good mitt.

Elsa and Waldo, recent imports from South America, proved show-stoppers in their first stint locally, exhibiting a brand of subtle panto and eccentric terping that caught on immediately. Gal, in hokey ballerina garb, came on solo and immediately pulled yocks with her facial grimaces, after which the man, who looks like an elongated Charlie Chaplin in need of a haircut, comes on to show off the rubberiest pins since Leon Errol. Works eight minutes of dancing that's worthy of any legit musical, filmusical or video.

Tho he broke out plenty of new material at his Rio Cabana opening here two months ago, shouted requests forced comic Jerry Lester to revert to his standard *Africa* and *Old Man River* bits. Stint, tho basically old, is still top entertainment, for Lester refurbishes his stuff with plenty of new asides. Worked out a pertinent two-minute Chi intro that brought yocks immediately and kept the belly-quakes continuous.

Jan August and his trio got an ovation after the first three bars of his theme, played as pit was elevated to stage level. Working in front of a keyboard scrim, the foursome, sparked by the fronter's pulsating fingering, ran thru six numbers, each showing a different August touch. August could enrich his own presentation, for it's just straight pianistics here. Only hint of song-peddling was an occasional quick smile he shot the payees. Despite a lack of stage savvy, the descending curtain at the end of six numbers brought a disappointed moan and heavy mitt.

Ray Lang's ork, cut down recently to nine men, could use an additional sax, for three reeds are not heard over four brass. Wise expenditure would be some new coats to replace the vintage 1890 Ringlings the sidemen are wearing. Johnny Sippel.

number. The two finished to tremendous applause.

The Easter parade number has a different twist this year. It opens with a street scene in the mauve decade outside of Niblo's Gardens, using tandem bikes and gas buggy props. The scene fades out and segues into a modern set with steam curtain spouting for cloud effects. The Bruno Maine settings in this are highly imaginative, moving from a tandem to a helicopter in the "clouds." It brought enthusiastic hands.

The finale has a Sikorsky S-52 helicopter on the stage, in its "first public showing." The scene is Washington, with cherry trees in blossom. The Rockettes went thru their centipede hoofery, getting the customary big hands.

Lucille Cummings, soprano, and Glenn Burris carried the vocal chores in the finale with good results.

The Acromaniacs, billed to appear in the Easter parade number, didn't show. One of the lads had broken an arm.

Pic, *The Late George Apley*.

Bill Smith.

**Paramount, New York**

(Wednesday, March 19)

The new show has pacing and enough entertainment value to please. Top billing goes to Jimmy Dorsey's ork, but the best job on opening day was done by Louis Jordan. The Dorsey band played a lot of music, looked and sounded good, yet Dorsey, even tho he's a top reed man, is not a showman. The ork's biggest tune was *Holiday for Strings*, with arrangement for the sax section. The result was okay, but the tune has been kicked around so much that it doesn't mean much any more. The best performance was in the glissando effect it got when it took a couple of bars in backing Dee Parker and Bob Carroll as they did *Quien Sabe, Who Knows, Who Cares*. The arrangement, calling for flute, clary and sax, got hands.

Singer Bob Carroll, a big hunk of man, didn't do too well. His two numbers were adequate, but that was about all. He seemed to be under a strain and his pipes were choked up. If he opened up he might do better. In only one number was he impressive. That was in the duet with Dee Parker on the *Quien Sabe* tune.

Dee Parker still looked as good as she was a year ago when caught at the Capitol. Her three tunes, *Rainy Night in Rio*, *Anniversary Song* and *Quien Sabe*, showed good phrasing. Her best selling was in the last two.

The ork's drum number, with kid beater Karl Kiffe on top, managed to get a lot of excitement and pulled some good applause.

Louis Jordan and his five guys, dressed like rainbows, wowed them from the walk-on to the walk-off. Jordan's patter singing of *Open the Door, Richard* and *Ain't Nobody Here But Us Chickens* and his *Advice* number rang the bell with resounding results. That lad Jordan is a real showman today. He was right on the beam with his pop-eyed mugging, bits of biz and splintered voice. If the guy didn't close the show, he'd probably stop it cold.

Pat Henning used his standard material of quickie satirical take-offs for big yocks. His milking routine was as effective as ever. He has taken that old gag about what will I do with these crackers, and worked it up into a funny three-minute routine. It paid off with a great exit mitt.

Lynn Shirley, acro-dancer, seemed to have a difficult time on the small stage. Her tricks were okay, but much too deliberate. There was no snap or ginger. What applause she got came from her cute appearance.

Pic, *My Favorite Brunette*.

Bill Smith.

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**THE NEVADA BILTMORE LAS VEGAS, NEVADA**

## Blue Room, Roosevelt Hotel, New Orleans

(Wednesday, March 19)

Talent Policy: Floorshows at 7:30 and 12:30. Operators, The Roosevelt Hotel, Seymour Weiss, president; publicity, Al Bourgeois. Prices: \$1.50-\$2.50 minimums.

The new show with Victor Lombardo and four acts is well balanced and successful, but only last two acts have much sock, judging from response of the payees. These are Gali Gali and Nip Nelson. Both had to beg off.

Things got off to a gloomy start. Singers Mark Carter and Nancy Kelly were hard to hear, which seems to be the case with all ork singers since remodeling of the room. Carter's *Old Lamplighter* was best, but the attention the pair got didn't add up to much. Carlos and Linda danced with a lot of energy (perhaps too much hip-wiggling) and took fair mits while doing their stuff but not much at the end. Both showed fine control in a version of *Begin the Beguine* and a rumba, *The Hard Way*, with Carlos balancing a glass of water on his head. Jitterbug burlesque was much too weak as an encore number.

Paddy Cliff gave with lots of Irish singing and did classics and semis straight and swing, such as *One Alone* and *Martha*. His almost complete reliance on this old stuff still seems okay with the customers and he was called back for more and more. Cliff was having some trouble with the high notes, and his clowning in such a romantic number as *Begin the Beguine* was not appreciated.

Gali Gali gave another smooth, almost unbelieving performance with chicks, five-spots, etc. His reliance on the customers helps keep them on seats' edge. His bye-bye encore with the audience using its own napkins has not grown old down here.

Nip Nelson had to impersonate practically everyone before his act was over. Easily the hit of the show, Nelson, who has a natural charm to his routine, imitated trumpet players as well as personalities. He steered away from some of the overdone tricks in mimicking and added satire to make the act click.

Victor Lombardo is evidently a better ork leader and arranger than emsee, for he makes no pretext of doing anything but introduce the acts, and doesn't seem at ease. But his sophisticated tunes and rumbas were strictly for dancing.

Dick Hartshorn.

## NIGHT CLUB REVIEWS

### Latin Quarter, Newport, Ky.

(Friday, March 21)

Talent Policy: Dancing from 7:30. Floorshows at 9, 12 and 3. Owner, Tommy Callahan; manager, George Gebhardt; maitre d', Tommy Clare; publicity, Don Heck. Prices: \$1.50 minimum.

A shaping up of Mischa Auer's turn is all that's needed to make the new package palatable fare. Erstwhile film filbert retains all the haughty, contemptuous airs dominant in his screen characterizations, which blends well with his varied trumped-up comedy gimmicks. With solid support from a stooge, Lord, and Allegra, hefty gal soprano, trio manages numerous yocks with its *Rigoletto* offering. Gal gives out with lusty piping, while Lord and Auer insert their zany bits, complete with fright-wigs, hats and magic didoes. Comic's topper is a piano concerto humorously worked out, using two grapefruits and a lime for the keyboard pecking. Should do more of it. His running monolog anent his film, voice and sundry capabilities as an opener slows proceedings and brings only titters. Gal member garnered good mits with her lusty *All in Favor, Say I*.

Opening are the Betty Jenkins Dancers (6), who add flash with their looks and slick costuming. Absent is the stiff execution and opening-night jitters displayed at their bow-in two weeks ago.

Retaining the speedy pace are the Winter Sisters (3), who work like mad getting their dynamic acro dance work across to the delight of payees. Turn embraces numerous flips, pin-wheels, two-high back bends and full and half gainers. A twisting one and a half somersault proves a thriller finish. Healthy palming all the way.

Three Harmonicas, good looking male trio, impress easily with their tricky mouth-organ work. Musicianship savvy is wide and a specialized version of *Dance of the Hours* proves an outstanding click. They satisfied by applying delicate gradations to scores which run the gamut from *Blue Skies* to Rimsky-Korsakoff.

Sammy Leeds ork still cuts the show and dance sessions in good fashion, with the maestro also doing an okay emsee job. Charley Hudson continues as the bar fave and lull organ pounder.

Bob Doecker.

### Embassy, New York

(Tuesday, March 18)

Talent Policy: Floorshows at 9 and 12:30. Operator, Morris Schwartz; publicity, Milton Rubin. Prices: \$3.50-\$4.50 minimum.

Charles Trenet is still a wonderful performer—when he wants to be. But he's not the same draw this time around, as evidenced by the bare tables on opening night. After a terrific intro which described Trenet as an "author, poet, painter who has traveled thousands of miles to entertain you," the cherub-faced blondish Frenchman walked on. His casual style, easy delivery and delicate phrasing made him a singer hard to resist. Stuff was particularly impressive in the latter half of his routine, when he really began to work.

Trenet starts practically all his songs the same way. Verse is in mood tempo, the chorus is in jump beat and the finish in each case is big with plenty of musical assistance. Gestures, and bits of biz thruout, are aimed at one thing—to please out front. And to say that Trenet succeeds would be understating the case. There is no doubt he's a showman and a performer. It is also apparent—less happily—that his French ad libs are condescending and uncomfortable. His crack, "the next one will be for the piano player, to wake him up," was in bad taste, particularly when Jose Mellis (piano player) was doing a good job. Another glaring fault was Trenet's using a piece of paper, which he kept taking out of his pocket to remind him of his routine but disregarding all his faults, the guy is a top performer, a fine singer, with a remarkable floor personality.

Jose Mellis opens the show with a couple of piano solos. He can play. He has the skill and the technique. What he lacks is showmanship. That should come with better material and better presentation. Mellis' band backed Trenet with consummate skill.

Bill Smith.

### Joaquin Garay's Copacabana, San Francisco

(Tuesday, March 4)

Talent Policy: Floorshows at 9 and 12. Owner, Joaquin Garay; manager, Henry Torres; publicity, Jerry Ray. Prices: Dinners from \$3.25. No cover, no minimum.

Like most of the other top spots here, the Copa has retained its entertainment bill. Considering show is a low-budget affair, it is neatly arranged and well produced by Jean Devlyn. Current fare has Sheila Rogers, comic; Jean Aloise, tapper; Buddy and Candyce King, dancers; Joaquin Garay, emsee; the Copa line (7), and Jack Fisher's ork.

Opens with *Black Moonlight* number, the girls doing a good routine with Georgine Le Moyne on the vocals plus a torrid solo spot. The dancing Kings, on next, show much promise. Have plenty of ease and poise, work effortlessly and with polish. Scored a decided hit. Jean Aloise fits in nicely with a beguine and a fast tap to *Bim Bam Boom*. Good mitt.

Miss Rogers opens with a take-off arrangement, but not too well. She has a good act for a small club, but falls short of headline billing in a top nitery. Garay introduces the acts and sings. His own spot starts with fast *Zip-a-Dee Doo-Dah* to which he has added a few of his own twists. Garay has a good voice, was particularly smart in typical Mexican ditties. Also tossed in *How Did She Look?* for a solid duke. Encored with a Jolson medley that earned a rousing send off.

Finale has the line, Jean Aloise and the Kings, with the girls beautifully wardrobe by Helen Nelson. Nini

### Florentine Gardens, Hollywood

(Sunday, February 23)

Talent Policy: Dancing and floorshows at 9:30 and midnight. Staged by Dave Gould. President and general manager, Frank Brunl. Publicity: Rose Joseph and David Allison. Maitre d' hotel, Jack Erdman. Prices from \$1.50.

It's the Parisienne chantoosey, Irene Bordoni, who gets the headliner's slot in Frank Brunl's current revue, but it's gagster Pinky Lee who steals the show. Armed with a battery of fresh rib-tickers, Lee romps off with the biggest hands and has to beg off after both the first and second shows.

One of the comic's best offerings is a yock-pulling take-off on Al Jolson, tagged *The Pinky Lee Story*, in which he supposedly strives to convince a pic producer that his life's story would make superior screen material. He then proceeds to do a scene-by-scene breakdown of his life a la scenario fashion, calling for close-ups, fades, etc., which has 'em roaring. His other laugh-pulling routines include his *Pablo the Bad Man*, staged with props in which the Western-garbed comic emerges as the fearless sheriff saving a lady in distress. For good laugh measure Pinky gets himself involved in a dance contest with a few gals from the line to show he can match their steps, with audience applause to decide the winner. After a few routines Pinky decides to top the terp tourney by pulling a strip tease that has the ringsiders in the aisles.

Irene Bordoni still packs audience-holding flash and fire into her song stylings and whatever she may lack in voice she makes up in sales savvy. Customers can't help sensing the presence of a veteran showman. The she may warble current fave items (*September Song*, etc.), they come up fetchingly tinged in blue, thanks to her Frenchified stylings.

Adding strength to the bill is the smooth-as-silk dancing of Maarcya and Rene Gunsett. Brother and sister team are strongest in spectacular overhead twirls. Twosome's best offering is its *Parisian Rag Doll Dance*. The routine of the fem that goes limp and is tossed about by her partner is not new to ringsiders, pair perform with such grace and naturalness that it takes on a measure of freshness. Duo capably displays its versions of various Latin steps, letting patrons call out their requests. Act is well dressed.

Rounding out the song bill were the vocal offerings of Jean Nelson and emsee Bill Roberts. Miss Nelson, a lovely lass, possesses a strong and well-trained soprano voice which could be put to better advantage in comic opera than nitery work. Roberts' full-bodied bary clicks with the payees, lad sticking mostly to oldies for song material.

Lavishly garbed line (16) backing feature dancer Paula D'Arcy adds to the evening's entertainment with a series of well-executed production numbers. Most pleasing eye feeder is its *Memories of Vienna*, using the fresh-looking lassies in a string of graceful waltzes, with Miss Nelson and Roberts providing the song background. Number builds to the Gunsett's entry on the Blue Danube. An eye filler is line's *Fashions on Parade* performed against a Parisian dress shop backdrop featuring gals in various stages of dress and undress as they supposedly select the latest fashions.

Roberts' emseeing is well handled. Emil Baffa ork (14) does a bang-up show and dance job. Show's original music and lyrics were scored by Dave Oppenheim and Roy Ingraham.

Lee Zhito.

Arnell on the vocals. Room, 450 capacity, three quarters filled.

Edward Murphy.

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**Havana-Madrid, New York**

(Tuesday, March 11)

Talent Policy: Floorshows at 8:30, 12:30 and 2:30. Operator, Angel Lopez; publicity, Ed Weiner. Prices: \$3-\$4 minimum.

New show, a low-budget affair, simply never got started. Production values were absent, even if individual acts worked hard. Big objection was the music. Almost every act does singing and the music blasts so loudly it is practically impossible to concentrate on the quality of individual performances.

Big thing here apparently is Carlyle and His Dancing Troupe (6). Lad has given up his paint routine. Now he sticks to singing and dancing. He doesn't do either well, but has the sense to have the music cover up his chanting. The girls with him aren't much for talent or looks, but they do have some gorgeous costumes. They use sequins, feathers and voodoo outfits, each more astonishing than the other. But outside of eye-filling wardrobes, they meant little.

Two comics, Bobby Byron (who also emsees) and Joe E. Ross, are strictly from burlesque. Their walk-on act bite of business and their walk-off were trade-marked right off the bat. Some of the lad's stuff, tho a rehash of familiar material, was funny. Where they fell down was in their selling job. Best thing was Ross's tough guy routine. It actually got yocks. Boys have something, but don't know what to do with it. Might not be a bad idea to take their stuff into a rehearsal hall and work on it. If they keep on the way they're going they'll never mean anything.

Alzra Camargo (ex-Ciro Rimac), now doing a single, is still a punch Latin canary. Gal makes up beautifully and looks good on the floor. Routine consisted of the old Rimac numbers, followed by an English medley of beguine beat songs. Results were okay if not unusual.

Louis Del Campo cut the show and almost blew himself and everybody else out of the house. *Bill Smith.*

**Club Embassy, Jacksonville, Florida**

(Wednesday, March 12)

Talent Policy: Floorshows at 8:30 and 12:30. Managers, Middleton & Shields. Prices: \$2-\$3 minimums.

This class spot, two blocks off the beach highway, continues its policy of semi-names by bringing in Joey Adams and Company for their Jacksonville preem. Judging by the reception given them, it will not be their last showing here.

Theresa Rudolph opened with a whirlwind toe routine followed by a musi-comedy interspersed with high kicks and some acro. Encored with *Merry Widow* waltz and induced a male customer to participate. Gal is tops on turns and fouettes. Nice hand.

Hilda Wild comes on for a warbling stint, does *Continental* and a novelty tune, also an arrangement of *Kerry Dancers*. She encored with *Love*. Canary has personality and a fair voice. A wiser selection of tunes might sell her better.

Joey Adams, Marx Plant and Tony Canzoneri, on next, proceed to kill them for 45 minutes. Adams does a warm-up gag session, pulling a bunch of newbies about Miami Beach for good returns. Adams and Canzoneri then stage a bunch of horse-play antics that kept the audience in an uproar. Tony plays straight to perfection.

Mark Plant shows off a good bary to advantage with *Great Big Wonderful World*, then a medley of *The Girl That I Marry* and *Anniversary Waltz*, encoring with musical comedy numbers. Customers kept yelling for more. Plant and Adams finished it with their *Sonny Boy* routine, which wowed them some more. Adams

**Latin Quarter, Boston**

(Tuesday, March 11)

Talent Policy: Floorshows at 7:45 and 11:30. Owner, Michael Redstone. Productions, Kathryn Duffy. Publicity, Francis Cronin. Prices: \$3 minimum.

Spot's new show, headed by Patsy Kelly and Barry Wood, continues to put it out front for top-caliber stanzas. Biz was solid at dinner, the show which has been taking the big pasting in Hub clubs.

Opener, a Kathryn Duffy production number with Ted Cole, local radio bary, and the line, was good. The Chan Brothers, on next, went thru acrobatic routines that drew a fair mitting, tho most of their best lifts and bends were missed by ringsiders.

Geri Gale, doubling from *Call Me Mister*, did a clever boogie ballet that earned some good palm whacking, but her second number, *Clair De Lune*, in classic style, failed to get the hand it deserved, partly because ballerina danced in full light instead of setting a touch of atmosphere.

Barry Wood showed good voice and did right by *I Feel a Song Coming On*, *September Song*, *Begin the Beguine* and *Girl That I Marry*. But his gestures spoiled the eye effect. He used only four hand movements to point up his songs.

Apparently the customers were waiting for Patsy Kelly. Her entrance drew a big hand and she had them with her all the way. Working with Wood on *I Can Do Anything You Do*, she drew yocks with the routine of the gal nobody wants. For her encore, Woods played the clarinet and she beat the drums. She exited to a healthy palm thumping.

Final production number by the line, eye-appealing, was built around a *Merry-Go-Round* theme. The props, costumes and lighting, plus Cole's baritone, rated a good hand, which is unusual here.

Tony Bruno and ork cut a skillful show. *Barbara Pearson.*

**Showboat, Milwaukee**

(Tuesday, March 11)

Talent Policy: Dancing and floorshows at 10 and midnight. Owner and manager, Jerry Di Maggio. Prices: No cover, no minimum.

This three-act show brings out the plush rope to hold waiting customers in line. Reasons are Frankie Sherman, Jimmy Method and Winsome Wynette. First is a pint-sized singer, whose full-throated voice and mike presence delighted the audience. *Donkey Serenade* and *Come Back to Sorento* got a big hand that brought him back for *Gianina Mia*. He sang pops and classical songs with equal smoothness. Bob Prouty at the piano gave him excellent assistance.

Winsome Wynette, sinuous blond dancer, got no help from the ork. Good musical background, with primitive drum effects, are necessary to show her act to best advantage, but Jo Gumin's ork fell down on the job. Ragged timing and off beat were noticeable enough to cause audience comment. Girl has class and deserves better support.

Rapid-fire style of featured comic Jimmy Method found the crowd slow to warm up, with the sharp material going over their heads, but his short dramatic sikt with surprise comedy pay-off got solid laughs. Singing imitations of radio stars also went over. Fact that the ork wasn't up to snuff cramped Method's style, too. *Silvia Schuster.*

makes for informality by circulating among the tables, ribbing customers and performers alike.

Johnny Archer ork (9) cut the show fairly well. Great on the dansipation. Mary Stevens is the band vocalist and emsee and does a nice job. *W. H. Colson.*

**Tic Toc, Milwaukee**

(Monday, March 17)

Talent Policy: Dancing and floorshows at 9:30 and 12. Three shows on week-ends. Owner, Al Tusa. Operator, A. J. Weinberger. Prices: 50-cent cover.

This show is all George Givot's. Opening the program with his famous dialect patter, he slipped in many oldies but they were welcome and sly blue gags got chuckles from the ringsiders. But it was his songs that pleased the crowd. *Glory Road*, *Without a Song* and *Old Man River* were sung with dramatic intensity, and the audience called him back for more. He begged off after his famous *I'm the Greek Ambassador*.

Sonia Cortis, only other star on the bill, sold her songs well with accent on the personality stuff. Crowd liked her. *Mountaineer* got biggest hand.

Magic routine by the Virginia Tiff Dancers (6) was the cleverest one offered. Only flaw was poor choice of spotlights which nullified make-up of girls.

Johnny Davis ork has improved since its reorganization and cuts show well.

Gladys Schwaller does a smooth job of intermission 88-ing. *Silvia Schuster.*

**Club Aleda, Chicago**

(Thursday, March 6)

Talent Policy: Dancing and floorshows at 9:30 and 11:30. Owner, Al Milstein; publicity, Miller & Hixon. Prices: \$2.50 minimum.

Club Aleda is the old 5100 Club which closed more than a year ago. Club's reopening featured Benny Meroff, old-time Chi comic-ork leader.

Opening night saw a jammed house of enthusiastic customers, who beat lustily on their tables with applause sticks which the management provided. Show wasn't as hep as the applause indicated.

Meroff has a varied repetoire, ranging from playing on the world's biggest sax (part of his old act) to delivering rapid-fire gags. Some of his gags were a little too subtle for the audience. However, he quickly countered by launching into a burly of a magic act, which brought terrific reaction. Some of his routine needs polish.

Kathleen McLaughlin, terp, displayed a good standard act, backed by a neat set of legs and face to match. She also doubled with Meroff in his magic routine and got a healthy pounding from the crowd.

Carter Sisters, eye-filling chirp team, displayed considerable savvy, running the gamut from hillbilly to sophisticated swing. Team is a pleasing study in contrast, one blonde and tall, the other short and brunette. The Carters carry off satire best and were rewarded with a healthy mitt.

While good in spots, the show lacked cohesion and suffered from lack of production. A sharp producer could remedy that. *Herb Bailey.*

**Marine Dining Room, Edgewater Beach Hotel, Chicago**

(Tuesday, March 18)

Talent Policy: Dancing and floorshows at 9 and 11:30. Owner, William Dewey; production, Dorothy Hild; publicity, Marjorie Winston. Prices: \$1 cover.

Room has pared one act for this show, but resultant two-act bill is strong enough to be a pleaser. Dorothy Hild worked up two superior production numbers, best of which was the well-costumed opening routine based on *Anniversary Song*.

Harbers and Dale, clean-looking pair of ballroom dancers, are a contrast to the majority of slick-appearing terp teams working today. Their work, too, is refreshing, not only in types of lifts and whirls they do, but in the essential routines themselves. While they did commendably on all

**Club LuMarba, Pittsburgh**

(Tuesday, March 18)

Talent Policy: Floorshows at 9:15 and 12:15. Owners, Lou Abrams and Bill Peters; manager, John Maganotti; booker, Morry Fremont. Prices: 55 cents cover.

This room, which for months had been operating at a steady loss, was given a strong shot in the arm a couple of weeks ago via a revised corporate set-up and now bids fair to be one of the top money-getters in town. Both owners have given booker Morry Fremont a free hand to bring in attractions that will lure the burg's heavy spenders. For this week's show, Fremont has bought three strong acts to form a well-rounded show.

Bill teed off with *Cocktail Cover Girls* (4) in a well-executed Hungarian number. Off to a strong mitt.

Band singer Dill Douglas followed with two well-delivered songs, *Someday* and *O Sole Mio*. Well received.

Lines came back in a trick Hawaiian routine.

Emsee Danny White took his turn here and was socko in special song and dance material. White is a pleasing performer and kept the show at a steady pace thruout. Was especially effective in an eccentric dance routine.

Star of the show, Sheila Barrett, came out for her turn as a drunken heckler and had the usually tough audience eating out of her hand. Room is ordinarily noisy but once the gal got on, not even the clinking of glasses could be heard. Fem was sock from start to finish. Her impressions were mixed skillfully with gags and all her material was new here and original. Had to beg off after two encores.

Line closed with a strong acrobatic number.

Mark Lanes ork (6) did an excellent job on the show and played well for dancing. Eduardo's rumba band plays the lulls. *Len Litman.*

numbers, it was their sprightly cake-walk that really sold. Pair is especially good for Chi diners, who seem to favor the less theatrical looking teams.

Three Make Believes, record-panto trio, have burnished their presentation plenty, now offering an original song to intro their work, and it makes for smoother ushering-in. They have several original platters and several being widely done, but even those heard often have been strengthened with plenty of hokey props, such as horns, battered instruments and a wide range of baseball equipment for a *Casey at Bat* platter offering. Act is a standout in this category. *Johnny Sippel.*

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## New York:

# 4 of 6 Stem B.O.'s Beat Par; Roxy 92G, Cap 86, Strand 60

NEW YORK, March 22.—Grosses at the six Stem vaude-pic houses more than held their own last week, as four (Strand, Roxy, Capitol, Loew's State) bettered their averages. However, the six-house gross of \$435,000 was off from the previous week's \$469,600.

The Strand (2,700 seats; average \$40,000) topped its par for the second week in a row by ringing up \$60,000 with Louis Prima's ork, Jane Wynn, Frank Marlowe and *Pursued*, as against the opener's \$80,000.

## MH Changes Bill

Radio City Music Hall (6,200 seats; average \$110,000) closed its three-week run of Harold Barnes; Pansy, the Horse; the Los Panchos Trio and *Sea of Grass* with a grand total gross of \$352,000. The show preemed with \$128,000, fell to \$116,500, then to \$107,500. The house's new bill, reviewed this issue, has the Arnaut Brothers, Glenn Burris, Lucile Cummings and *The Late George Apley*.

The Roxy (6,000 seats; average \$85,000) collected \$92,500 for the second week of Katherine Dunham, Ernesto Lecuona, Phil Regan and *Boomerang*, compared with \$126,700 the week before.

The Capitol (4,627 seats; average \$72,000) rang up \$86,000 for the first week of Sammy Kaye's ork, Harvey Stone, Meribeth Old and *It Happened in Brooklyn*.

## Paramount \$61,000

Paramount (3,654 seats; average \$75,000) ended a three-week run of Johnny Long's ork, Joan Edwards, Buddy Lester and *Suddenly It's Spring* with a grand total of \$218,000. It started with \$85,000, went to \$72,000 and \$61,000. The new bill, reviewed this issue, has Jimmy Dorsey's ork, Louis Jordan's Tympany

Five, Pat Henning and *My Favorite Brunette*.

Loew's State (3,500 seats; average \$25,000) brought in \$28,000 with Michael O'Shea, the Wilde Twins, J. C. Heard's ork and *Lady in the Lake*, as against \$21,600 the previous week with Molly Picon, Eddy Peabody, the Herzogs and *Perfect Marriage*. The new bill, reviewed this issue, has Gene Sheldon, the Shyrettos, Jimmy Edmondson, *Songwriters on Parade* and *Dead Reckoning*.

## Boston:

## Biz Off; Ink Spots Weak 30G at Boston

BOSTON, March 22.—Only vaudepic house holding up in an otherwise slumped Hub last week was the Boston Theater, which did a \$30,000 gross for the week with a bill headed by the Ink Spots, and pic, *That Brennan Girl*. This gross, however, was \$1,000 under average.

Current stage stanza has Vivian Blaine, with the Sonny Dunham ork assisting. On the screen, *Boomerang*.

## Chicago:

## 'Sugar Chile' Whams \$57,323 at Oriental

CHICAGO, March 22.—Frankie (Sugar Chile) Robinson got a heavy gross of \$57,323 in his one-week stand at the Oriental Theater ended March 19. He had a deal for \$8,500 guarantee plus 50 per cent of all over \$50,000, so his share was \$12,161.95.

## Deutsch Quits Amer. Artists; Starts Own Agency, Cont'l

NEW YORK, March 22.—Milt Deutsch has pulled out of American Artists' Bureau and has formed a new outfit, Continental Artists' Corporation, which will do business as general agents and bookers. American Artists, formed a year ago with Buddy Robbins, is a personal-management outfit and will continue operating with Robbins as topper.

Continental has two men in addition to Deutsch. Larry Jengo heads the cafe department and Andy Delmar is selling cocktail units. New org plans to make deals with Midwest and Coast reps for national coverage.

## Mickey Walker Framing Act

NEW YORK, March 22.—Mickey Walker is building a new act, including Verna Gusak, for cafe and nitery work. Ex-pugilist expects to be ready in about a month and will be submitted for \$1,500.

## CHICAGO, CHICAGO

(Continued from page 37) and his smooth tenoring kept them rapt. His choice of numbers was perfect for his particular voice and delivery and had time permitted he might have doubled the five tunes he did.

*Johnny Sippel.*

dancing on the bill, and all of it better.

Cecile Lewin, ballet dancer, who works in this production with Chick Gladke, is competent. Gladke is still one of the most promising.

*Bill Smith.*

## Martinique Leads Stem Shutter March

NEW YORK, March 22.—The first major Stem nitery to darken will be La Martinique, due to call it a day Tuesday (25). The spot just finished with Alan Gale, who came in for two weeks at \$1,500. The second week, he agreed to take a cut. Wednesday (19) Gene Baylos followed Gayle and a deal was pending for Belle Baker to come in next. When this fell thru, Martinique decided to close.

The club expects to reopen in the fall, maybe sooner, if a ripe attraction becomes available. The theory is that if it stayed open a couple more weeks it would lose dough. Rather than do that, ops say they will take the money and pay their rent for a year in advance.

## 3 U. S. Acts to London

NEW YORK, March 22.—Three American acts have been signed for the *Harlem Mania* musical which makes its bow at the Palladium, London, the first week of April. They are the Four Rhythmettes, the Five Master Keys, and Mabel Lee.

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## Equity & Dramatists Anti-Bias Group Appealing to Heiman

NEW YORK, March 22.—Committees formed by Equity and the Dramatists' Guild to fight racial discrimination at the National Theater, Washington, met yesterday to discuss plans for negotiating with Marcus Heiman, lessee of the house, to rescind the Negro ban there. Reports are that Heiman will not be too amenable to the suggestion in the face of pressure already exerted by other anti-discrimination groups which have picketed his theater.

Anti-discrimination movement continues to spread, with legit theaters in Baltimore, Kansas City and St. Louis being picketed. There seems no question, according to Equity execs, that some members want to take strong action. This probably would mean a ruling prohibiting thespians from playing theaters which discriminate against Negroes. However, a considerable segment of the union is opposed to any such ban and inter-union difficulty is likely.

### Cause Is Hindered

Trade observers also claim that some of the outfits fighting discrimination have done their cause more harm than good by making Heiman the center of their attacks. Observers' point is that Heiman might have been willing to play ball if handled right and allowed to change his policy gradually without being given too much publicity.

The way the matter stands now, if unions pressure Heiman too much, he is just as liable to allow the National to become a movie house, which will not help the cause of legit in one of its best road towns.

Some Equity execs seem inclined to drop this hot potato and wait a year or two until it cools before re-opening the whole question. They feel it would be possible then to work with Heiman.

Meanwhile the only co-operation both labor orgs have gotten so far is from the press agents' chapter of the Association of Theatrical Agents and Managers (ATAM). Other segments of this union meet early in April to consider taking a stand. However, both Local 802 and the International Alliance of Theatrical Stage Employees have not been too eager to endorse Equity's policy.

## 4A's Pick Group To Fight Anti-Labor Legislation

NEW YORK, March 22.—The Associated Artists and Actors of America (4A's) set up a committee to fight anti-labor legislation Wednesday (19) at Equity headquarters. The showbiz unions are concerned about the anti-closed shop bills headed for Congress in many State Legislatures.

The American Guild of Variety Artists (AGVA) and the American Federation of Radio Artists (AFRA), two of the 4-A's' unions, will be particularly hit by pending statutes because their membership is not concentrated in any one State like Equity (New York) or the Screen Actors' Guild (California). Equity will have its present labor committee meet with the 4-A's group next week.

## 'Yankee' 10½G in 4 at K. C.

KANSAS CITY, March 22.—Magnificent Yankee netted a fair \$10,500 on four performances at the Music Hall (13-16), Jimmy Nixon, of A. & N. Presentations, reported.

Next up is the perennial Blossom Time, which will play a split run, opening tonight for the first three performances then coming back for three more (28-29).

## BROADWAY SHOWLOG

Performances Thru March 22, 1947

New Dramas		Perfs.
	Opened	
All My Sons.....	1-29, '47	61
(Coronet)		
Another Part of the Forest (Fulton).....	11-20, '46	141
Born Yesterday.....	2- 4, '46	481
(Lyceum)		
Happy Birthday.....	10-31, '46	160
(Broadhurst)		
Harvey.....	11- 1, '44	1,014
(48th Street)		
Joan of Lorraine.....	11-18, '46	144
(Alvin)		
John Loves Mary.....	2- 4, '47	55
(Booth)		
Life With Father.....	11- 8, '39	3,089
(Bijou)		
O' Mistress Mine.....	1-23, '46	382
(Empire)		
State of the Union.....	11-15, '45	567
(Hudson)		
Voice of the Turtle, The.....	12- 3, '43	1,228
(Morosco)		
Years Ago.....	12- 3, '46	118
(Mansfield)		
REVIVALS		
Burlesque.....	12-25, '46	102
(Belasco)		
Craig's Wife.....	2-12, '47	45
(Playhouse)		
Importance of Being Earnest, The.....	3- 3, '47	24
(Royale)		
Lady Windermere's Fan.....	10-14, '46	184
(Cort)		
Musicals		
Annie, Get Your Gun... ..	5-16, '46	346
(Imperial)		
Beggar's Holiday.....	12-26, '46	100
(Broadway)		
Brigadoon.....	3-13, '47	12
(Ziegfeld)		
Call Me Mister.....	4-18, '46	391
(National)		
Carousel.....	4-19, '45	807
(Majestic)		
Finian's Rainbow.....	1-10, '47	83
(46th St. Theater)		
Oklahoma!.....	3-31, '43	1,708
(St. James)		
Street Scene.....	1- 9, '47	84
(Adelphi)		
REVIVALS		
Chocolate Soldier, The..	3-12, '47	13
(Century)		
Sweethearts.....	1-21, '47	71
(Shubert)		
ICE SHOW		
Ice-time.....	6-26, '46	382
(Center)		
OPENED		
Eagle Has Two Heads, The.....	3-16, '47	5
(Plymouth)		
Drew an all-out thumb-down. No: Robert Coleman (Mirror), Richard Watts Jr. (Post), John Chapman (News), Ward Morehouse (Sun), Robert Garland (Journal-American), William Hawkins (World-Telegram), Howard Barnes (Herald-Tribune), Brooks Atkinson (Times), Louis Kronenberger (PM).		
COMING UP		
(Week of March 24, 1947)		
Bathsheba.....	3-26, '47	
(Barrymore)		
Whole World Over, The..	3-27, '47	
(Biltmore)		
CLOSED		
Cyrano De Bergerac.....	10- 8, '46	101
(Barrymore)		
Saturday (22).		
Parlor Story.....	3- 4, '47	23
(Biltmore)		
Saturday (22).		

## 16mm. Film of Cyrano Costs Ferrer 9G for Cast's Salary

NEW YORK, March 22.—Equity has ordered Jose Ferrer, star and producer of *Cyrano De Bergerac*, to pay two weeks' salary (about \$9,000) to the cast for a 16mm. film he had made of the show last Tuesday (11) and Wednesday (12). Film, half hour long and two reels, was made during a performance and is built mainly around Ferrer. Equity ruling is that actors must be paid one week's wages for each day they work on the film, amateur or professional.

# F. Fox Sees 350G Saved Yearly in Stagger Plan

NEW YORK, March 22.—A concrete suggestion for slicing a hefty chunk off steadily pyramiding legit production costs comes from scenic designer Frederick Fox. If his notion could be completely effective, it would save producers about 350G out of an approximate \$1,500,000 spent annually for set building and painting.

Fox bases his conclusions on the fact that of the hundred-odd musicals and straight plays staged during an average good legit year, practically all go into production between August and March. The result is a work bottle-neck in carpentry shops and painting studios, which calls for advanced costs and heavy overtime.

There are only five major shops in the metropolitan area, he points out, and a half dozen studios. Most shops are neither equipped with machinery nor space to work efficiently on more than two shows at a time. Obviously, when the fall rush starts, there is bound to be a jam-up.

### Adds 30% to Costs

This situation, says Fox, is costing producers a juicy 30 per cent over

what they would have to pay for set building and painting if a system of staggering work were devised. Shops and studios have to add at least 25 per cent to their estimates to take care of slack season overhead when they are virtually idle, and at least another 5 per cent is eaten up by an inefficiency and overtime quotient.

The stagger system cure, according to Fox, lies in more careful, long-range and co-operative planning on the part of producers. There is no reason, he contends, why major producers cannot stagger their set construction commitments into the slack season, thereby saving themselves coin and getting a better job.

"As an example," he says, "a rush set, billed at \$4,000, can be built for \$2,800 in the off months, and a rush paint job at \$2,000 would be similarly cut to \$1,400.

"I've got a one-setter on the fire right now for September production. The set will cost \$6,200 if it's built in August. It could be done now at a saving of \$2,300, but the author won't come on from Hollywood before July. I suggested to the producer that he go out there with me and get everything set with director and author. Trip might cost \$1,000, but he would still save \$1,300 and get a better job into the bargain."

### Retarding Factors

Fox admits that there are factors which prevent a producer from getting into advance production. Shoestringers naturally have to wait until the backers' cash is on the line. But, he contends, there is no reason why established production firms in many cases cannot plan their work sufficiently in advance to take advantage of the saving. Too often delay hinges on case commitments and script re-write—neither of which has anything to do with getting the sets into the works.

"Why," he complains, "does a producer let an author fool around with script revisions until mid-summer, when the writer can just as well finish it up in April or May? And then that same producer expects to get his sets turned out in a month. The last thing he seems to think about is the time element for the set designer."

Fox doesn't expect his suggestion to be over-all effective, but he believes that if even 25 per cent of the lads who put on shows would go for the idea, it would make for a definitely sounder legit economy. In these days of skyrocketing production nuts, it seems something for the production boys to think about.

## 1,150 in Equity Urge Again 4A's Merger

NEW YORK, March 22.—First quarterly meeting of Actors' Equity yesterday at the Astor was well attended by about 1,150 members and came off without much fuss and fury. The only resolution passed was introduced by Leslie Barrett. It asked the Equity council to continue to explore ways of effecting a merger of the unions in the Associated Actors and Artists of America (4A's).

Paul Dullzell, executive secretary, reported that Equity, more than any other 4A's union, had striven in vain for the amalgamation. People on the Stem say that difficulty of merging unions' treasuries, plus the Screen Actors' Guild's desire to maintain its office on the Coast, had hindered progress.

## Buster West Wins Dispute Over Agent's Commission

NEW YORK, March 22.—Confab at Equity headquarters Wednesday (19) settled a dispute about commission between Miles Ingalls, agent, and Buster West, actor, in favor of the latter. Ingalls claimed West owed him commission on an engagement with *Follow the Girls* in 1945.

West originally was placed with the show by Ingalls, but left for two months during the summer and returned in the fall. It was the commission for the fall engagement that was questioned. Equity felt that Ingalls was not responsible for West's being hired in the fall and thus ruled he was not entitled to commission.

## Legit Firm in London Bow

LONDON, March 22.—Terper Robert Helpmann (ex-Wells Old Vic Ballet) and Producer Michael Benthall have formed Duchess Plays, Ltd., and taken a year's lease on the Duchess Theater in the West End. New firm swung into action with John Webster's *The White Devil*. Production is lavish and Helpmann is reported to have got plenty of coin for this venture. However, initial showings played to half-empty houses.

## Broadway To Lose Another Legit House

NEW YORK, March 22.—The 1,900-seat Broadway Theater, Stem's largest musical house, becomes a movie show place this spring. House follows the Winter Garden, leased to films in 1945, and the 44th Street Theater, recently razed to make way for the Times Building Annex, out of the ranks of legit theaters, thus further accentuating the local playhouse shortage.

However, Robert Dowling, head of City Investment Company, the owners of five Stem theaters, stated he plans to build three more houses. Site hasn't been selected but it probably will be just below Central Park South. Dowling also said that it would be another year before the building project that razes the Bijou, Morosco and Fulton theaters get under way.

## OUT-OF-TOWN OPENINGS

### ACCIDENTALLY YOURS

(Opened Monday, March 17, 1947)

#### MAYFAIR, PORTLAND, ORE.

A comedy by Pauline Williams. Staged by Harry Ellerbe and James W. Elliott. Costumes, Adrian. Company manager, A. Rosen. Stage manager, Joseph Olney. Press representative, George H. Atkinson. Presented by James S. Elliott and Herbert Freezer.

Gladys Mosby .....	Billie Burke
Marietta Delman .....	Ileora Thatcher
Olive .....	Betty De Cormier
Vivienne Mosby .....	Barbara Billingsley
Spencer Mosby .....	Grant Mitchell
Lawrence Conwell .....	Philip Warren
Jean Erwin .....	Eve McVeagh
Miss Featherby .....	Kathryn Sheldon
Mrs. Esterhazy .....	Paula Trueman
Llewellyn Johnson .....	Dos Grusso
Martin .....	Liam Dunn
Photographer .....	Jack Whitmore
Lester Cavendish .....	Edwin Cooper
Dr. Fields .....	David Bond

Billie Burke and Grant Mitchell seem like pretty important actors for the frothy piece that is *Accidentally Yours*, but the warmth of their personalities and the skill of their thesping do carry off a comedy that otherwise would be about right for the high school class play. The play packs many amusing lines, but the humor is obvious type, stemming from the usual domestic misunderstandings, rather than wit.

Billie Burke unveils her standard characterization of twittering, tittering and sometimes sobbing matron, stopping just short of a burlesque of the role. She maintains audience sympathy thruout, however, playing the part the customers come expecting to see. Mitchell is somewhat more straightaway in his portrayal of the genial, simple professor and puts over his lines with telling accuracy.

#### Needs Trimming

The piece undoubtedly will be trimmed to speed up action before it hits the Eastern boards. Nothing will have to be deleted in the name of morality, for the play is pretty mild fare and utterly devoid of social message. Plot structure is satisfactory, but characterizations of leading roles are overdrawn. The story somewhat lacks punch.

Barbara Billingsley and Philip Warren as romantic interest carry on creditably. Miss Billingsley's portrayal of Vivienne Mosby giving the piece the little dash of cynicism that is needed in larger quantity to spice the play. Betty De Cormier drew laughs with her role of Olive, plunging, lunging housemaid, and Paula Trueman was notable in a caricature of a literary clubwoman, a part in which she almost out-Burkes Billie Burke.

#### The Plot Unfolds

The story deals with a pickle a middle-aged college instructor gets into thru the zeal of a fatuous wife to promote a literary reputation for him. Uninspired and unwilling, he professes to have completed a book destined in his wife's imagination to win him a literary prize. Thru error, a racy sex novel comes up with the award under his name, but actually a potboiler penned by his niece's suitor, who has respectable literary aspirations. The professor's reputation and home life start going to pieces because of autobiographical smut ascribed to him, and the real author is stayed from revealing the truth for fear of his own reputation as an up-and-coming, clean young man. The manuscript the book publisher got was only a copy of the novel, the original having gone to a confessions-type mag which starts printing the story simultaneously with announcement of the award. And all the time the professor, who has come to believe in Aladdin's lamp and genie, thinks he wrote the book by magic thru help of a pixie. It's this continual naivette of the character that weakens its plausibility. The young author finally

### THE WHOLE WORLD OVER

(Opened Friday, March 14, 1947)

#### PLAYHOUSE, WILMINGTON, DEL.

A play by Konstantine Simonov. English adaptation by Thelma Schnee. Directed by Harold Clugman. Scenery, Nolan Bros. Costumes, Eaves Costume Company. Song, "To the Future," and music by I. Dunaevski. Lyrics by Harold Rome. Press representative, Richard Maney. Stage manager, Mortimer Halpern. Presented by Walter Fried and Paul F. Moss.

Feodor Vorontsov .....	Joseph Buloff
Nadya .....	Beatrice De Neergaard
Olya Vorontsov .....	Uta Hagen
Sergei Sintsin .....	Sanford Meisner
Sasha .....	Elsabeth Neumann
Stepan Cheezov .....	Fred Stewart
Dmitri Savelev .....	Stephen Bekassy
Nicolai Nekin .....	Michael Strong
Vanya Shpolyanski .....	George Bartenieff
Colonel Ivanov .....	Lou Polan
Anna .....	Jo Van Fleet

That post-war problems are much the same "the whole world over" is the theme of this aptly-named comedy adapted from the Russian and reportedly very popular in Moscow. How popular it will be on Broadway remains to be seen. Wilmington's first-nighters found it interesting, but slow in tempo.

The adaptation of Konstantine Simonov's play is the first writing for the theater by young actress Thelma Schnee, and it's likely that the script will be considerably altered before this production reaches the Stem.

Acting honors go to Joseph Buloff, of *Oklahoma* fame, as the Mr. Fixit of the story. His role is that of all-wise Professor Vorontsov, who not only guides the career of his daughter's fiance, but craftily breaks up their planned marriage of convenience and fosters her romance with the returned Red Army colonel whose pre-war home the professor's family is occupying.

Uta Hagen as the daughter whose first love was a war casualty; Sanford Meisner as the lukewarm fiance whose chief interest was to profit by her father's engineering skill, and Stephen Bekassy as the returned colonel who ultimately wins the gal, provide capable support.

Outstanding among the lesser roles was George Bartenieff, who merits praise for his portrayal of the young corporal of the Red Army, a loyal protege of the colonel.

*The Whole World Over* has some amusing lines and situations, liberally loaded with vodka.

But this tale of Russia's housing shortage and the need for new buildings seems unlikely to arouse much enthusiasm on the part of American audiences too involved with similar situations of their own. However, they will heartily endorse the old professor's toast, delivered at the final curtain—"No more uniforms."

Henry L. Sholly.

saves the day after the book publisher tries to lie his way out of a lawsuit from the mag. The author peddles the publisher his own serious work, hangs it on the professor, picks up a check for 5G's and heads for the altar.

Hardly adult theatergoer fare, but endurable in the hands of Burke and Mitchell.

Buford Sommers.

### Court Affirms Dismissal Of Col. Pix Suit Vs. Krasna

NEW YORK, March 22.—Dismissal of Columbia Pictures' suit against Playwright Norman Krasna was unanimously affirmed yesterday by the Appellate Division. Columbia alleged plagiarism by Krasna of Columbia's pic, *Dear Mr. Private*, in writing his legit play, *Dear Ruth*.

There was no opinion handed down and it was a unanimous affirmation of dismissal. Pic company likely will ask court for leave to appeal both decisions.

### TENTING TONIGHT

(Opened Monday, March 17, 1947)

#### LOCUST STREET, PHILADELPHIA

A comedy by Frank Gould; produced by Judith Abbott and Mary Mason; directed by Hudson Faussett; settings, John Root.

CAST: Richard Clark, June Dayton, Michael Road, Jean Muir, Dean Harens, Robert White, Betty Caulfield, Ethel Remy, William David, Joshua Shelley, Jackie Kelk, Henry Lascoe, Michael Lewin, Jean Hogan, Forrest Taylor Jr., Edward De Velde and James Fallon.

This piece of theatrical triteness marks the first offering—and a burnt one—of a new producing team composed of Judith Abbott and Mary Mason, who have played lead roles in many of the George Abbott hits. It's a miss for Abbott's budding offspring. Perhaps in script form Frank Gould's comedy of a happy but wacky group of ex-G.I.'s who become involved in comedy situations because of the housing shortage at a more than slightly conservative college seemed right smart and boffo. But in the playing, despite the efforts of a good and enthusiastic cast, it's a farce that would fare far better as a slapstick B pic. Playwright Gould pulls hard on the lines in the hopes of pulling laughs. But all that comes out of the onlooker is a smirk or a snicker. The meat of a good play on the returned scholastic vet is all there, but it comes out as chipped beef.

Thrown in with a happy-go-lucky horde of campus G.I.'s, who move in on the vine-covered cottage of the college prof, are a bunch of race track touts that might have stepped out of Damon Runyon. And somewhere in the running is a bit of collegiate romance.

Jackie Kelk, the squeaky-voiced Homer of radio's *Aldrich Family*; Joshua Shelley, as a tout; Jean Muir, as the professor's wife; William David, as the college's fascist-minded prey; Dean Harens, as the ring-leader of the homeless G.I.'s, and Richard Clark, as the bewildered professor, milk the lines and situations for all they are worth. The makings are there. A better and smoother pace, with more substance in the parts, may yet put the play in the money before it hits New York in early April. First it goes to New England.

Maurie Orodener.

## ROUTES

### Dramatic and Musical

Accidentally Yours (Metropolitan) Seattle.  
 Anna Lucasta (Shubert) New Haven, Conn.  
 Anna Lucast: Sacramento, Calif., 26-27; (Auditorium) Oakland 28; (Civic) San Jose 29.  
 Ballet Theater (Coliseum) Evansville, Ind.  
 Barefoot Boy With Cheek (Colonial) Boston.  
 Blackstone (Biltmore) Los Angeles.  
 Bloomer Girl (Hanna) Cleveland.  
 Blossom Time (Convention Hall) Tulsa, Okla., 26; (Municipal Aud.) Pittsburg, Kan., 27; (Music Hall) Kansas City, Mo., 28-29.  
 Born Yesterday (Erlanger) Chicago.  
 Call Me Mister (Royal Alexandra) Toronto.  
 Cyrano de Bergerac (Forrest) Philadelphia.  
 Dear Ruth (Shubert-Lafayette) Detroit.  
 Fatal Weakness, with Ina Claire (Nixon) Pittsburg.  
 Glass Menagerie (Locust St.) Philadelphia.  
 Glass Menagerie (Fox) Spokane, Wash., 26; (Wilma) Missoula, Mont., 27; (Marlow) Helena 28; (Rainbow) Great Falls 29.  
 Greatest of These (Selwyn) Chicago.  
 Hamlet, with Maurice Evans (English) Indianapolis 26; (Hartman) Columbus, O., 27-29.  
 Harvey, with Joe E. Brown (Harris) Chicago.  
 Heart Song (Walnut St.) Philadelphia.  
 Hey Day (Wilbur) Boston.  
 Jecman Cometh (National) Washington.  
 Lute Song (Studebaker) Chicago.  
 Magnificent Yankee (Geary) San Francisco.  
 Message for Margaret (Lyric) Bridgeport, Conn., 29.  
 Moon for the Misbegotten (American) St. Louis.  
 Oklahoma (Auditorium) Dallas, Tex.  
 Pygmalion, with Gertrude Lawrence (Belasco) Los Angeles.  
 Red Mill (Shubert) Boston.  
 State of the Union (Ford) Baltimore.  
 State of the Union (Cass) Detroit.  
 Student Prince (Curran) San Francisco.  
 Tenting Tonight (Plymouth) Boston.  
 Three to Make Ready (Blackstone) Chicago.  
 Up in Central Park (Shubert) Philadelphia.  
 Whole World Over (Erlanger) Buffalo.  
 Voice of the Turtle (Davidson) Milwaukee.

## Foreign Opening

### MOURNING BECOMES

#### ELECTRA

#### THEATRE MONTPARNASSE, PARIS, FRANCE

A play by Eugene O'Neill. Translated and adapted by Paul Blanchart. Staging, Marguerite Jamois. Sets by Etienne Hervier. Costumes by Olga Choumanski.

In a season that has to date offered relatively little to stir the imagination, Eugene O'Neill's *Mourning Becomes Electra*, staged by actress-manager Marguerite Jamois, is both exciting and stimulating. O'Neill wrote this version of the ancient Greek tragedy here in France in 1930. Paul Blanchart has adapted it, cutting its original six hours playing time to just under three. One misses particularly the scene on board ship showing the transition between the pure Lavinia of the first part and the "changed" woman of the latter. This omission makes the evolution of her character difficult to understand, let alone justify.

The French are particularly capable of appreciating the classic theme that O'Neill has chosen: Agamemnon coming home from the wars to be poisoned by his wife, Clytemnestra; their son, Orestes, enamored of his sister, Electra. Little is lost by the transplanting of Greece to staid New England, the rechristening of Agamemnon to Mannons, and bringing them to the French stage. Unfortunately, it was impossible to translate into French the 1864 Bostonian dryness and staidness.

The French cast gave a well-rounded, well-knit performance. Marguerite Jamois, one of France's outstanding tragediennes, played Lavinia Mannon (*Electra*) as if the role had been created for her. Controlled and repressed, her portrayal of the unhappy heroine was all the more powerful because of her calculated underacting.

Valentine Tessier, as her mother, made a too beautiful Christine (Clytemnestra), but her playing was the polished result of a great artist. Her scene of hysteria upon learning of her lover's murder by her son—Lavinia's triumphant revenge for her father's death—played against one of the four huge Doric columns at the entrance to her home, was one to make cold shivers the order of the evening.

The settings designed by Etienne Hervier are overwhelmingly colossal, with colors and lighting pointing-up the essence of the tragedy. Directed with sensitivity and sureness, interpreted by a competent cast, *Electra* offers Paris a rich, reassuring evening in the theater, one for which Americans can well be proud and Frenchmen grateful.

Jean White.

## 90-Min. 'Girl Crazy' To Tour G.I. Hosps

NEW YORK, March 22.—A 90-minute tabloid version of the musical, *Girl Crazy*, has been prepared by USO-Camp Shows under the direction of Harry Krivit and will tour 187 army, navy and veterans' administration hospitals from Maine to Virginia. The tour is skedded to open March 31 at the vet hospital in Bath, Me. The 23-person company will play 23 hospitals in upper New York State and New England during April, and 27 between New York and Richmond, Va., in May.

Krivit, who produced 30 tabloid shows for overseas during the war, has tailored the show to G. I. liking.

Since the troupe must keep on the move, it has dispensed with scenery and will carry costumes and a few props in fiber cases.

## Broadway Opening

### THE EAGLE HAS TWO HEADS

(Opened Wednesday, March 19, 1947)  
PLYMOUTH THEATER

A romantic melodrama by Jean Cocteau. Adapted by Ronald Duncan. Staged by John C. Wilson. Settings, Donald Oenslager. Costumes, Aline Bernstein. Company manager, Charles Mulligan. Stage manager, Stephen Cole. Press representatives, Willard Keefe and Richard Maney. Presented by John C. Wilson.

Countess Edith De Berg.....Eleanor Wilson  
Maxim, Duke of Willenstein.....Kendall Clark  
The Queen.....Tallulah Bankhead  
Stanislas.....Helmut Dantine  
Tony.....Cherokee Thornton  
Baron Foehn.....Clarence Derwent

The best thing about *Eagle Has Two Heads* was Tallulah Bankhead's curtain speech. Said La Bankhead: "I never thought it would come off." The glamorous Tallulah has turned Cassandra. *Heads* will come off—much sooner than she or anyone connected with it can expect.

*Heads* has been kicking around the hinterlands since last November—and likely it still should. The unfortunate development is that an open stage was available for it at the Plymouth. Otherwise, John Wilson, generally in a sane production groove, and La Bankhead would have let this Ronald Duncan adaptation of the Jean Cocteau so-called romantic melo sigh out to a flatulent road fade.

It is amazing that so canny a producer as Wilson could shove in the chips for something like *Heads*. It just proves that there is "no business like show business." Easier to understand is the Bankhead interest, since her stint is a three-act tour de force with a wind-up pitched for a Bankhead go-to-town. Scriptwise, it probably looked good. Playwise, it's a dud. Bankhead knows it now. So does John Wilson and so do the customers.

*Heads*, for purposes of the record, is something that might have been dreamed up by George Barr McCutcheon or Anthony Hope—alho either would have done it better. It's an asinine melo about a Graustarkian queen who falls in love with a potential poet-assassin because he looks like her murdered husband. The rhymer takes poison because he realizes that they can't be happy together and she twits him into tossing her a .38 slug because she won't live without him. They both die in top-drawer melo tradition on the palace stairs.

Cocteau (or Ronald Duncan) could have told all this in an act, or at most an act and a half, but both go at it the hard way. Bankhead has first-act orations that make O'Neill's *Ice-man* sequences sound like a telegram. The hero—such as he is—carries the conversation ball for Act II—and both go into a verbal pas de deux for the last stanza. Practically everything said and done could have been accomplished in half an hour.

It would be pleasant to report that Bankhead wands this doggerel into divinity. Dressed by Aline Bernstein, she is every inch a queen. But truth to tell, she is still mouthing tripe. Evidently she knows it, because she charges head-on into her lines in a to-hell-with-whether-they-can-hear-me-back-of-the-sixth-row manner. And, as a matter of fact, they can't. *Heads* just ain't Bankhead and this reporter thinks she doesn't care.

For the rest, Helmut Dantine, who arrives on Broadway via the movies, has an adequately Graustarkian accent for the felonous hero. He plays nice without a necktie. Clarence Derwent is — urbanely — Clarence Derwent. Eleanor Wilson is a shrewishly mean lady-in-waiting and Kendall Clark is a properly stuffed-shirt duke. Cherokee Thornton has

## Equity Members Select Reps To Pick Councilors

NEW YORK, March 22.—Six members of the nine-member nominating committee that will name 10 councilors for Actors' Equity for a five-year term were appointed yesterday (21) at a membership meeting in the Hotel Astor. Of the 473 ballots cast, 433 were valid and 30 were voided for various reasons.

The six members, in order of votes received, are Bert Lytell, Peggy Wood, William Gaxton, Claudia Morgan, Robert Keith and Sidney Blackmer. Five alternates also were chosen by vote in the following order: Alexander Kirkland, Montgomery Clift, David Wayne, Madge Evans and Martin Blaine.

The six new members of the nominating committee represent the union membership. Last week three members were elected to the committee to represent the Equity Council. They are Alan Hewitt, chairman; Cornelia Otis Skinner and Myron McCormick; alternates, Anne Burr, Edna Thomas and Richard Taber.

Others elected were John Effrat and Larry Fletcher, tellers, and Bernard Randall and Nat Burns, watchers; alternates, Don McHenry, Allan Tower and Harold Grau.

First meeting of the nominating committee is set for Monday (24) at Equity headquarters.

## Mar. 31 Hearing Set On National Theater Discrimination Case

WASHINGTON, March 22. — The suit against the National Theater on Jim Crow policy will be heard in Municipal Court here March 31. Counsel to the theater filed a reply last week calling the action against the house by the Committee for Racial Democracy and seven Washington Negroes "fraudulent and deceitful." The theater counter-charged the racial organization with violating the anti-trust laws, alleging that the committee was engaged in "a general scheme to force the theater to admit Negroes and, by means of picket lines, boycott and advertising, seek to force the theater to close."

The legal action against the theater was begun several weeks ago by the committee and seven other complainants suing for ticket refunds. Attorneys for the theater, Robert E. Kline Jr. and James M. Proctor Jr., stated the tickets were purchased by white persons for Negro guests. This, said the theater's answer to the suits, violated printed conditions on the ticket which stated the tickets are "not transferable" and are "sold subject to the known policy of the theater as to persons entitled to admittance." The ticket also states, according to the brief, that "if presented by any person not conforming to that policy, admission will be refused and no refund made." Defense counsel also argued that demands for refunds were made too late.

nothing to say at all—which is one of the best things Cocteau has thought up about *Heads*.

The only answer to Wilson's staging is a query. Why? However, productionwise, he has given *Heads* a break. Donald Oenslager has been allowed to go properly to town with two fancy Zenda sets and Aline Bernstein has had a free hand with the body-drapings. The wrappings are fancier than the package. Even the magic of the Bankhead name won't keep this one ticking.

Bob Francis.

## Library Theater

### QUEENS OF FRANCE LOVE AND HOW TO CURE IT

### PULLMAN CAR HIAWATHA

(Opened Wednesday, March 5, 1947)

### GEORGE BRUCE PUBLIC LIBRARY THEATER, NEW YORK

Three one-acters by Thornton Wilder. Directed by Charles Carshon. Settings, Al Brenner. Lighting, John Mitchell. Stage manager, Thomas Marshall. Presented by Equity Library Theater.

CAST: Marta Becket, Milton Selzer, Gertrude Kinnell, Carol Slaughter, Bunny Holcombe, Barbara Morrison, James Maloney, Robert Stimson, Charles Carshon, Virginia Dreher, Steven Lawrence, Alvin Sullum, Jay Brooks, Josephine Bangs, Earl Sickles, Martin Newman, Glenn McCausland, Robert Wolcott, Jo Hildebrand, Norma Sverd, Jan Pope, Tommie Baxter and Toni Williams.

Equity Library Theater's combo of three one-acters by Thornton Wilder effectively stresses the wisdom of Broadway managers in skipping them on the Stem. The plays—*Queens of France*, *Love and How To Cure It* and *Pullman Car Hiawatha*—add up to nothing more than an evening's thesping exercise for actors—a program of very unsubstantial fare.

Lead-off, *France*, concerns a New Orleans lawyer who fast-talks ladies out of coin by convincing them they are a long lost queen of France. Gertrude Kinnell, Carol Slaughter and Milton Selzer turn in the best performances in this unexacting script.

*Love and How To Cure It* follows title closely. Plot deals with a rejected suitor who decides that violence may be the best answer to fem trouble. Players try hard to hold the British accents that script demands, but except for Robert Stimson, all fail. Stimson, incidentally, turns in a first-rate job as the boy with blood in his eye and a gun in his pocket. In the role of a young fem ballet dancer, who rejects Stimson's wolfing, Bunny Holcombe gives an excellent rendition of teeth gritting—grade B movie thriller style.

*Pullman Car Hiawatha* is obviously in vein of *Our Town*, using the same narrator technique—but not so good. Script calls for bare stage and relates yarn anent Pullman passengers. Carol Slaughter clicks as an insane woman and Josephine Bangs dittos in role of a young wife in a poor script propped by competent thesping.

The settings by Al Brenner more than fill background requirements. Charles Carshon's direction does well by inferior one-acters.

Leon Morse.

### Detroit "King" Pulls 48G; "Mikado" Probably Lower

DETROIT, March 22.—*The Vagabond King*, with Irene Manning and Eddie Roecker in the starring roles, proved one of the best grosses of the season for the Detroit Civic Light Opera last week in Masonic Temple Auditorium. It took in \$48,737. Attendance: 34,000.

Current week's show, *The Mikado*, with Lanny Ross and Andria Kuzak, is expected to gross considerably lower, around \$34,000, but may go nearly as high on attendance because of the heavy proportion of teachers and students in the cheaper pews. The opening was set back one day because of earlier leasing of the hall Monday night by the Chicago Symphony Orchestra.

### Leventhal Options "Take"

NEW YORK, March 22.—Jules Leventhal and Louis J. Singer have optioned book for musical comedy by Eddie Nugent and Les Hafner. Title is *Take It Away* and concerns a Caspar Milquetoast who inadvertently wins a radio contest. Firm is now dickering for lyrics and score. Production skedded for early fall.

### SOUND OF HUNTING

(Opened Wednesday, March 19, 1947)

### HUDSON PARK LIBRARY THEATER, NEW YORK

A drama by Harry Brown. Directed by Loy Nilson. Scenery, Corbin. Stage manager, Theda Ressler. Presented by the Equity Library Theater.

Pfc. Charles Coke.....Ken Cook  
Pvt. Dino Colucci.....Zachary A. Charles  
T/5 Frank Kaggert.....Alvin Sullum  
Lt. Allen Crane.....Cliff Cothrin  
Pfc. Karl Muller.....Denis Kane  
Pfc. Saul Shapiro.....Martin Balsam  
S/Sgt. Joseph Mooney.....Loy Nilson  
Pfc. Morris Ferguson.....Mac McLeod  
Sgt. Thomas Carter.....James McMahon  
Capt. John Trelawney.....Michael Dane  
Frederic Finley.....Raymond Walston

Despite the fact that Harry Brown's *Sound of Hunting* ran for only 23 performances last season, the script was rated high by many critics. Performed by a competent cast for the Equity Library Theater, the play gains in stature and should be a good bet for college and little theater presentation.

Brown's tale is of a group of G.I.'s about to pull out from a forward outpost of the Italian line but held back because a buddy has been pinned down by the Germans. Squad goes against orders to risk their lives in a vain attempt at rescue.

Thesping in the play is first rate, with Zachary Charles walking off with honors as an Italian-American G.I. Charles is no Sam Levene, who created the original role on the Stem, but he does all right by the script, handing the audience plenty of laughs. Another stand-out bit of acting is turned in by Raymond Walston as a war correspondent a bit on the phony side.

Ken Cook registers as a trigger-happy G.I. James McMahon gives an in-and-out performance as a well-educated sergeant. McMahon seems to have plenty of acting ability for he punches his big scenes nicely, but in other instances he mumbles and generally gives a lackadaisical performance. Experience likely will give McMahon added polish. In two smaller roles, Denis Kane and Michael Dane helpfully spark the proceedings.

Corbin's single set stimulates a battle-scarred house in Casino more than adequately. Loy Nilson's direction keeps the players on their toes thruout the script. Over-all action emphasizes *Hunting* as well worth revival.

Leon Morse.

## League Mulling Trouble Shooter To Improve Road

NEW YORK, March 22.—League of New York Theaters, for the first time in its history, is considering sending out a representative to the hinterlands to see what it can do about improving road conditions for producers. Rep's specific job would be to scale down tariffs at hotels, trucking companies and other local businesses that do a scalping job on managers whenever shows come to town.

Alho some of these conditions might adjust themselves when things become normal, the producers figure to speed the process along and may set a precedent for greater industry co-operation in the future.

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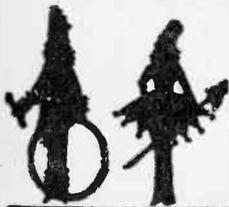
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## Magic

By Bill Sachs

MRS. FRANCES OVETTE is disposing of all the illusions, magic and books of her late husband, Joe Ovette (The Great Ovette), just as soon as the estate is settled within a few weeks. Mrs. Ovette had planned to take to the road again on her own but, due to her health, her doctors have advised her to forget all about show business and the road. She plans to sell all of the paraphernalia and secrets at one time to the highest bidder. . . . Max Holden's new *Manuel of Juggling*, with illustrations by Nelson Hahne, has just come off the press. The 50-page booklet carries an introduction by Charles Carrer and includes chapters on the art of juggling with balls, plates, clubs, devil sticks, as well as other novelty items, written by such juggle experts as Charles Carrer, Leo Rullman, Larry Weeks, Harry Lind, Harry Ferrier, and Lorette. Books goes for \$1. . . . The Mysterious Lawrence, Reggie and Stevie Joan, of Galveston, Ind., have been working lodges, schools and theaters thru Northern Indiana the last several months with their magic, novelty music and juggling. They have several indoor dates coming up soon and then will begin preparations for their season at parks and fairs. . . . Dave and Pauline Coleman tell of spending a pleasant visit recently to the home of Ex-Capt. and Mrs. W. W. Carpenter in Frankfort, Ind., and of catching Carpenter doing the coin roll with eight silver dollars, four on each hand, at the same time. "You have to see this unbelievable digital miracle before you are convinced it can be done," the Colemans write. . . . Sydney N. Levine, Montreal pasteboard expert, has again signed to manage the Sunshine Camp for kiddies at St. Margarethe, Que., this summer. . . . Tommy Dowd has just concluded a two-weeker at the Mount Royal Hotel, Montreal. Jerry Bergman was at the Esquire Club in the same city at the same time.

GEORGE MARQUIS tells of a recent visit to Kenton, O., and the late W. W. Durbin's Egyptian Hall, now located on the farm of Tommy and Bob Dowd, a mile east of Kenton on the Harding Highway. "The Dowd boys have wonderfully preserved the Durbin collection of magical photographs and lithographs and old-timers can enjoy a nostalgic revel with a visit to the hall, which is open free of charge to all magicians," writes Marquis. The Dowds moved Egyptian Hall from Kenton to the farm a number of years ago. According to Marquis, the Dowd boys plan to make Egyptian Hall a national magical shrine to perpetuate the memory of W. W. Durbin. . . . The Society of American Magicians will hold its 19th annual convention at the Morrison Hotel, Chicago, May 29-31. Among those already slated to appear on the various magical programs during the conclave are Bert Allerton, Johnny Paul, Matt Schulien, Dr. Harlan Tarbell, Wer-

## AD LIB

Editorial comment and opinion by *Billboard* staffers on random showbiz subjects. Readers interested in contributing to this column are invited to do so. Address material to: *Ad Lib*, *The Billboard*, 1564 Broadway, New York 19, but please keep it short.

(Continued from page 4)

appear in *The Billboard*." To be redundant: We're very appreciative of news tips about anything and everything that happens in show business. But note the word *business*. We're not interested in and will never publish anything about anybody's personal life.

**BB**

**Morgan and the Law:**

We can't resist throwing in a plug for American Broadcasting Company's (Shick Injector Razors) maniacal Morgan. On his Wednesday (19) show the hysteria-inducing Henry did a devastating satire on American lawyers. Winding up the cutting-up bit, he said: "To any lawyers listening, I want to say: 'We are only kidding.' . . . I say this on the advice of my lawyer."

**BB**

**Strictly for the Squares:**

Music biz jargon is forever confusing to new talent, to radio artists and execs linked with Tin Pan Alley by the Peatman sheet and to those nonpros who blindly stumble into the Brill, the Gateway, Lindy's, Toots' or other publisher-plugger hangouts. For such readers, here is a partial glossary:

When they say	They mean
"Arrangement" . . . . .	A medium of exchange.
"Believe Me" . . . . .	You and I both know I am lying, but—
"Medley" . . . . .	An excuse to bury a hit between two dogs.
"I've got news for you" . . . . .	The wind-up before the pitch.
"Number one plug" . . . . .	My professional manager should drop dead.
"I know him well" or "he's my dearest friend" . . . . .	Twelve years ago we placed a bet with the same bookie.
"My song is breaking" . . . . .	When two words are added, this is self-explanatory. The two words are "my back."
"I played it for Eli (or Manie . . . or Dave . . . or Harry); he fell off the chair" . . . . .	The recording director burped mildly after a glass of 7-Up.
"Come will introduce the song" . . . . .	Sam Con-o, who runs the men's room at the Astor will whistle the ditty, accompanied by 30 gurgling sink taps.
"The greatest" . . . . .	Adjective defining anything mildly good or interesting.

ner C. (Dorny) Dornfield, Bob Lotz, John Nicholls Booth, Jack Gwynne, and Dai Vernon. . . . Charles Ruben, postals from Los Angeles, where he's now settled with his family, that a local theater is showing weekly an old-time Houdini serial (1918), called *Master Mystery*, showing the late wizard in numerous harrowing situations and his escapes therefrom. . . . Wallace the Magician, of Durham, N. C., is still filling school dates thru the Southwest. . . . Tom Elmore Lucy, veteran protean artist and magic enthusiast, following a recent hospitalization in Columbia, Mo., was the guest on several occasions of Doc M. D. Oberholser, magician and hobbyist, and relates of being intrigued with the latter's magic library and Little Theater set-up. . . . J. C. Admire is folding his two magic units, featuring Gordon the Wizard and Harriman the Magician, March 28, with both outfits slated to hit the road again in September in Ohio. This summer will find Admire general agenting for the new Kay Burns Circus.

## Burlesque

By UNO

BILLY KOUD, producer, whose season at the Gayety in Washington closed March 13, is now at the Empire in Newark. . . . Mlle. Fifi, former strip ace, attended the funeral of Sammy Kraus, old-time burly house and show operator, in New York March 14. . . . Mac Dennison joined the Bennie Moore unit March 22 in St. Louis, relieving Dick Richards. . . . Ben and Billie Mowatt, of the former Five Mowatts, jugglers, are now the New Yorkers, back from a USO European tour and playing burly dates thru Phil Rosenberg, away from their new home in Muskegon, Mich. . . . Harry (Stinky) Fields, of Stinky and Shorty, was recovering from an appendectomy in Cleveland last week. . . . Shirley Landi, a foot-light first-timer from a church choir, is a new Lynchette at the Hudson, Union City, and in line for a vocal duo with Dorothy Zimmerman, another chorine. . . . Betsie Lee was featured at the Casino, Toronto, which is having its front remodeled. . . . Tanglefoot rejoined Eddie Kaplan's *Screwballs* of 1947.

SIGRID FOX, three seasons a Hirst feature, is a former protege of Arthur Clamage, with whom she got her start as a chorine at the Grand, St. Louis. . . . Frank X. Silk and Billy Hagan changed places, the former taking up a stock comedian berth at the Troc, Philadelphia, and the latter returning to the Hirst wheel at the head of a new unit co-featuring Sigrid Fox, with Donna Leslie and Jean Wayne in the cast. . . . Jackie Ray and Ray Cook, now in their Louisville home, are soon to launch their own revue, *Fan Tease*, under canvas. . . . Tirza, who concludes six weeks at the Rio Casino March 30, was parted by Ben Ford at the club on her first wedding anniversary March 11. . . . Ina Lorraine, after a week at the Roxy in Montreal and another at the Hangar Club in New Bedford, Mass., is booked to head a 10-girl revue sailing for Kelly's Ritz, Panama, April 7. . . . Scurvy Miller is back at the Avenue in Detroit after a hospital operation. Straightening for him and stage manager is Johnny Head, who also sings the ballads for Francis Parks, celebrating her fifth year as producer. Daughter Lucia Parks doubles in specialties and in the chorus. . . . Jack La Mont replaced Monkey Kirkland in a unit in Milwaukee.

## Rocco, Carpenter to Zanzibar

NEW YORK, March 22.—Maurice Rocco and Thelma Carpenter will be next to open at the New Zanzibar, tentatively April 9.

## WATCH

Next Week's Issue for Grand Opening Date

**1947 ALL-AMERICAN  
SPEED DERBY**

PLA-MOR ARENA, KANSAS CITY, MO.

Jim Coffey, contact immediately.

**KING BRADY**

**MIKE GREEN**

## FOR RENT

Auditorium for Movie Theater in city of 5,500, having two colleges with attendance of 1,000. Theater is very modern, seats 1,000 and is equipped with fine seats, projection booth and stage. Theater is open for inspection prior to 5:00 p.m. Thursday, April 3rd, 1947, when sealed bids will be opened. Contact E. J. STONEMAN, Platteville, Wisconsin.

## NOTICE

Will anyone knowing the present address of  
**JOANN BARRY OR DeRONDA BARRY**  
Please wire or phone collect such information to the  
PEOPLES SAVINGS AND LOAN ASSN.  
at Auburn, Indiana. Urgent.

**ARMSTRONG**—Lillie B., mentalist and widow of Armstrong the Magician, March 4 in Spartanburg, S. C. They showed for many years in schools, colleges and churches. Survived by a daughter, Ellen, now working the 58th consecutive annual tour of the Armstrong Mystery Attraction. Burial in Spartanburg.

**ATKINSON**—George, 65, owner of Queen City Amusement Company, in Toronto March 15. A native of England, he came to America 40 years ago and organized his shows, which played fairs in the United States and Canada. His widow survives.

In Loving Memory  
**HAMDA BENN**  
Deceased March 27, 1943  
MRS. MABEL BENN, and SON, LAWRENCE

**BARTH**—Harry K., 50, former bass violin player with Ted Lewis, Vincent Lopez, the Original Dixieland Jazz Band and other orchestras, March 15 in Missouri-Pacific Hospital, Little Rock. Survived by a daughter, Peggy. Burial March 17 in the family plot at City Cemetery, Natchez, Miss., his birthplace.

**BORRIS**—William, 82, vet actor and showman, March 16 in Youngstown, O. He trouped with med shows, circuses, minstrel and showboat groups and also made concert and legit stage appearances under the name of Bert Durand. Survived by a sister, Caddie, and a brother, Frank.

**BUSH**—Ray, who with his wife, Eloise, were well known in stock and rep circles for many years, March 1 in Colton, Calif., of injuries sustained during an altercation at the Urbita Ballroom there while serving as a special deputy. He was last with the Edith Ambler Stock Company in 1934.

**CASSITY**—S. G. (Schump), Caddo Parish Deputy Sheriff, Shreveport, La., and widely known in carnival and fair circles, in Ruston, La., recently. For the past four years he operated a barbeque stand on the Louisiana State Fairgrounds. Burial in the family plot in Ruston, La.

**D'INCOGNITO**—Vito, 75, credited with designing the first Tilt-a-Whirl, in Chicago March 19. (Details in Carnival Section.)

**EWERT**—Ray, 59, stock and rep performer, March 4 in a Placerville, Calif., sanitarium of a heart attack. He and his wife, known as Ewert and Barry, had trouped with the Harley Sadler Show, Hazel Cass Players, J. Douglas Morgan Show, Neale Helvey Company and Guy and Eloda Beach Stock Company in a comedy and dance act. He retired 10 years ago. Survived by his widow, Leola. Burial in Placerville March 8.

**FAULKNER**—Mrs. Edna, 61, former actress, March 14 in Seattle. She started her career at 17 in the Broadway production of *Beauty and the Beast*, using the stage name of Edna Fenton and billed as "America's Most Beautiful Girl." She retired 15 years ago.

**FEIERSTEIN**—Howard (Tiger), 34, wrestler with the Jimmie Chanos Athletic Show, March 6 of injuries sustained in an explosion at the Producers' Creamery, Greenville, O. Survived by three sisters, Mrs. Lester Aspinal, Fletcher, O.; Mrs. Henry Schutz, Greenville; Mrs. Jimmie Chanos, Miami, and a brother, George, Portland, Ind.

**FOGG**—Zoe, former pianist at the old Broadway and other Columbus, O., theaters, March 14 at her home in that city. Survived by two sisters, Mrs. Hugh Ridenour, Portland, Ore.; Sally, Portland, and two brothers, Frank and Norbert, both of Columbus. Burial in Greenwood Cemetery, Zanesville, O.

**GARDNER**—Grant, 70, who spent more than 40 years in vaude, spe-

cializing in blackface, March 18 in Hollywood of a heart attack. Services in Hollywood March 19.

**IN LOVING MEMORY  
OF OUR DEARLY DEPARTED SON  
RAY OLE GILBERTS**  
Who Passed Away on March 27, 1946



Memories are treasures no one can steal.  
Death is a heartache nothing can heal.  
Some may forget you, now you are gone,  
But we shall remember no matter how long.

Mother and Dad  
Mr. & Mrs. Ole J. Gilberts

**GOLLMAR**—Benjamin, 82, one of the owners of the former Gollmar Bros.' Circus, March 15 in Baraboo, Wis. Deceased and his brothers, Charles, Fred and Walter, operated the circus from 1891 to 1916, when they sold out to James A. Patterson. Survived by two daughters, Viola, Mrs. Leora Phillips, Madison; two brothers, Fred, of Baraboo; Dr. Arthur, of Manteno, Ill., and one sister. Burial in Baraboo March 18.

In Loving Memory of My Son  
**JACK "SMOKE" GRAY**  
Who passed away March 22, 1937.  
Sadly missed by  
**MOTHER**

**BEN AUSTIN**

John Benedict Austin, 74, active in circus business as an agent or owner for more than half a century, died March 20 in Los Angeles after a lingering illness.

Born in South Norwalk, Conn., December 8, 1873, he started in show business at the age of 16 as a billposter on the Frank A. Robbins Show. In 1890 he went on the dramatic stage and for two seasons played juvenile with *Uncle Hiram* and *Grimes' Cellar Door*. Posting bills seemed to strike his fancy, so he went back to that line of work the following season with the Sells Bros.' Circus. During this tour he was promoted to press agent of the show.

In 1893 he ran an advertising car with Bob Hunting's Circus, leaving that show late in the season to join Gentry Bros.' Circus in Norfolk, Va., on October 5 as a press representative. With the exception of three years he remained identified with the Gentry show until late in 1920. Those exceptions were two years spent with the Erie Lithograph Company as New York manager and a year with the Barnum & Bailey Circus as contracting agent. On December 1, 1916, he and the late J. D. Newman took over the Gentry show and they directed and managed it thru 1920.

Austin joined the Al G. Barnes Circus as general agent in 1921 and served in this capacity until 1938. In 1939 Austin was general agent of the Fanchon & Marco Great American Circus, which had a short season. This was his last official post with a circus.

He was married to Pearl Carey, of Anderson, Ind., a nonpro, in 1908, and they had three children, Mrs. Clyde (Jane) Parlette, of San Carlos, Calif., and two sons, Jack B. and Dick, both of Los Angeles. All survive him. He was a 32d degree Mason and a life member of the Consistory of New York City.

Austin had been ill for five years, and two years ago moved from his home at San Antonio to the residence of Mrs. J. D. Newman, his sister-in-law, in Los Angeles. Services were held March 24 at the Armstrong Mortuary, Los Angeles, with interment in Rosehill Cemetery, Whittier, Calif., where the Austin plot adjoins that of the Newmans'. Pallbearers were George B. Kennedy, Harry Callan, Ginger Huth, Curtis Little, Johnny Brassill and S. L. (Buster) Cronin.

**THE FINAL CURTAIN**

**GREER**—Sir Harry, 71, former chairman of Baird Television, Ltd., in London March 20.

**HACKMAN**—Peter (Matt), 82, one of the oldest members of Local 5, IATSE, Cincinnati, in Minster, O., recently of infirmities of old age. He worked in Cincinnati theaters nearly half a century but had been inactive in recent years. Burial in Minster. Surviving are his widow and two sons, Harry and Charles, both members of Local 5.

**HAMILTON**—Jay A., veteran trouper and member of the International Showmen's Association, St. Louis, recently in that city. Survived by a son, Jay Jr., and a daughter, Olivia. Burial in Showmen's Rest, Memorial Park Cemetery, St. Louis, March 15.

**HIRSHBERG**—Bernard, 48, acting president of the Hirsch Amusement Company, operators of a chain of movie houses, March 14 in Philadelphia. He once had 23 theaters in Arizona.

**HUGHES**—Merrell H., 56, former treasurer of the Walter L. Main Circus, recently in Colorado Springs, Colo. Survived by his widow, two sons, a daughter and his mother, a former circus performer.

**JESSUP**—William T., 50, general agent for the West Coast Amusement Company, in San Francisco March 18. He spent many years in executive capacities with various carnivals and circuses. Survived by his widow, Marie. Services in San Francisco, with burial in Showmen's Rest, Evergreen Cemetery, Los Angeles.

**KELLER**—Joseph, president and business agent of Local 140 of the American Federation of Musicians, in Wilkes-Barre, Pa., March 15. He was a member of the 109th Field Artillery Band, Wilkes-Barre Symphony Orchestra and Wilkes-Barre Post 132, American Legion Band.

**LESSER**—Leroy, 71, former rep showman, March 13 in Anderson, Ind., of injuries sustained in an auto crash. He was former music director for the Dr. Simpson Medicine Company, No. 8; Melville Floating Star Theater, and with Royal Wood and

Company. His act, the Four Lessers, featured his daughter, Katherine. Other shows with which he had been connected were Lesser's Ghost Comedy Company, Clifton Comedy Company, the Great Ostrado, Trahern Stock Company and the Jethro Almond organization. He was also associated at one time with the Flying Behees.

**In Memory of  
Our Dear Little Sister  
MRS. ROBERT KIDDER**  
WHO LEFT US MARCH 24, 1943  
Life is so empty, Darling  
Without your dear, sweet smile,  
The long days come and go somehow,  
But nothing seems worthwhile.

**THE REYNOLDS  
FAMILY**  
Mother and Sisters and Brother

**MEREDITH**—Margo, 35, former burlesque dancer, March 17 at Saranac Lake, N. Y. Survived by her husband, Jack Block, ex-burly manager; her father, Harry Armer, ork leader, and her stepmother, Kitty Roth, former performer and costumer. Burial in the Will Rogers plot at Saranac.

**IN MEMORY  
Of Husband, Father and Grandfather  
CHARLES H. POUNDS**  
Passed away March 30, 1945.  
"Gone but not forgotten."  
**MINNIE M. POUNDS and Family**

**MONTROSE**—George O., former top mounter with the Montrose Troupe, in Boston March 8. At one time he was a member of the trio known as Nelson and the Barry Boys. In late years he did an act with his wife called Montrose and Pearl. Services and burial in Boston March 11.

**OBRECHT**—Mrs. Christy, wife of Christy Obrecht Sr., owner-operator of the Christy Obrecht Players, popular in the Minnesota territory and one of the oldest repertoire organizations in the country, March 19 at the Maryland Hotel, Minneapolis, after a brief illness. Survived by her husband and son, Christy Obrecht Jr.

**PRATOS**—Tony, 46, tattoo artist, in Los Angeles March 13. For many years he conducted a tattooing parlor at Fifth and Main streets, Los Angeles. He was a member of the PCSA. Survived by his mother and a brother, both in Portugal. Burial in Showmen's Rest, Evergreen Cemetery, Los Angeles, March 17.

**ROSS**—Grant (Bill Farmer), 72, formerly with the John Robinson 10 Big Shows, Hagenbeck-Wallace, Mighty Haag and other circuses, February 28 in Marianna, Fla. Survived by a daughter. Burial in Marianna March 1.

**MR. VICTOR J. SMITH**  
7916 PARSELL AVE., CHICAGO  
Died Feb. 14th from a heart attack.  
Father of 2 daughters and 1 son serving in the USMC in China. Known to his friends as "Paddle" Smith and the Snake Oil Liniment.

**SCHWEYER**—Emil, 66, veteran outdoor showman, March 11 in Barranquilla, Colombia. He was a partner in the former Dunbar-Schweyer Circus, one of the largest circuses to tour the Latin-American countries, and also was an outstanding animal trainer, serving in that capacity years ago with Hagenbeck-Wallace Circus. He spent the greater part of his career in the South American countries. In more recent years he had been connected with Santos y Artigas, Circo Atayde and Circo Razzore. His last few months were spent in organizing the Gran Circo Americano, which had just begun its tour at the time of his death.

# BUD NORTH CAVALCADE HEAD

## Wagner Holds Role as Boss

Circus in plans for new company—top producers set to revamp carnival

MOBILE, Ala., March 22.—Pacific Eastern Amusement Company, organized here recently with Henry Ringling (Buddy) North as president, is now the operating company of the Cavalcade of Amusements, and a long-range improvement and expansion program, which embraces a new railroad circus, is now under way.

North was named president at the first meeting of the directors. Al Wagner, formerly owner of the Cavalcade, is executive vice-president of the company and will remain as general manager of the Cavalcade. Other officers are Frank Dirrago, vice-president, and Vincent Kilbourne, of Mobile, general counsel.

In addition to North, Wagner and Dirrago, directors include David Dietz, Francis Hurley, Ray Goetz, Ed Von-Bommel, Jack Tavelin, Marshall Johnson and Mrs. Harriett Wagner.

### 350 Grand in Kitty

Tavelin, acting as spokesman, announced that Wagner put up all Cavalcade equipment in forming the new company while the new directors upped with \$350,000 in cash to develop the organization's program. This, according to Tavelin, is the same 350 grand that he dangled unsuccessfully under Zack Terrell's nose twice in an effort to buy Cole Bros.' Circus.

A final effort was made this week to buy the Cole show, but Terrell expressed great confidence in business conditions for the coming season and reiterated his determination to operate his show another year. After that, he is reported as having told Tavelin he will be willing to sell and retire. Tavelin did not indicate if Pacific Eastern will be willing to buy Terrell next fall or if it will go ahead and build a new circus from the ground up. Tavelin in (Cavalcade In New Co on page 54)

## Balto Pans Big For Sunbrock Unit

BALTIMORE, March 22.—Larry Sunbrock's Rodeo, Inc., combination rodeo and thrill show, concluded a bang-up 16-day stand at the Fifth Regiment Armory here Sunday (16) and departed for Pittsburgh where the unit begins an eight-day engagement at the Armory tonight.

Business here was described as phenomenal, with the show racking up 13 turnaways in 32 performances, with prices for the 8,000-seat spot scaled at \$2 for boxes and \$1.50 general admission, with children 50 cents in the grandstand.

Featured with the Sunbrock attraction are Ken Maynard and Tarzan, the Great Gregoresko, the Red-dingtons, Johnny Gibson's Aerial Ballet, Bobo Barnett, plus a huge contingent of cowboys and cowgirls.

## How To Avoid Damage Suits

By Leo T. Parker  
Cincinnati Attorney at Law

No doubt readers are confused over this question: Can a mark or name used generally by the public be appropriated by its owner?

See Col. W. F. Cody Historical Picture Company v. Colonial Amusement Company, 284 F. 873.

A few years ago the Col. W. F. Cody Historical Picture Company sued the Colonial Amusement Company to prevent the latter using any part of the name or title Buffalo Bill or use of his likeness or photograph. During the trial testimony was given that in 1871 the play Buffalo Bill was copyrighted by one White and Cody himself attended the play without making any objection to use of the title "Buffalo Bill." Later Cody was part owner of a play, The Scout of the Plains, which was similar to the play Buffalo Bill previously copyrighted by White. In view of this testimony proving that Buffalo Bill was recognized as public property the higher court refused to hold that the Col. W. F. Cody Historical Picture Company could stop the above usage by the Colonial Amusement Company.

Thus whenever a name or mark has been recognized by its original owner as public property he cannot later prevent its use, if the public is not being deceived.

No trade name that deceives the public can be legally used. Therefore the operator of an amusement having the same or similar name to an old and well-known trade name is liable in damages if he uses his own name in such a manner that the public is deceived. This is so because no person has a legal right to use his own name, as a part or the whole of a trade name, if another amusement owner is "unfairly" damaged.

Recently the U. S. Supreme Court

## Improvements Made At Vickery, Dallas

DALLAS, March 22.—When T. R. Hickman leased Vickery Park here last June 22, he had plenty of ideas about changes and improvements but didn't have time to do much about it. However, this winter he has made many improvements and additions and more are to come, he says.

Hickman has leased ride concessions for a Miniature Train, Kiddie Aeroplane, Kiddie Auto, Pony Track and Chair-o-Plane.

Regarding picnics, Hickman says a total of 32 have been signed so far and he adds, "No week-ends from May 1 until September 15 will be without one or more big picnic."

Improvements this year include the resurfacing of the bottom of the pool, a complete paint job on the dance hall and all fences around the park; addition of 300 picnic tables, each to seat six persons; addition of four new swings, and the painting and repairing of picnic tables.

Phil Little has leased the concessions and George Shaw will be concession manager. Kiddie rides are owned by Mrs. C. B. Doyle, while H. W. Mulligan owns the Chair-o-Plane.

held that any person may use his own name reasonably and honestly for a legitimate purpose in his own business. (See Seamans & Benedict, 198 U. S. 118.) However, modern courts will compel all persons and firms to use their names in a manner not likely to deceive or confuse the public. See Horlick, 143 Fed. Rep. (2d) 32, where the higher court held that a person who starts a business having his own name in the trade name cannot use his own name if the public is deceived or confused unless in large and conspicuous type of printing the new users informs the public that he is not connected with the original company whereby the public cannot be confused. Other higher court decisions on this subject are Hall's Company, 208 U. S. 554; Brown Company v. Meyer, 139 U. S. 540, and Waterman, 235 U. S. 88.

### Guard Against Deception

On the other hand, no law will prevent a person from using his own (See HOW TO AVOID on page 146)

## Eastern Spots Get Away Early

NEW YORK, March 22.—Coney Island, Rockaway Beach and other shore spots in the New York area were off to an early start as a result of the mild weather over the last week-end.

Attendance reported for Sunday (16) were Coney Island, 100,000; Rockaway Beach, 75,000, and Asbury Park, N. J., 60,000—a record for mid-March. Long Beach and Jones Beach, South Shore Long Island spots, also drew good crowds and, in New York, the Bronx Zoo lured 30,000 customers.

Most activity, of an amusement nature, was centered at Coney Island where the Cyclone, on the Bowery, was in operation and Merry-Go-Rounds, Penny Arcades, bingo parlors, refreshment stands and concessions were open along Surf Avenue and on the Boardwalk.

## New Laugh-in-Dark For Ia. Riverview

SIOUX CITY, Ia., March 22.—When Riverview Park opens Decoration Day, customers will be greeted by a new \$5,000 Laugh-in-the-Dark, new cars for the Whip, costing \$3,000, and a building for the new Laugh-in-the-Dark, erected at a cost of \$2,500, Merris R. Warfield, business manager, said. In addition to Warfield, the executive staff includes Roy M. Warfield, president and general manager; M. D. Burgess, advertising director, and Roy C. Warfield, park superintendent.

Midget auto races and Junior Legion baseball are special events planned for Sundays, while fireworks are carded for July 4-6.

Picnic reservations are holding with last year, Warfield says, and the ballroom will use the same policy it has in the past, that of a house band for the season.

## Walters Levels Mount So Folks Can See Shows

EUREKA SPRINGS, Ark., March 22.—Topography hereabouts is so mountainous that writers have often called Eureka Springs the city whose children have never seen a circus, carnival, rodeo or ball game because there was no place level enough to put up a tent or build a stadium.

Neal Walters, a newcomer in this territory who has sold outdoor advertising material for many years, was astounded that there was a city in the United States that could not have a circus, so he convinced other civic-minded citizens to help him level a mountain.

Bulldozers, graders and plenty of manpower leveled off a tract on the top of a mountain to build a stadium seating 10,000 people and lighted for night performances. The Rodeo Corporation of Arkansas was organized with Neal Walters Sr., James N. Walters, Albert and Dale Price the principal stockholders.

Use of the stadium will be offered to Eureka Springs High School for football, basketball and baseball—and the kids soon will be able to see rodeos, fairs, ball games, carnivals, circuses and outdoor picture shows.

## Thompson To Add Rides, Concessions At Mackinaw Dells

PEORIA, Ill., March 22.—Earl Thompson, who two years ago took over the Mackinaw Dells, located between Peoria and Bloomington, is branching out this year and will have a full-fledged amusement park.

Thompson announced this year he will have rides, games and concessions at the Dells in addition to his ballroom and picnic facilities. All told, he plans to spend around \$150,000 on improvements and additions.

Thompson plans to continue his policy of using name bands in his 3,000 capacity ballroom this summer. Last year spot played such bands as Xavier Cugat, Eddy Howard, Freddie Slack, Tommy Dorsey, Louis Armstrong, Sherman Hayes, Will Osborne and Lew Brown.

Thompson said he hopes to have 8 to 10 rides this year and 50 concessions. Spot will open Memorial Day and close Labor Day. He is tickering now, he said, for free acts, with a weekly change, and he plans to have fireworks during the July 4 week for sure.

Thompson announced appointment of Rudy Rouse as assistant manager. Rouse is well-known in show business, having done magic for years.

## Beech Bend Adds Rink

BOWLING GREEN, Ky., March 22.—A roller skating rink and a rifle Air-o-Matic, installed in the Penny Arcade, and a new stucco bathing house, are new additions at Beech Bend Park here. Charles Garvin is owner-manager and B. C. Graham is purchasing agent.

# BOOKER *for all* OUTDOORS



After five months of conscientious endeavor, the period between the closing of fairs and current preparations at Amusement Parks, we of George A. Hamid, Inc., are pleased to announce a full contract shelf that reflects the righteous optimism — of everyone in the world of outdoor entertainment.

A record number of contracts have been negotiated, and it is with deep appreciation to everyone that we acknowledge the practical confidence shown in George A. Hamid, Inc.

Based on facts and records, we sincerely believe — and this is a prophecy — that the 1947 outdoor season will exceed the great boom days of the past for everyone in the amusement business.

For All Your Outdoor Needs Contact . . .

## George A. Hamid, Inc.

10 ROCKEFELLER PLAZA

NEW YORK, N. Y.

# AIR, OUTDOOR GIVE AND TAKE

## Radio Reaps \$ By Promotion On Fair Dates

### Reciprocal Co-Operation

(Continued from page 3)

kind of promotion is attested to by dozens of stations.

First station to get hep to the possibilities inherent in fairs was WLS, Chicago, which in 1925 made its first visit to the Illinois State Fair. Since then the station has gone all out and had representation also at the Indiana and Wisconsin State fairs.

For this year's Illinois fair, which will be held August 8-17 in Springfield, WLS will do its top job. It will originate its Saturday night *Barn Dance* program there for four and a half hours on August 9, and will use the grounds for about one hour a day of standard shows usually aired from its studios. Also, it will do a half hour of daily wire-recorded news coverage from the fair and will have its own tent, exhibits and radio talent shows. Indiana and Wisconsin will be the same story.

### Hoosier Co-Operation

The Indiana fair, this year set for Indianapolis August 29-September 5, is one of the best examples of top fair-radio co-operation. Last year, Harry K. Smythe, of the *Hoosier Hop* show on WOWO, Fort Wayne, lined up the 18 Indiana stations into an organization known as the Indiana Association of Broadcasters, for the express purpose of joint coverage of the fair. This year the association plans to air six hours of programs daily from the fair. One or more of the stations will be carrying all these shows, and all will be linked in the airing of a Saturday night program, *Radio Round-Up*, presented from the Coliseum, with Red Skelton, MGM starlets Marilyn Maxwell and Marjorie Mann and others. Each of the stations will have booths and lines to the fairgrounds.

### WBBM and WGN

Chicago stations of a non-agricultural flavor, such as WBBM and WGN, also will air shows from the Illinois fair this year, as they did last. Last year WBBM did a half-hour spot, summarizing the entire fair. This year it will have at the fair its farm director, Harry Campbell, and a gal to get women's angles, and will put in a line to air at least one show a day from the grounds.

### WLW a Pioneer

WLW, Cincinnati, has had an attraction working fairs and outdoor celebrations since 1938. The first was John Lair's Renfro Valley Folks. Bill McCluskey joined in December, 1939, to handle all talent bookings, and the station formed a new hillbilly unit known as the WLW Boone County Jamboree. Some 18 months ago that title was changed to the Sohio Midwestern Hayride.

Another WLW attraction which started last year is the WLW Circle Arrow, heard Coast-to-Coast on NBC over 56 stations each Sunday morning, 10:30-11. WLW's Everybody's Farm Show, piloted by Roy Battles, is also a steady feature at fairs.

On the season the WLW hillbilly unit will work an average of 40 (See *Radio Reaps \$* on page 145)

## Business Outlook Gives Ops Little Cause for Heebie-Jeebies

(Continued from page 3)

peaceful existence, but now they are wondering if there will be enough loose folding money around so they can continue to hit the jackpot grosses, high, wide and handsome.

### 25 Per Cent Slump?

Had the weather been a bit more kind during the Florida winter season and thru these early spring days, the casual observer might be able to give these redoubtable purveyors of canvas-covered amusements the right answer, but it has been so bad that business has been away off the 1946 pace and the lads are talking about a general slump of 25 per cent in their business.

Even if their grosses do slump 25 per cent, they still will handle large bundles of cash and will have enough left to pay the grocery bills during the ensuing winter. Naturally, profits would not be as great, as nothing can be done now about cutting operational costs and still maintain the high level of productions, midways, etc., the folks are learning to look for at outdoor enterprises.

### Weather Wallops 'Em

Those who had the actual experience of bucking the weather in Florida, especially in the carnival business, are not too pessimistic. Carl Sedlmayr, owner of the Royal American Shows, has expressed the opinion that his org would have snatched more than \$175,000 in the 11-day stand at the Florida State Fair, Tam-

pa, if it had been accorded just half a break by weather.

In 1945, Royal American glommed more than \$136,000 at Tampa under near-perfect weather conditions, and this last February it garnered in excess of \$100,000 and did not have a single perfect fair-going day. This indicates that Sedlmayr couldn't be dreaming too much of a dream in his 175 grand pipe, and maybe that 25 per cent-off-crowd is bleating an unnecessary sour note.

### Young Is Disappointed

Eddie Young had his new Royal Crown Shows at the Pinellas County Fair, Largo, Fla., and Winter Haven's Florida Citrus Festival, and in both spots the inclement weather didn't put him far off the record grosses of 1945. Young was disappointed at both spots, as he expected to wrap up records, but that is only natural, as who in outdoor showbiz isn't dis-

(See *BIZ OUTLOOK* on page 64)

## Click Bloomington Date Gives Davies Good Tour Windup

DIXON, Ill., March 22.—Ayres and Kathryn Davies Circus moved into local quarters this week after concluding a successful eight and one half weeks' contracted season with a click engagement at Bloomington, Ill., Saturday (15). The Davies said the show presented 92 performances in 44 stands, only three of which were for two days.

Bad weather and icy roads proved no handicap, they reported, and all scheduled performances were played. Tour of Wisconsin gave org its best business, with West Bend coming up with the banner stand of the tour. Madison, Wis., proved the worst engagement of the trek, they said.

After a month's vacation here, the Davies will join the James M. Cole Circus for the summer tour. Meanwhile, they are readying plans for show's fall opening.

This season's line-up included Samaroff's Acrobatic Dogs, clowns, comedy acrobats, riding dogs, Paul Zallee's juggling act; the De Waldos, cyclists; pony drill and Bedell Troupe, teterboard. Corriell Family, doing a headslide, juggling act and a web number, was with the org until the final week when it left to join the Gil Gray Indoor Circus. Roy Adkisson was in clown alley and pinch-hit on the mike all season.

Paul Zallee carried his calliope all season and it was used for show and street ballys. Edna Earl had concessions. Both are expected to return in the fall. Most of the booking was done by Ayres Davies, while Ken Murray, of Bloomington, Ill., contracted a few dates. Remainder were inked by Mrs. O. M. Rogers, who will handle the advance next season.

### Plan CFA Convention

DAYTON, O., March 22.—Tom Gregory, president, and Bill Montague, publicity director, spent Saturday (8) here making arrangements for the convention of the Circus Fans' Association at the Biltmore Hotel May 10-12. Early reservations indicate a record turnout.

## Ops Tip Big Dough To Get Bally by Air

### Figure Ante \$1,500,000

(Continued from page 3)

in Worcester, Mass., and the Hamid-Morton Circus. He also has several lesser enterprises.

Three biggies in the outdoor field, Ringling Bros.' and Barnum & Bailey Circus, World of Mirth Shows and Palisades (N. J.) Amusement Park, all back the increasing importance of radio as a selling aid. Palisades, usually a top spender among parks, will up radio's share this year to as much as 25 per cent of its total ad budget.

Larger fairs, usually operating in a place for only a week, spend about \$1,000 weekly for air time over a two to three-week period. The New Jersey State Fair is typical. Smaller ones in the rural districts earmark \$300 to \$750. Spending for parks hovers around \$2,000 for their short summer seasons. Carnivals in all sizes strike about the same average.

### Other Media Unhurt

Publicists fronting for fair weather attractions started making extensive use of radio in the '30's as an additional aid to a fast selling job. The tendency since then has been to spend more dough for air time while maintaining the same budgets for newspapers and billposting.

Because it is spread so thin, the advertising budget of outdoor showbiz fails to show to advantage in the earnings of the larger stations. Indies in medium-sized towns, however, find it sizable, cash on the line and without discounts. Swap of paid time for free time has usually resulted in friendly dealing, with the show receiving vital publicity and the indie station giving its listeners an earful of feature stuff available once, or at the most, two or three times a year.

Most outdoor units contain a wealth of human interest. Numerous personalities with a Horatio Alger or daredevil background are available for standout interviews. And most of the guys and gals have garnered enough experience before a mike to make them first-rate radio subjects.

### Remotes Popular

Remotes from the lots have won favor with shows, stations and public alike. Sustaining time filled by outdoor agents has frequently featured bad production and talent, but the offerings are steadily improving. The reason is that an outdoor flack who works a top job now has to qualify as a passable radio emcee and be able to produce a creditable package from the show's available talent.

ACE press agents write, produce and wax several shows with the aid of transcription agencies. Platters, ready for airing at a moment's notice, are promotion naturals.

Some carnival managers' new recognition of the worth of radio as a publicity medium has resulted in their allotting big dough for talented troupes. These are carried even tho they do not make the nut any week in the season, just so an acceptable radio show will be available for any promoted or bought radio time.

## Act Famine Seen; Imports Bottled

(Continued from page 4)

introduction of new act-buying events and the revival of large annuals, notably Toronto, Ottawa and Springfield, Mass., all Hamid-booked, have accentuated the shortage.

Two years of effort to import new talent from Europe have resulted in the signing of 19 acts, 11 of which are booked solid. But only three have arrived so far.

The case of the Rob Cimse Troupe, scheduled to dock within the next week and to open with Ringling Bros.' and Barnum & Bailey Circus in Madison Square Garden April 9, is typical of the difficulties hampering act importation. Hamid said it took three months to arrange transportation, even the passage was arranged here and paid for in American dollars. A Washington attorney spent three weeks getting visas thru the State Department. Preliminary dealings by mail and cable took weeks.

### First Come, First Served

Celebrations which have not yet set dates and contracted for talent will be sold on a first-served basis, Hamid said. No reservations for acts are being accepted. Increase in the number of celebrations since the war's end has created a special supply problem.

Hamid said he was advising carnivals and celebrations buying acts to confine their special event to one week. Previously, it was customary to sell an act for an additional day or two, on a pro rata basis. Now the acts want full scale for playing any part of a week, and are getting it.

# PLENTY OF FUN FOR CANADA

## Polack Lands Lansing Cash; Dayton Okay

### MGM Elephants Good Flack

LANSING, Mich., March 22.—“It was bigger and better all the way around than last year.” That was the report on the Polack Bros.’ (Eastern Unit) Circus here March 13-19 from Fred England, past commander of the commandery, under whose auspices the show played.

While England didn’t give out any figures on attendance or gross receipts, he did say that figures in both departments topped last year.

Circus got a big publicity break with the appearance of the MGM elephants here at the same time the picture, *Till the Clouds Roll By*, in which the elephants played, was showing at the Michigan Theater.

Outside of the first day, weather was perfect. Opening day was marred by rain that cut attendance for the first night show.

### Dayton Opens Big

DAYTON, O., March 22.—Polack Bros.’ (Western Unit) Circus got away to a flying start here Thursday (20), opening night show drawing 3,800 persons. Opening matinee was big, too, Louis Stern, co-owner of the Polack org, reported. Only thing to mar the opening, he said, was the illness of George Davis, Polack Bros.’ concessionaire, who was taken ill Thursday afternoon and rushed to a hospital.

## James M. Cole Org Leases Four Bulls

NEW YORK, March 22.—Four newly-imported elephants have been leased to the James M. Cole Circus and one to Bailey Bros.’ Circus, it was announced here Wednesday (19) by Harry Rimberg, president of the International Import and Export Company.

Elephants, all cows, arrived at Savannah, Ga., Friday (7) from India.

### Wallenda Advance Starts

SARASOTA, Fla., March 22.—All new trucks received by the Wallenda Circus have been fun thru the paint shop and lettered, reports Tige Hale. Rigging for the Wallenda-Grotteffent wire act has been completed, and elephant and lion acts are expected any day. Harry Leroy left for Chicago to return with the Konyot riding act. The band is playing for local boxing shows. With arrival of new paper, the advance has taken off, with Richardson as agent.

## Ben Austin Dies

LOS ANGELES, March 22.—Ben Austin, 74, one-time owner of the Gentry Bros.’ Circus with the late J. D. Newman, and a prominent figure in circus business for more than 50 years, died Thursday (20) in Los Angeles after a lingering illness. For complete details, see the Final Curtain.



MEMBERS OF THE ROYAL FAMILY of circusdom were on hand when the Sparks Circus played Sarasota, Fla., recently. Left to right: Mabel Ringling; James Edgar, owner of the Sparks show; Mrs. Aubrey Haley and James A. Haley.

—Photo by Dick Miller

## North Reveals Foreign Acts Not Panting To Get To U. S.

BOSTON, March 22.—John Ringling North, executive vice-president of Ringling Bros. and Barnum & Bailey Circus, was quoted in a page one story in *The Boston Herald* March 9, written by Bill Cunningham and tabbed as a first interview, that he had viewed a wealth of circus talent abroad and inked more new acts than in any previous single year in Big Show history. Acts were not named, however, because post-war travel difficulties make their appearance here uncertain.

“I had an idea that everybody in Europe wanted to come to the United States and would go to practically any extreme to get here,” North was quoted. “Believe it or not, I tried to book a lot of acts that didn’t show the slightest interest in trying to get to America. Some I did book had to be persuaded hard.”

North visited Portugal, Spain, Switzerland, France, England, Italy, Holland, Denmark and Sweden in search of new talent. He avoided Germany because, aside from patriotic reasons, getting an act from the American zone would require three-way clearance involving the Army, State Department and local German government. Getting an act from the British or French zone would involve twice as much red tape, while the Russian zone was hopeless as a source.

European circuses, most of which operated thruout the war, were all doing heavy business, according to North.

## Crowley, Barlow Frame New Show

JACKSON, Mich., March 22.—Frank Crowley and Ed Barlow, former concessionaires, this season will launch the Crowley and Barlow Trained Animal Show. F. C. Fisher, who for a number of years operated his own show, will be general agent. Equipment will be moved on five trucks and trailers which will be painted white with gold lettering.

All stock will be show-owned and performances will be given in a regular Wild West arena. A band and caliope will furnish the music.

The Crowley-Barlow combo will operate its own side show, which will present various animals, both wild and domesticated, plus a combination of side show acts. A large Brahma bull will be featured in the pit show.

Show will open in Southern Indiana and will tour the Midwest, going as far north as Lake Superior and into the upper Peninsula of Michigan.

## 4 Yank Shows Heading North

### Ringling-Barnum agents in Montreal, Toronto, London —Beatty, Sparks, Bailey set

CHICAGO, March 22.—There will be no shortage of circuses in Canada this season—in fact, they may be tripping over each other. This will be a decided reversal of form, as last year Clyde Beatty was the only show with the courage or foresight to hop into the Canadian provinces, and Clyde came out with a hefty bank roll.

Reports from Montreal, Toronto and London, Ont., indicate that contracting agents for the Ringling Bros. and Barnum & Bailey Circus have been around, and that Big Bertha’s massive spread of canvas will be up in several key cities.

Agents for Clyde Beatty, Sparks and Bailey Bros.’ shows also have been busy in that territory, and some bookings have leaked out. Officially, none of these shows has announced plans for a Canadian tour, but in show business it is difficult to keep a secret if more than one person has it—and sometimes it isn’t a secret if only one knows it.

### Garden Combs Ontario

Garden Bros. of Toronto will make the first move on Canadian soil, opening its indoor sponsored show in the Toronto Coliseum April 7. This org will give Ontario a thoro combing for 20 weeks, with an adequate performance, so circuses won’t exactly be a novelty in that sector when the tents arrive.

Also, Toronto and Montreal will have played host to the Hamid-Morton Shrine before Ringling-Barnum arrives.

It is not definitely established as yet which of those who travel on their own equipment will be the first into the Dominion, but both Bailey and Sparks will be there in mid-May. They will be two days apart in Hamilton and Brantford, Ont., unless one of them switches dates or routes.

### Beatty Has West

Beatty no doubt will enter thru the Pacific Northwest again, and probably not until June. He should have things quite to himself in the West as so far none of the others has surveyed that territory. He probably will turn back into the States earlier than he did last year when he was in Ontario after Labor Day, especially if Sparks and Bailey go thru with their contemplated routes. It might not be very profitable, as strong a draw as is Beatty’s name, to follow on the heels of Garden Bros., Bailey Bros. and Sparks.

So far the indoor fellows have not bothered Canada’s prairie provinces, so Beatty stands to pick up a healthy chunk in that area again.

Canada went thru six long years of war without a circus, but now it seems that those north of the border will be pretty circused before the ’47 season is completed.

COPENHAGEN, Denmark, March 22.—Among the acts signed here for a season with Ringling Bros. and Barnum & Bailey Circus are Lillian Wittmack, equestrian; Four Cathalas, acrobats using rolling globes, and the Three Thommens, high perch,

## Daytona Beach Sunshine Stand For Sparks Org

SANFORD, Fla., March 22.—Sparks Circus had its ups and downs in Florida during the past week, with about enough cash turned into the wagon to keep it from being a loser. Outstanding spot was Daytona Beach Wednesday (19), when both matinee and night performances were jammed. It was the only capacity biz of the week.

Half houses turned out at Orlando last Monday afternoon and night, while De Land was better Tuesday, but neither performance reached the capacity stage. With the Johnny J. Jones Exposition wintering in De Land, there were plenty of visitors, including E. Lawrence Phillips, Morris Lipsky and Mrs. Hody Jones.

St. Augustine was blown completely because of rain and a muddy lot, and soggy grounds kicked business away off at Palatka Thursday.

## Backsteins Frame Midget Animal Org For Midwest Tour

DECATUR, Ill., March 22.—Backstein’s Midget Wild Animal Circus and Menagerie, started as a hobby by Bert and Bill Backstein, of this city, has been built for a tour of Illinois and Indiana cities and plans now call for an opening about July 1.

Bert Backstein will be general manager, with Bill Backstein handling the general superintendent assignment.

Performance will be built around midget animals, and a wide variety of small wild animals are being assembled for the menagerie.

All cage wagons have been built on a one-quarter size scale.

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# Flu Wallops Hamid-Morton Takes in Wichita and Tulsa

TULSA, Okla., March 22.—A flu epidemic that affected at least one-third of the population in both Wichita, Kan., and here in Tulsa had a decidedly detrimental effect on the Hamid-Morton grosses, but in neither spot was it serious enough to put the final counts in the losing brackets, according to Bob Morton.

Wichita's gross was \$32,000, which

was \$2,000 short of the 1946 business. Morton said he was well satisfied in view of the epidemic of illness.

Tulsa's run for the police department will be about 10 per cent less than a year ago when it closes tonight, Morton declared. In addition to the flu, promoters were not allowed to work tickets or advertising on the telephones. Weather was bad the first two days, but business picked up when the weather cleared. Morton predicted that a 10 per cent drop would just enable his org to break even on the stand, or finish a few dollars up or down.

Morton revealed that he received a wire Friday from Vernon L. McReavy, promoter handling his date at Memphis, that at the present time the promotion is running \$5,000 ahead of 1946 and positively will hit \$25,000. McReavy declared that every performance in Memphis, which opens Wednesday (26), both matinee and night, will be a complete sellout.

Morton said that virtually every member of his company has been ill at some time or other during the past two weeks, but that 150 cold pills given him by a prominent physician in Philadelphia when he started on this tour have worked miracles in keeping all on their feet."

## April 7 Is Set By King Bros. As Opening Date

JACKSON, Miss., March 22.—King Bros.' Circus, enlarged in every department, will open the season here April 7. It will be the first circus to play here in two years.

All equipment, including 40 tractors and semi-trailers, cages, dens and seats have been either replaced or overhauled. The menagerie will be one of the features. Chester Gregory, Side Show manager, has lined up a strong show, including a Wallace lion act.

James M. Beach, who was engaged early this year as general agent, began his duties March 1. He previously was general agent for Bailey Bros.' Circus.

### Kuzmicz Heads Billers

Steve Kuzmicz, manager of the No. 1 advertising car, with a crew of 10 billers, starts work Monday (24). A town truck and three country route panels comprise the advance fleet. John C. Goddard will be in charge of programing. Special four-color lithographs, completed recently, will be used.

Joseph Robinson, superintendent of the electrical department, completed overhauling of the two 28-kw. plants. The midway will have more lights than ever before.

Recent arrivals include Jack Meredith, blacksmith, back after a visit to Knoxville; Joe Sullivan, banner man; Jim Brown, mechanic, from his home in Charlotte, N. C.; Arthur Stahlman, superintendent of candy stands, and Frank Deriskie and his troupe of seven from Los Angeles. The Cristiani Troupe will be featured in a riding act in addition to their teterboard act.

Flo McIntosh and her troupe of wire walkers are working daily in the rehearsal building. Matt Lawrish, equestrian director, has put in a busy winter training domestic animals and also the two new elephants imported for the show last December.

## A New Circus

Plans for the organization of a new circus for the 1948 season are revealed in a story headlined "Buddy North Cavalcade Head" in the general outdoor section of this issue. Turn to Page 46 for details.

## GIRLS—GIRLS—GIRLS FOR DAILEY BROS.' CIRCUS

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Experienced or not. We furnish wardrobe, board and sleeping accommodations. Write or Wire

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Want Man to Contact Schools,  
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**L. CLAUDE MYERS**  
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Male Wolf, Coyotes, Foxes, Snookum Bears,  
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Doves, Monkeys, White Squirrels, etc. 30 cages  
Acclimated Animals. Ready to open Carnivals,  
Parks, Fairs, etc. This exhibit one of the finest.  
A real Money Maker. All loads on cab over en-  
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OPENS APRIL 17TH, 18TH, 19TH & 20TH  
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tucky. Musicians report for rehearsals on  
April 14th. Performers and all others re-  
port for rehearsals on April 15th.

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Scenic Artist and Painter of beauti-  
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Ross Canvasman, Mechanic, Small Animal Act for  
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Sale—5 Kw. Universal Light Plant, \$250.00;  
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Six-Horse Liberty Act of small, young, black and  
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Menage Horse; two Pure White Parade Saddle  
Horses; Spitz Hind Leg Dog; three Giant Rhesus  
Monkeys, chain broke.

**EVANS & STARK TRAINING BARN**  
CENTERVILLE, IOWA

**Gainesville**  
**Opening Set**  
**For April 23**

**Org Purchases New Big Top**

GAINESVILLE, Tex., March 22.—  
The 17th annual Gainesville Com-  
munity Circus will be launched  
Wednesday, April 23, and continue  
thru Thursday and Friday. Event  
is held in connection with the fourth  
annual Circus Round-Up, sponsored  
by civic organizations, and revived  
for the first time since 1941.

The circus will exhibit under a big  
top again, having purchased a 110-  
foot round top and three 50-foot mid-  
dles from the Clyde Beatty Circus.  
New 12-foot sidewall is now under  
construction in Chicago. Additional  
seats are being constructed in the  
show's shops to bring the capacity  
past the 3,000 mark.

Following its Gainesville engage-  
ment, the circus will play in Green-  
ville, Tex., under Kiwanis Club aus-  
pices Thursday and Friday May 1  
and 2, and in Denison, Tex., under  
the Quarterback Club Thursday and  
Friday, May 8 and 9.

For the first time in 10 years, the  
show will have a big bareback act,  
the Riding Alexanders, a six-people  
combination using three horses. The  
spec, *Spangleland Fantasy*, is being  
costumed by Languay, and a 12-girl  
web act has replaced swinging lad-  
ders for the ballet number.

Gerry Murrell has a novel pres-  
entation of her menage horse, Sun D.,  
using high-wheeled cart, and there  
will be nine horses in the high school  
number.

A four-people trampoline act will  
be a new addition to the show.

New band uniforms, ordered more  
than a year, have arrived and will  
be used for the opening by Director  
B. D. Ford and his musicians. Two  
calliopes will be used again, one for  
street bally and one with the band.

Three members of the circus, Sue  
Roane, Diane Wimberly and Ann  
Bridges, are among 10 nominees for  
circus queen, being voted on by civic  
organizations in connection with the  
round-up. The queen will be crowned  
during a circus performance.

**Wallenda Sets**  
**April 4 Tilt**

SARASOTA, Fla., March 22. —  
Wallenda Circus will open at Terry  
Park, Fort Myers, Fla., April 4, it  
was announced by Vaughn Richard-  
son, general agent.

Advance ticket sales campaign for  
the April 24-27 engagement in Tampa  
under the sponsorship of Egypt  
Temple Shrine is underway, with  
books of tickets being mailed direct  
to Temple members.

Richardson announced he has con-  
tracted for a stand at Lakeland, Fla.,  
in Bryant Stadium under the joint  
sponsorship of the Shrine Clubs of  
Lakeland and Winter Haven.

Alex Neuburger, formerly with the  
Ringling-Barnum org, will be Wal-  
lenda treasurer, and J. E. Hill is  
brigade agent and contracting press  
and radio.

Jack Leontini reports that Wallen-  
da concession rights have been sold  
to Frank Torrence and Fred Er-  
wingo, both formerly featured aerial-  
ists with the Ringling-Barnum show.

The streamlined 120-foot rigging  
formerly worked by Torrence and his  
wife, the late Victoria, will be used  
in the show and worked by Arthur  
Jamison.

**THE MAYOR OF BALTIMORE**  
**ISSUED A PUBLIC LETTER LAST WEEK THAT**  
**LARRY SUNBROCK'S**  
**RODEO, INC.**

**SHOW WAS "THE GREATEST SHOW EVER**  
**TO APPEAR IN BALTIMORE." THANKS.**

**16 DAYS & NITES—32 PERFORMANCES**  
**TO 176,000 PAID SPECTATORS**

**NO AUSPICES — NO SPONSORS — NO PHONES**

**Just Good Old Showmanship by the Master, Larry Sunbrock.**

**To Stage a Rodeo You Must Have Good Cowboys, Good**  
**Cowgirls, Good Brahma Bulls, Bucking Horses — A Star Like**  
**"Ken Maynard" and Tarzan and Keep It All Moving All at**  
**Breakneck Speed!**

**WE GOT ALL THE ABOVE AND PLENTY MORE**

**We Are Now Booked Solid Thru December 1, Thanks to the**  
**Biggest Stadiums in the U. S. and Canada.**

**RODEO, INC.**

KEITH BLDG., CINCINNATI, O.

MAin 1672

**E. K. FERNANDEZ WANTS**

**FOR HONOLULU—FIRST WEEK IN JULY**

**All kinds of Auto Stunt Men, Thrill Circus Acts, etc.**  
**I will pay all transportation to Honolulu and return.**

Contact

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Care The Billboard, 6000 Sunset Boulevard  
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**NOW—WANTED—NOW**

**Act or Freak to feature. Girls for Bally and Sword Box**  
**DANCING GIRLS**  
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**WRITE OR WIRE**

**MILT ROBBINS**

Dailey Bros.' Circus, Gonzales, Texas

**STOCK TICKETS**

One Roll . . . . .	\$ 1.00
Five Rolls . . . . .	4.00
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Fifty Rolls . . . . .	20.00
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**ROLLS 2,000 EACH.**  
Double Coupons,  
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No C. O. D. Orders.  
Size: Single Tkt., 1x2".

There is Nothing Like Self-Support  
To Bring on Self-Respect.

**WE SOLICIT YOUR**  
**TICKET ORDERS**

**STOCK OR PRINTED TO ORDER.**  
**WE GUARANTEE SATISFACTION.**  
**THE TOLEDO TICKET COMPANY**  
Toledo (Ticket City) 2, Ohio

**SPECIAL PRINTED**  
Cash With Order. Prices:

2,000 . . . . .	\$ 6.60
4,000 . . . . .	7.45
6,000 . . . . .	8.30
8,000 . . . . .	9.15
10,000 . . . . .	10.00
30,000 . . . . .	14.00
50,000 . . . . .	18.00
100,000 . . . . .	28.00
500,000 . . . . .	108.00
1,000,000 . . . . .	208.00

Roll or Machine  
Double coupons. Double prices.

# Dressing Room Gossip



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For the new outdoor season be sure you get OAK-HYTEX.

Now, at your jobbers, free Oak Change Aprons with your first purchase of OAK-HYTEX Balloons. Ask for your free Memo Book, too. If your jobber doesn't have them, use the coupon and we'll see that he gets them.

### THE OAK RUBBER CO., RAVENNA, OHIO

Gentlemen:

Here is the name and address of the jobber who supplies me with OAK-HYTEX balloons. I want to secure the Oak Change Apron and Memo Book from him.

My Name \_\_\_\_\_

Jobber \_\_\_\_\_

Address \_\_\_\_\_

**CANADA'S SHOW PRINTERS**  
POSTERS, CARDS AND DATES OF ALL KINDS  
**KING SHOW PRINT**  
ESTEVAN, SASK., CAN.

**FREAK SIDE SHOW ATTRACTION FOR SALE**  
Three-Legged Calf, born Sept. 15, 1946. Right hind leg and hip completely gone. Perfectly normal in every other respect. Wt. 300 lbs. Handles itself well.  
**HAROLD THOREN, Rock City, Ill.**

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**RHESUS MONKEYS FOR RENT**  
Write NOW for our rhesus monkey rental plan. Our contract guaranteeing you delivery will be forwarded upon receipt of your order. **HEALTHY ANIMALS, FULLY GUARANTEED.**

THE FOLLOWING ARE AVAILABLE FOR IMMEDIATE DELIVERY; F. O. B. NEW YORK

MONKEYS		SNAKES	
Dog-Face Baboons .....	\$100.00 Pr.	African Ball Pythons, 4 Feet ..	\$ 40.00 Ea.
African Mona Monkeys .....	35.00 Ea.	African Rock Pythons, 4 Feet ..	25.00 Ea.
Spot-Nose Monkeys .....	40.00 Ea.	India Rock Python, 8 Feet ....	100.00 Ea.
Sooty Mangabey Monkeys (Full Crown) .....	40.00 Ea.	India Regal Python, 8 Feet ...	100.00 Ea.
African Green Monkeys .....	25.00 Ea.	India Regal Pythons, 7 Feet ...	75.00 Ea.
Macacus Rhesus Monkeys ....	25.00 Ea.		
Mother and Baby Rhesus .....	75.00		

**CHIMPANZEES**

2 3-Yr.-Old Females, Collar and Chain Broken .....	\$500.00 Ea.
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1 Female, Fully Tame, Sitting 30" .....	650.00
1 Female, Sitting 30", Cage Animal .....	400.00

**TREFFLICH'S BIRD & ANIMAL CO., INC.**  
215 Fulton Street New York 7, N. Y.

### Eagles

Our five-day engagement in Gary, Ind., was enjoyed by all. Spring-like weather and two days with no matinees helped. Most everyone spent a day and lots of money in Chicago.

An after-the-show party for the entire personnel, with the Eagles Lodge our host, was the highlight of the week.

Tom and Betty Waters were guest stars for the week. Franklin Silverlake shared honors with St. Patrick by celebrating his 14th birthday. George Lerch seems awfully lonesome these days and is always at the side of Raymond Duke, our trusty mailman. Herb Taylor breaks all records when it comes to getting the rigging up. Pauline Heerdink's new gadgety white and gold costume really is an eye catcher. Josephine Silverlake has completed some nifty spangle originals, too. Lee Lynch knows now why folks get grey.

Empress, Modoc and Judy are the snootiest girls since they toured 12 miles each day to make their personal appearances. Don McCullough's pooch, Mickey, is a bigger problem than ever since he thinks he's an orphan.

Visitors sighted included Viola, Harry and Rooney Rooks and party, Otto Gretona and son, the latter just out of the service; Marion Hamilton, of Garden Bros.' Circus; Mr. and Mrs. Ernie Young, Pat Purcell; Mr. and Mrs. Charles Zemater and son, Chuck; Mr. Canestrelli, Billy Senior, Bernice Herwitz, Charles Satajeo, Mr. and Mrs. E. W. Wittnor and Marvin James. But where were Emmett and Dorothy Sims and Harry Atwell?—DOLLY JACOBS.

### Yankee-Patterson

Mabel Stark and her Royal Bengal tigers arrived in quarters, after recently returning from Honolulu where she and her husband appeared with the Fernandez Amusement Company.

George McConnell, recently retired as head of the McConnell Insurance Company of San Francisco, has signed as special agent and will handle schools and special events. McConnell's arrival was delayed as he was in an automobile accident near Bakersfield, Calif., and is in a hospital there. George Perkins has been contracted as the show's purchasing agent.

Acting General Agent Harry Mellon is busy contracting towns around the Bay area and is at present making his headquarters in San Francisco. He will be joined shortly by General Agent Harvey Walters, who has been busy in quarters overseeing the advertising campaign. Mr. and Mrs. Herb Wilson, managers of the advertising crew, completed their billing in the Southern California cities and are en route to Northern California and Oregon.

William DeBarrie and his crew finished work on the circus Side Show, which will be new inside and out. It will have an all-aluminum front with life-size pictorial paintings creating a 150-foot banner line.

Mr. and Mrs. Alfredo Landon are decorating their house trailer. Frank Chicarello and Paul Scott completed their privilege car. Fred Bowrey is busy shearing the mules and horses for a series of acts he will manage. Norman Anderson, who has been under the weather, has recovered.

Announcer Allan Wood returned from an airplane trip to San Francisco. Jimmie Davison and Murl Claybough finished painting the new seats which arrived from Nebraska. Joe and Anna Metcalf, Mr. and Mrs. John Fairburn, George Perkins and the elephant, Shirley Temple, were featured performers at a recent birthday party given in Hollywood by Martin E. Arthur for 150 children.

The Guitierrez family is rehearsing several new acts. Virginia Wood returned from a local hospital, following an operation. She insists she'll be ready for the opening.—WALTON de PELLATON.

### Romig & Rooney

Winter still dogs us Michiganders, but one of our winter troupers, recently returned from the not-so-sunny South, says it looks good to him.

Everyone in quarters was glad to hear of the improved health of Carl Romig's father, who resides in Reading, Pa.

Looks like Elizabeth Romig will have to hire a secretary to handle her fan mail since the recent newspaper plugs. Lots of old friends are looking her up, too.

The big question now is: Who is the Red Shadow and why all the secret conferences between the Messrs. Romig and Couls?

The writer needs about six route cards to keep track of the personnel, as acts are scattered all over the State, with the Detroit Boys' Club Circus, the School Circus in Saginaw and a number of theater dates around Detroit keeping everyone on the jump.

New ticket trailer arrived and now everyone wants to sell tickets this season. It looked like circus day at a recent sale at Julius Jacobs's Stables, with Mr. and Mrs. Paul Lewis, Buster Todd, Diamond Dewey, Carl and Fay Romig and Bob Couls in attendance.—MARIJO COULS.

### Dailey Bros.

Our show was well represented at the Sunday matinee of the Clyde Beatty show in San Antonio. We saw and chatted with so many friends that a list of names is out of the question. Everyone enjoyed a good show and a friendly visit.

The shipment of young lions that Joe Hbrwath is training are proving apt pupils. One of the white spitz presented our show with five puppies, all boys. Page Ripley!

The day Mac McCall played the Gonzales school with his husky dog act, he spent one night in our old camp grounds and everyone enjoyed his visit. Some wag slipped a placard on the door of the Davenport residence. It read: "Home For Unfortunate Animals." It referred, no doubt, to the orphaned young being raised there.

Streamline Fizzle, ex-bronk busster, is hobbling around with a broken leg. The last bronk got him. Doc Pyle, his wife and daughter, Darlene, and her husband, parked their handsome trailers in the yard for a visit with relatives in quarters.

Peter Lindermann and Thomas F. Heaney departed to assume seasonal duties. They will be followed soon by R. M. Harvey, our general agent. Ned Hayes, Texas birdman, landed his low-wing monoplane in our pasture after gunning his motor three times over a phlegmatic donkey who was occupying the level spot. He taxied to the cabin sites so fast occupants of the houses were poised on the doorsteps ready to flee. But Hayes came to a whirlwind stop as expertly as a cow-pony.

We had a prevue of the new sleepers and privilege car. Mighty neat, and sturdy berths are built-in. The privilege car is arranged to conserve steps and facilitate serving, in addition to having a beautiful interior.

Visitors have included Mr. and Mrs. Ken Drake, former employees of this show, on their way to Hot Springs, and Elvin Welch, 24-hour man on the Beatty show.—HAZEL KING.

### Sello Bros.

This makes our eighth week on tour and we are finding the weather in sunny California very pleasant. The show is making all spots on schedule and not missing any performances.

Org has a new trouper now. A son was born to Mr. and Mrs. Frank Yeagler.—KAY BARNEY.

**BARGAINS! BARGAINS! BARGAINS!**  
**Used Theatrical Costumes**  
Singles and sets as low as \$1.00 and up. Hats, Shoes, Papier Mache Novelty Heads, Basket Camel and Elephant, Basket Horses, etc. You'll have fun browsing and carrying off bargains. It's worth a trip to Chicago to pick out these bargains.  
**THE COSTUME MART**  
67 E. Lake Street And 1342  
CHICAGO, ILL.  
3rd Floor Open From 12 to 5 P.M.

**CIRCUS PHOTOS**  
Historic old-timers. Bill cars of H-W, 1910; B & B, 1897; R-B, 1895; Forepaugh-Sells, 1904; H-W, 1914; Eschman Shows, 1915. Riding Acts—Davenport Family, Duttons, Cottrell-Powell, Minnie Hodgini, Konyots, from early 1900's. Parades, wagons, clowns, acts, individual performers, etc. 5x7 glossy prints, 35¢ each; 3 for \$1. List for stamp.  
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4046 Greenview Ave. CHICAGO 13, ILL.

**BOND BROTHERS' CIRCUS**  
Wants Family Act doing two or more, good Chimp Act, Trained Bears, Seal Act, Pony Drill and other acts. Can place Pony Ride. Opening April 26th. Want Boss Canvasman for 50-ft. top.  
Write 1038 Broadway, Camden, N. J.

# UNDER THE MARQUEE

Jackson C. Squires, mouthpiece so far this spring for Dern Bros., reports he will not be with any show this season.

**Mystery never solved is what the eight-foot Side Show giants stoop to do, out of season.**

James Cogswell, clown, writes from Lincoln, Neb., that he will be with Gil Gray's Shrine Circus in Aberdeen, S. D., this week.

Jack Haines, now with the Clyde Beatty Circus, and Jim Stutz enjoyed a reunion when the Beatty show played San Antonio recently.

**Larceny is wrong, and besides that, anybody who steals a sledge hammer is a glutton for punishment.**

Charlie A. (Chuck) O'Connor, former circus trainmaster, is a patient in Ward B-4 of the Veterans Hospital in Portland, Ore.

George Hubler cards from Dayton, O., he has signed his bar act with Dailey Bros.' Circus for the season. Hubler was with the Eagles Circus during the winter.

**Good trouper is one who can prove that he loves his work by not having a bank account at the season's end.**

Mr. and Mrs. Charles A. Zerm returned to the Mills Bros. winter quarters in Bucyrus, O., after a Florida vacation. Zerm will operate the Side Show on the Mills org.

Howard and Wanda Bell, who appeared in the musical show, *Broadway Revels*, in the Will Rogers Auditorium during the Fort Worth Fat Stock Show, enjoyed a visit with Mr. and Mrs. Jack Knapp, who performed in the rodeo in the Coliseum.

**By exercising a little strength of character the white-collarite will be able to refrain from helping put it up this year.**

William (Sparkplug) Goodman and wife, Rosie, will tour this season with Levy and Elmer Payne's Rhythm Rascals band. . . . Jake (Corrigan) Disc cards that Kachel's Miniature Circus at Whitewater, Wis., is worth going miles to see.

Claude A. Garner, recently discharged from the marines, cards from Warrenton, Mo., that he will be the 24-hour-man and also have the banners on the Beebe Bros.' Circus. Garner's dad, Les, will be the org's general agent.

**It's the same on every circus: the workmen who are the slowest to respond always have pushers with the loudest voices.**

Ernie Wiswell and His Dizzie Lizzie worked the Shrine Circus in Minneapolis and was added to the St. Paul Shrine program, Wiswell postcards. . . . Joe Short, midget clown, reports he had his picture taken at the Detroit zoo while en route to St. Paul for the Shrine Circus.

Mr. and Mrs. W. A. Razor and son, Walter, Brookville, O., recently called home from Florida by the death of the elder Razor's mother, plan to play spots in and around Brookville with their bull which has four eyes, four horns and a double nose, until the fairs open.

**To practically everybody, sooner or later, comes the belief that out of all the good jobs on shows, he had to get the worst one.**

Charles Oakley Barry, former equestrian director with many circuses, is now manager of the Lake

Charles (La.) Country Club; Hunter Jarreau, manager and secretary-treasurer of *The Alexandria Daily Town Talk*, who visited Barry recently, writes. Jarreau also reports visiting the Montgomery Wild Animal Circus at quarters in Eunice, La.

Al Sweeney, who handled publicity for Polack Bros.' Shrine Circus date in Chicago, reports that King Features will soon release a feature story on the Dornay Sisters, Aileen and Lucretia, members of the Giustino Loyal Troupe. Sweeney also reported that Harry Atwell, Chicago photog, has a complete layout of pictures of all the acts of the Polack Bros. org on hand now.

**When an old-timer was asked what years of his trouping life he enjoyed the most, he answered, "When I first joined and said, 'Yes mam' and 'No mam' to the cooche dancers in the annex."**

Fu, Emil Pallenberg's motorcycle-riding bear with Polack Bros., isn't too crazy about riding the noisy machine, and one night during the Chicago engagement she clawed her trainer on the right leg, from knee to ankle. Pallenberg, after being treated in the org's first-aid room, went on with his act the next day. On Tuesday (11) Pallenberg had Fu at Goldblatt's department store for Jimmy Costello's radio program of *Let's Have Fun*.

Lee Norman, Grand Forks, N. D., undertaker who at one time was a legal adjuster, was stricken with a heart attack while attending the Shrine Circus in Minneapolis recently and is confined to a Minneapolis hospital. . . . John J. (Posters) Anderson, of Cincinnati, reports that Marshall Green, Sparks' general agent, is resting comfortably, but it will be several weeks before he will be released from the hospital.

**Many of the old-timers who are concerned over the number of First of Mays entering the biz were once First of Mays who worried other old-timers.**

Mr. and Mrs. Tom Gregory entertained Mr. and Mrs. Harry Thomas, Harold and Eileen Voice, Freddie and Mickey Freeman, Felix Adler, Dick Lewis, Otto Griebing and Mr. and Mrs. Joe Lewis during the Cleveland Grotto show. . . . Stopovers in Peru, Ind., after the Cleveland show were Tuffy and Gracie Genders, Jean Sleeter, Joe and Bebe Siegrist and Mamie Ward, en route to Bloomington, Ill., and Mitzie Fein, en route to Sarasota, Fla.

Mr. and Mrs. Jose Tomas and Mr. and Mrs. Arturo Trostl, all natives of Austria, recently appeared before immigration officials in Tampa, to seek U. S. citizenship. Trostl is better known to circus followers as Arturo the Great, wire act with Ringling-Barnum, while Tomas is the caretaker for Gargantua and Toto, famous Ringling gorillas.

Charles J. Meyer, general agent for the James M. Cole Circus, is back at his home in Elizabeth, N. J., after a two-week trip to Dallas, Houston, Galveston and Paris, Tex. "In South Houston I saw the sad sight of the remains of the Christy Circus, including cages and baggage wagons, rotting in the sun," Meyer wrote. Meyer is making his home his headquarters while conducting business for the Cole show in New York.

Roy Barrett, who has been vacationing in Los Angeles the last nine weeks, is with the Polack Eastern unit No. 2. Following his appearances with Polack at Lansing and Akron, Barrett will work for

Barnes-Carruthers in the Chicago Stadium and Detroit Olympia Arena. Barrett says while in Los Angeles he visited with Bones Hartzell, Curly Phillips, Ray Harris, Slats Beeson, Tom Plank, Jimmie Woods, Abe Goldstein, Jimmie Reynolds, Lawrence Swalley, Art Larue, Fay Avalon, George Perkins, Nate Lewis, Buster Cronin, Eddie Brown, Spud Redrick, Betty Miller and Mabel Stark.

**Annex Annie, blow-off entertainer, advised from Dallas: "I find that there is no rhythm in a Chinese laundry and will positively return to the white tops this season."**

The Hall of Oddities, Side Show at the Cleveland Shrine Circus did a big business, despite some bad weather. Show was booked and produced by Achmed (Doc) Hagaar, of Detroit, who retires from the Side Show business. He will devote his entire time to the Zombie Castle. Line-up of the Side Show was Floyd Larsen and Doc Hagaar, front; Tom Foreman and Joe Wilson, ticket boxes; Howard Fitzpatrick, front door; Melvin Burkhardt, magic and master of ceremonies; Dorothy Lauther, rag pictures; Musical Reeses, novelty act; Dolly Joyce, Atomic Wonder Girl; Dolly Regan, Ossified Girl; Mary Labadio, blade box; Slick Burke, Anatomical Wonder; Gilbert Ray, World's Tallest Man; Paula Alley, World's Smallest Girl; Mary Pierce, Punch and Judy, Mickey Mouse, and Annex.

Casper H. Hinkle, owner of Hinkle's Mechanical City, writes that he recently completed another mechanical show, a complete circus which consists of 21 animals, 16 clowns, plus a Side Show. It will be added to the mechanical city this season. Hinkle says his show, which has been on the road for years, took five years to build, contains 5,000 pieces, is made and assembled by hand, and has 106 objects acting and operating all with one motor.

Ray Brison is still playing club dates with his magic act, while his sons, Raymond and Leland, who had the Raymond Lee Circus out last season, have passed their aviation tests and expect to get their licenses any day. Brison also reports that Ed McIntyre, a former acrobat, is in the storm window business in Reading, Pa.; that Jack Haines, clown, who was off the road the last two seasons, is getting ready to join a circus in Texas; that Bright Jones, circus musician, who, since quitting the road has been office man for the Bobbie Dease Theatrical Agency, suffered a stroke recently and is confined to his bed. Brison says he attended the funeral of George (Shorty) Shively, brigade manager of the James M. Cole Circus last season, in Pottsville, Pa., February 14.

Jimmie Heron reports his Wild Life and Animal Oddities Exhibit, which showed in a large store on East Houston Street, San Antonio, played to capacity crowds and the same was true at the 15-day stand at the Washington's Birthday Celebration in Laredo, Tex. Recently the show, thru the efforts of Al Clarkson, show's press agent, landed a column of pictures in *The San Antonio Light*. Heron reports recent visitors included Cash Wiltse, Art Miller, Frank Lee, Bill Moore, R. E. Lange, Jack Ruback, Mr. Stark, superintendent of the San Antonio Zoo; John Foss, Homer Trimble, Butch Cohen, Jack Turner and Mr. Duggen, of Gonzales, Tex.

**One-Ring Slim said, "I'm a good boss canvasser, crackerjack general agent, A-1 press representative, master builder and versatile secretary and manager, but circus owners won't give me a job because I'm too smart for them."**

**WANTED WANTED**  
**SIDE SHOW ACTS**  
**MILLS BROTHERS' CIRCUS**  
 Due to disappointment one more good Freak, also several Working Acts, Fire Act, Sword Swallower, good Torture Act, Musical Act; in fact, any Side Show Act. State all in first letter, no time to lose. Show opens middle of April. Robert Huddleston, mailed you contract; would like to hear from you. All mail to CHAS. A. ZERM, Box 331, Bucyrus, Ohio.

**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

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 Have You Seen  
**"Today Is Circus Day in...!"**  
 An Advance Itinerary of All Circuses (1 Sample Copy FREE on Request) SENT TO YOU WEEKLY AT 10¢ THE COPY.  
 Send \$3.00 for 30 weeks' Subscription to  
**CHARLIE CAMPBELL**  
 BOX 304, SYLVIA, N. C.

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 1946 Resurrected and Restored Parade Wagons, Lion and Mirror; Asia; France and beautifully carved Air Gallopers; six-up, Plumed Horses, Sunburst Wheels, Velvet Banners—Revival of 1938 Parade Splendor.  
 8 CLEAR POSTCARD VIEWS \$1.00  
**KEN MAYNARD CIRCUS WAGONS**  
 7 Tableaux, 4 Cages, Air Gallopers, etc. Carvings—Sunburst Wheels.  
 19 Big, clear photos, almost postcard size, \$2.00  
 A. K. BRILL, 228 N. University St., Peoria, Ill.

**WESTERN SADDLES**  
 Saddles and Stockmen's Supplies At Saving Prices Satisfaction Guaranteed 40 Years of Experience  
 Write for big free Catalog.  
**Western Saddle Mfg. Co.**  
 1314 - 17th St., Denver, Colo.

**CIRCUS RELICS**  
 Selling late Chris Shulties hoard—For Mrs. S. Programs, Letters, Heralds, Routes, Cards, Bills, from W. W. Cole, B. & B. Howe, 4-Paw, Cooper-Bailey to 1925 Main. Photos—Jumbo at W. Q., Chang, Wild Men Borneo, Scarce Old Wagons, Loaded Plats, Lot, Billing, 5x7—65¢; 12 for \$7.50. 3-Page List-2 pix for dollar bill. P. M. McCLINTOCK, Box 891, Franklin, Pa. Will buy all old Circus, Uncle Tom, Strong People items.

**SPAR BROS.' CIRCUS**  
**WANTS**  
 Acts for winter and summer season; Low Aerial, Ground, Clowns and Small Show Agent with car.  
**WALTER HARTER, R. R. 4, Greenfield, Ind.**

**WANTED**  
 WORKINGMEN, CANVASMEN and SEMI-TRUCK DRIVERS. Wire or Write:  
**RAYMOND A. WALTON**  
 ★ **JUNGLE ODDITIES** ★  
 711 Grant Street DANVILLE, ILL.

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 Large Assortments, \$5.00 and \$10.00. Anything Made to Order—Send Full Details. Thousands of Items in Stock—FREE LISTS.  
**"HAPPY" MORGAN'S CLOWN HEADQUARTERS**, 2404 N. Fifteenth St., Philadelphia, Pa. (Clip and Save This Ad for Reference)

**WANTED**  
 Small Colored Band, six or seven pieces. Long season, actual playing about two hours a day. Dining car facilities and sleeping accommodations. One and two-day Stand Tent Show. State all, including salary in first letter.  
**W. T. MADDEN**  
 Madden-Stillian Co. Lake City, Iowa

**TIGHTS**  
**UNION SUITS — LEOTARDS — LEG PADS**  
**M. A. OSBORNE** 827 BERGEN ST., BROOKLYN, N. Y.  
 Established 1842

# CAVALCADE IN NEW COMPANY

## Buddy North Named Prexy

Wagner retains boss role—  
Bel Geddes, Anderson will  
lend talent in building org

(Continued from page 46)

timated that Michael Todd, who recently sold his interest in Delmar, Calif., race track, may become interested in the circus.

### Enlarge Cavalcade

First step on the new firm's agenda will be to improve the Cavalcade as much as possible, and North already has taken steps in that direction even tho he will not be able to report for full time service until April 1. He is now completing a two-week naval reserve training cruise.

Plans call for an additional 10 cars on the Cavalcade in 1948, the show to go out this season with 54 as originally planned by Wagner before the present set-up was made.

North's activity so far for this season includes the contacting of European agents to get new freaks, novelties and animals for the midway, to be delivered in time for the fall fairs. He has arranged to have Norman Bel Geddes, who designed many of the futuristic buildings for the New York World's Fair, both for the entertainment and industrial zones, to make a trip to Mobile immediately to make whatever improvement he can design for the front entrance and the midway shows.

### John Murray Anderson In

As soon as John Murray Anderson, New York producer, completes his task of arranging the Ringling Bros. and Barnum & Bailey presentation for this year, he too will journey to Mobile to have a hand in the production of midway shows.

Carlton Winkler, light technician for Billy Rose, has been engaged to check over all lighting on the Cavalcade, both inside and out, and to assist the present working crew in modernizing it all the way. New costumes for all shows and ride personnel will be ordered thru Brooks of New York, costumers for Ringling-Barnum, Sonja Henie ice show and other big productions.

North, according to Tavelin, will contact Steve Hannegan, one time tub thumper for the Indianapolis auto race classic and now head of a national publicity firm, on the handling of an over-all exploitation campaign for the new company as well as for the Cavalcade.

Tavelin pointed out that North's first interest after the Cavalcade is rolling will be the organization of a new circus. North served as assistant to the president of the Ringling-Barnum show from 1938 thru 1942. However, he will spend as much time with the Cavalcade as possible.

Wagner will remain in complete charge of the Cavalcade operation, and he announced there will be no changes in his present staff.

An opening date for Cavalcade has not been officially announced, but it is generally understood around winter quarters here that the first bow will be taken at the Memphis Cotton Carnival early in May.



HENRY RINGLING (BUDDY) NORTH will get his first taste of carnival business as president of the Pacific Eastern Amusement Company, recently formed org that will operate the Cavalcade of Amusements. Al Wagner is executive vice-president of the new firm and will continue as general manager of the Cavalcade.

## World of Today Opens April 5

MUSKOGEE, Okla., March 22.—World of Today Shows will open the 1947 season here April 5. Those already on hand in local winter quarters include Jack (Preacher) Munroe, Side Show; Ray Ayers, Girl Show; Bill Starr, legal adjuster; Mr. and Mrs. Izzy Wells, Art Signor, Mr. and Mrs. Noble Fairly, Eddie Clark, Bob Switzer, Bob Harris and French LaDaux.

Mr. and Mrs. L. C. Reynolds, who have been in quarters for a month, left on an extended trip north. Mrs. Fairly is improving rapidly following a recent operation.

## American Eagle Hit By Tornado in Miss., Postpones Opening

YAZOO CITY, Miss., March 22.—A tornado March 12 struck winter quarters of the American Eagle Shows at colored fairgrounds here, damaging shows equipment and forcing Owner-Manager Danny Arnett to postpone org's opening.

Damage ran high during the five-minute blow. All buildings on the grounds were demolished. Fortunately, several of the org's trucks, fully loaded with equipment, had left quarters a few hours before the tornado hit. However, the wind tossed over a new truck loaded with a new Merry-Go-Round and caused considerable damage. House trailer roofs and windows were shattered by hail.

Org's opening had been set for March 15. Due to the amount of repair work to be done, opening probably will be delayed until April 5.

## Lee Bostwick Is Signed as Home State General Agent

BATESVILLE, Ark., March 22.—Lee Bostwick, former owner of the Dixie-Land Shows, has been signed as general agent of the Home State Shows, owners Carl Larsen and Don Trueblood announced.

## Ops Unlimber Bankrolls In Effort To Land Star Attractions for Midway

### Trend Is Definite Toward Top Flash, Meritorious Shows

CHICAGO, March 22.—Operations at winter quarters in various sections of the country indicate that carnival owners generally have come to realize that more attention must be paid to meritorious presentations on the back end of their organizations, and the trend is definitely toward making it bigger and better—and not strictly in a conversational manner. Operators have been seen around act booking agencies with more regularity, seeking talent to put under canvas, and they have been combing the lists in an effort to locate "names" that will be of value in obtaining better fair and sponsorship contracts, and that will help break down the publicity barriers and lure extra cash customers thru new, brightly flashed outside entrances.

## Triangle Opens In Wilson, N. C.

WILSON, N. C., March 22.—Triangle Shows toss back the wraps and open their season here today.

Org is spotted on a location 50 feet over the city line. It is a break-in date for the lot. Heretofore, shows have played on a lot adjacent to the fairgrounds, but that lot has been sold and is now lost to shows. New spot is on the Rocky Mount Highway and is near to downtown Wilson.

George Barnett checked in a few days before the opening, arriving with his wife from Troy, N. Y., in a 1946 semi-trailer. Bill and Eddie Thompson and Mike Roman arrived from Florida. Roman has the custard and arcade.

Clementine Coffey made a hurried trip to New York, where she purchased wardrobe and scenic equipment for her show. General Manager Shapiro made a pre-opening trip to North Tonawanda, N. Y., to supervise the loading of a new Looper and discuss the possibility of the purchase of another ride from Allan Herschell Company. En route back, he stopped in Pittsburgh and picked up a new 32 semi-trailer office constructed by the Fruehauf company. Trailer is painted in white enamel and lettered in gold, with the show's slogan across both ends and the show's insignia on each side.

## Capell Bros. Open In McAlester, Okla.

McALESTER, Okla., March 22.—Capell Bros.' Shows bows for 1947 here tonight under auspices of the National Guard. Equipment was moved during the week from winter quarters at Haskell, Okla.

All equipment has been overhauled and painted and a new 25-foot front entrance built and mounted on two 20-foot semis. A new 24-foot office trailer also has been built, new light towers erected and all new canvas purchased.

A new feature is the Capell Bros.' Wild West and Rodeo, purchased last fall by H. N. Capell. It is under direction of Jack Carpenter.

Org's executive staff consists of H. N. Capell, manager; Mrs. H. N. Capell, secretary-treasurer; Raymond Spencer, general agent; J. N. Bennett, special agent; Ed Whalen, legal adjuster; Robert Capell, concession manager; Jack Capell, ride superintendent, and John Boyle, electrician.

### A Tough Investment

Some operators believe that Hennies went off the deep end when he signed the contract, as it is quite generally understood that the Rand show will have to gross approximately \$150,000 before Hennies can start to realize anything on his investment. On the other hand, Hennies believes that the expensive investment in Rand will pay off in the long run, even if the show does not get its nut.

"Rand's name and her ability to meet and talk to newspaper, radio and other important people will prove a great asset, and we will have something that our publicity crew will be able to take advantage of," Hennies declared. "I believe that a heavy investment in Rand will get many extra dollars thru the outside gate, and that other attractions will benefit, too. At the same time there is always the chance that her own show will turn in a profit. At least, I think it is well worth the gamble."

Down in Mobile, Al Wagner is busy changing the plans of his Cavalcade of Amusements midway, and all showbiz will watch this experiment with keen interest.

It is announced in this issue of *The Billboard* that Wagner has tossed his lot in with a group of financiers and showmen to form the Pacific Eastern Amusement Company, which will operate the Cavalcade, and its long-range program includes the building of a new circus for the 1948 season.

### Has Prominent Advisers

Wagner will have the benefit of the experience of Henry Ringling (Buddy) North in charting the course of his organization, and North already has made arrangements to have such well-known showmen as John Murray Anderson and Norman Bel Geddes take a hand in framing the show for the coming season. Anderson will work on show production, with Bel Geddes putting the finishing touches on the fronts and general flash.

Wagner announced that he has (See OPS UNLIMBER on page 60)

# SHORTAGE OF PRESS AGENTS

## Showmen's League Banquet Set for Palmer House Dec. 2

CHICAGO, March 22.—The Showmen's League of America, which has held its annual banquet and ball in the Sherman Hotel here each year since 1932, this year will hold the event in the Palmer House, Tuesday, December 2.

The conventions of the American Carnival Association, the International Association of Fairs and Expositions and the National Association of Amusement Parks, Pools and Beaches, however, are scheduled to be held at the Sherman Hotel.

Announcement of the shift of the SLA banquet and ball to the Palmer House was made by Art Briese and Al Sweeney, co-chairmen of the event, who said that the Palmer House offered superior accommodations.

It will be possible to seat a total of 1,510 at the banquet in the Palmer House. This compares with 1,402 maximum capacity in the Sherman, the co-chairmen pointed out. Last year the Sherman Ballroom was sold out and there were many turn-aways.

Better vision is also possible in the Palmer House, they added. The Palmer House Ballroom and its balcony will seat 1,160, all with unobstructed vision. Moreover, an additional 350 can be seated in the foyer.

In the Sherman Hotel it is possible to seat 1,100 in the ballroom, but the vision of a considerable number is marred either by posts or by the stage. Moreover, those who sit in the rooms off the balcony find both vision and hearing difficult.

Briese and Sweeney said that they will announce subcommittees for the event next week.

## Jackson, Miss., Biz For Wallace Bros. 20% Over Last Year

JACKSON, Miss., March 22.—Favored with ideal weather thru the greater part of the week, Wallace Bros.' Shows, making their 1947 debut, were running 20 per cent ahead of last year's gross, Ernie Farrow, org's manager, reported. Farrow, expressing delight with business here, said, "If this is a barometer of what 1947 will be, it should be a great year for all carnivals."

Show, which moves to Jackson, Tenn., next week for a week's stand, presented plenty of flash here. The all-new panel fronts, built during the winter, aided by plenty of neon, caused much favorable comment.

## Eastern Orgs Set For April Openings

NEW YORK, March 22.—Before mid-April carnival activity will be quite general in the New York-New Jersey and New England States territory. Among shows set for early opening here are Caledonia Shows, Kingston, N. Y., April 3-12; Penn Premier, Trenton, N. J., April 4-12; Gerard's Greater, suburbs of New York, April 5; Sam Tassell, Lakewood, Lakewood, N. J., April 7; B. & V., West New York, N. J., April 12-27; Ross Manning, Port Reading, N. J., April 17, and Coleman Bros., Middletown, Conn., April 17.

## RAS, Cavalcade In Battle for Davenport Date

DAVENPORT, Ia., March 22.—Which carnival—Royal American or Cavalcade of Amusements—will be the first to show this year in Davenport, Ia., is still undecided.

At a meeting of the committee-of-the-whole session Tuesday (18), Alderman Fred Gerdes, member of the police and license committee, announced his committee had taken favorable action on the application of Kaaba Temple of the Shrine to sponsor the first show in Davenport this year on the grounds the Shrine had filed the first application. Kaaba Temple is sponsoring the Royal American Shows, June 14-21. The American Veterans of World War II had filed a request to sponsor the Cavalcade of Amusements June 7-16, but Alderman Gerdes announced the petition had been denied.

### Counsel Objects

Attorney Martin F. McCarthy Jr., counsel for the Amvets and the Cavalcade org, objected to the committee's action. He pointed out the new carnival ordinance, passed by the council February 5, did not become effective until February 21 and that he filed his application on that date, posting a \$2,000 bond as required by the regulation and a check for \$500 to cover the license. The Shrine, McCarthy said, filed its application February 7 before the ordinance became effective.

Alderman John Fell, also a member of the police and license committee, said he had approved the Shrine's application under the impression it was the first request filed. "From all indications, I have been misinformed and I want an opportunity to reconsider," Fell said.

Cavalcade of Amusements and Royal American staged a heated battle last year in the race to obtain the (RAS, Cavalcade Tangle, page 62)



JACK DEMPSEY, now refereeing wrestling as one of his many gainful occupations, tries a finger-lock on Jimmy Strates (right), who was a wrestler before building the James E. Strates Shows. They met recently in Jacksonville, Fla.

## Great Sutton Opens In Sikeston, Mo., Under Lions' Club

SIKESTON, Mo., March 22.—Great Sutton Shows will be launched here March 29 under auspices of the Lions' Club.

Org will open with 11 rides, 10 shows and 45 concessions. Six neon light towers will adorn the midway. An 80-foot entrance arch, covered with neon, will front the mile-long midway, and over 2,000 feet of neon will be used to decorate shows and rides.

Organization will carry a complete shop and the large building program will be continued, as three more neon show fronts are scheduled to roll off production, prior to the fair dates. Shows will move on a fleet of 29 semis and three straight trucks.

## Conklins' Modernistic Theme Points Up CNE's New Midway

TORONTO, March 22.—With its \$10,000,000, five-year expansion program pointed up to reveal the Canadian National Exhibition here as the World's Fair of Tomorrow at its completion, Elwood A. Hughes, CNE manager, last week released architectural drawings depicting proposed new midway features and the modernization plans for present buildings.

Release of proposed set-up is in line with exhibition's move in granting to J. W. (Patty) Conklin, president, and Frank R. Conklin, vice-president, of Conklin Shows, Brantford, a five-year contract for midway operations. Five-year lease to the Conklins, who held the contract here for five years prior to the war, was made to permit the brothers to erect permanent buildings to house the midway on the style of the New York and Chicago World's Fairs.

Altho current plans have yet to be approved by the city council, the erection of a permanent midway has been okayed by the civic parks committee and proposed layout will be submitted to the council at its next meeting, Hughes said.

Every building to be erected on the midway is to be of modernistic ex-

hibition design and all will be an attraction in themselves. John C. Ray and George W. Kadel, industrial architects, have completed designing the Penny Arcade, an innovation in modernistic motif. Various rides on the midway are to be housed in permanent structures and when the Stanley Barracks area is taken over it will be used for the construction of a permanent coaster layout.

Contemplated revision in fronts is extensive and officials indicate the job designers and architects are doing on such attractions as the Laff in the Dark will prove a revelation to midway goers. A proposed Swimcade to be erected at a cost of \$35,000 will feature water ballets, championship swim contests and 225-cubic inch speed boat races among others. Entrance to the new attraction will be attractively painted and illuminated by indirect lighting.

Other attention arresters will include a completely modern Hall of Science, which will be presented in the 1947 edition, and a new entrance for the General Exhibits, which will be constructed over the present entrance to the building.

## Heavy Dough Used as Lure

Ops see need for heavier flacking in future—bill-posters also hard to find

CHICAGO, March 22.—There's a crying need for press agents and bill-posters, but few are heeding the call. "There just aren't any press agents available in the carnival field," an exec of one of the nation's largest railroad shows declared in explanation.

And he should know; he's been on an intensive and as yet unproductive, press agent hunt for weeks—and he's willing to pay good money to the right man.

### Offers Enough

"Yes, we'd go as high as \$175 to \$200 a week for a really good man, but where can you find a good man now available in the carnival field?" he countered in answer to a question whether the job offered enough money.

A show press agent has to have plenty on the ball; more than a circus press agent, for instance, carnie owners say. The job is more demanding. There isn't quite as much to sell and the selling isn't as easy. Moreover, it requires the ability to dream up an effective idea and the know-how to swing sound promotions, such as kids' matinees, show owners point out.

Some of the more publicity and promotion-minded carnival executives are willing to put out adequate pay for a press agent. But they expect results in return. And that means they'll pay off to a conscientious, effective producer and won't tolerate a lush or one easily diverted from his duties.

### See Need for P. A.'s

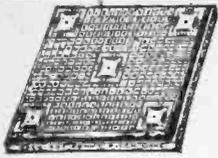
Some won't have any but single men. "When they're married, they may start the season on the road alone, but before long they want to bring their families along, and it doesn't work out," one executive pointed out. "And, when they're paying their expenses on the road, while maintaining a home for their family, they can't pile up what they think they should during the carnival season. Result is they lose interest."

The more far-sighted execs in the field foresee an increasing need for press agents. Most agree that biz this year will be good, but they concede an extra effort over recent years will be needed to keep it good. In another year, tho, they believe all the stops will have to be pulled to keep business up.

### Push Promotions

Special promotions, such as kiddie matinees, will be pushed harder. Some of the shows will go stronger for free acts, and, as one exec pointed out, there is not much use in going in for free acts unless their appearance is well exploited. Too, some of the shows, in their drive to hold business, will frame some strong feature—and this, too, will require strong publicity. There may be a turn towards "names" on a show. Hennies Bros. this year is bringing out Sally Rand and her show, and the Rand unit is rated as loaded with potent publicity material.

Promotions, such as kiddie mati- (See Shortage of Press on page 62)



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**MIDWAY CONFAB**

Louis G. King has joined Bright Woodland Avenue, Philadelphia, will be back at Woodside Park this season, his third at that spot.

Frank R. Conklin, of the Conklin Shows, was in Chicago recently on business.

In Florida the past winter, troupers who owned lots would have gladly swapped them back to the Indians for blankets.

B. L. Brodbeck writes to refute a report that V. H. (Mike) Rockwell was at one time connected with the Brodbeck Shows.

James Rapple has shuttered his Sharon, Pa., photo studio and accepted a job as billposter for the Majestic Greater Shows.

Bill Ross, Somerville, Mass., son of a former trouper, will be out with New England carnivals this year. He recently was discharged from the army.

F. J. Dowland, manager of the Dowland Midway Attractions of Wisconsin, spent several days in St. Louis on a buying expedition. He was accompanied by C. W. Radtke.

Jack Ruback and Ted Custer visited the Clyde Beatty Circus in San Antonio Saturday (15) and were entertained by Bill Moore, legal adjuster. Both praised the performance.

Beauty of having a co-operative policy is neither the office nor its bosses can squawk if anything goes wrong.

Emil Hansher got a publicity break when a Milwaukee Journal photographer snapped him gallantly assisting the housekeeper of the Towne Hotel out of an elevator that was stuck between floors.

Mrs. J. J. Page, owner of the J. J. Page Exposition Shows, has purchased an eight-tub Octopus from the Royal American Shows. Ride has been shipped to org's Johnson (Tenn.) winter quarters.

Fred Walters, Milwaukee bingo operator, won the recent three-cushion billiard championship at the Antlers Hotel, Milwaukee. The boys chipped in and bought him a special



HAROLD LLOYD, famed movie comedian, is not in the carnival business but evidently he enjoyed himself hob-nobbing with David B. Endy, left, and Louis (Stretch) Rice (right) recently at the Latin Quarter, Miami Beach, Fla. Lloyd visited Endy Bros.' Shows on the midway at the Dade County Fair, Miami.

General agent who planned an early opening for his show near the Great Lakes has already ordered his ski wax. cue with his initials in gold on the handle.

Eddie Elkins is joining the B. & V. Shows, which are set to open in West New York, N. J., April 12. Eddie's car was stolen and wrecked recently in Florida.

A. C. Hill writes he recently visited James H. Drew Jr. in Shelby, N. C., and reports Drew has built a string of concessions which will open in Washington April 3.

Jimmie Helman, who has a photo studio and small Arcade at 7133

Bernice Lamb Jackson advises from Sheffield, Ala., that the L. B. Lamb Shows will open their season at Reynolds Ball Park there under police department auspices. She adds that many of the personnel from last year will be back again this season.

What happened to lots of bonuses last fall goes to show that one should try and remember the fine print in a verbal contract.

The Robinson (frozen custard) family has sold its complete unit to

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Care Royal Exposition Show St. Augustine, Fla.

H. R. Taylor. Latter has been playing Florida fairs with the assistance of Mr. Robinson while the latter's daughter, Helen Louise, took a trip to Los Angeles. Her mother left this week by plane to accompany her back to Florida.

Geraldine Gerald cards from Glens Falls, N. Y., she and Marguerite Clark will be back with Claude Bentley on the James E. Strates Shows. Marie Ralph writes from Cincinnati that she has been residing there since she retired from the road in 1940, having married G. DeMathes, and is the mother of two boys.

Eddie Owens, lot superintendent with a number of the big ones in the past and this season again wintering in Miami, and Clif Wilson, entrepreneur of reptile exhibits, vacationing in the Florida garden spot, shoot us programs from Gulfstream Park, where the boys are wont to gather when their scratch runs low and their pokes need a reloading.

Harry R. Walker, of Dartmouth, N. S., who died recently, toured Nova Scotia each season for many years with his Walker Shows. Several years ago he sold equipment to the Bill Lynch Shows, Halifax. Walker then became a road showman for films. An unusual feature of his life was that he had been active for over 35 years as a Sunday School teacher.

True showman is one who shouts fiercely about not seeing any publicity in newspapers, but reads nothing but headlines and funnies.

R. E. Fennell, former secretary of J. F. Sparks Shows and until recently with Royal Crown Shows, is returning to Birmingham to organize a ride unit, which he plans to spring in the Southern city about May 1.

Art Petit advises from Leesbury, Ga., that he recently joined Franks Playland Shows with his twin trains, sound truck and five concessions.

Bert H. Britt and Harry Beach, ride operators on the Wade No. 1 shows, are en route here from Tampa, where they wintered. H. L. Dawson, former sound service operator for carnivals in Michigan, is now chief engineer of the new Hotel Radio Corporation, which is bringing out a new coin-operated type of radio.

W. G. Wade Jr. has the new kiddie ride which he developed in operation on the No. 2 Unit. Edward (Bubbles) Bennett was marooned for two days in a private home on the outskirts of Buffalo when the snowstorm overtook him on the road en route back to Detroit. Doc Hagaar, ride builder, was host at a housewarming in his new apartment here.

Increase in the price of paper at last provides the perfect excuse for not having letterheads or answering letters from ads.

Manny Brown, Eastwood Park concessionaire, has returned from a visit to California. Bob Klein, general agent of the Cavalcade of Amusements, is convalescing from the flu at the Fort Shelby Hotel. Jack Gallagher reports delivery of a new Caterpillar for the Playland United Shows. Joe Bennett, his partner, reports they plan to open March 25 at Brooklyn and Michigan avenues.

George Gordon cards from Eustis, Fla., that Alexandra has rejoined the Joe E. Hilton Side Show on Royal Exposition Shows as annex attraction. Ruth and Jay Williams will not. (See Midway Confab on page 58)

### POPCORN HEADQUARTERS

SPECIALS: 1½ Oz. Boxes, \$6.75 M; 1 Oz. Boxes, \$6.00 M  
ARMOLA SEASONING — 31c Lb. (400 Lb. Bbls.)

Pace Poppers — New and Second. Hand Manleys — Pronto Warmers.  
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Orders now being booked for the 1947 season. Complete stock on hand. Assortment includes small, medium and large pieces, very attractively painted. We deliver. For further information write:

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For more and bigger profits this year, be sure to read our full-page ad on page 51 in the Equipment Review section of this issue.

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### BUMPERS AND MAULS—1947 HI-STRIKERS

LAPEER HI-STRIKERS FOR 1947 are supplied in the same way as we receive the orders. ONE SIZE ONLY, 25 ft., in 3 sections; the weight is about 275 lbs. Price, \$143.50; less \$17.00 if the REFLECTOR OR TOWER is not wanted wired for LAMPS. Shipment made soon as possible. Two Mauls, Chaser, 12" Gong and Guy Lines CRATED and Boxed F. O. B. Lapeer, Mich. Wire your order or get free details quick. Estab. 1906.

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\$150,000 Project

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80 towns to draw from within a radius of 35 miles, with a population of 350,000 or more.

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Concentrates, Extracts, Colors and Compounds. Pure Concentrated Apple Cider, Extra Strong Root Beer. Flash Bowls, Hinky Dink Glasses, and Circus Glasses, Vortex and Paper Cups, Tin and Wood Spoons, Peanuts, Pop Corn, Paper Bags, etc. Powdered Skim Milk, Malted Milk.

WRITE FOR TROUPERS' PRICE LIST.

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QUEEN OF THE FLYING RIDES

## FLYING SCOOTERS

**BISCH-ROCCO AMUSEMENT CO.**

5441 COTTAGE GROVE

CHICAGO, ILL.

## Midway Confab

(Continued from page 57)

return to the road this spring, the former reports from Jesup, Ga. Both will leave soon for Jacksonville, Fla., where Jay will enter Riverside Hospital to undergo treatment for his eyes.

Membership cards in the Sioux Indian tribe were received in St. Louis by John K. Maher, to be known as Chief Keeps 'Em Riding; Mrs. Louise Howe, Princess Sunshine; Euby L. Cobb, Chief Keeps the Records, and Frank B. Joerling, Chief Inks the Boosts. This was signed by Chief Sugar Brown, tribal chief and attested by Doc Waddell, pastor of the tribe.

Mr. and Mrs. M. C. Potter reached the International Shows' winter quarters at Morris, Okla., where the side show is being readied. Chief Rain-in-Face, who will be featured as a glass-eater, is in charge of the painting. Others who will be with the show are Edna Chinese, torture box; J. D. Gardenshire, with Pa and Ma, in musical act; the Ape Boy from Kentucky; Lilly Ray Garrison, annex, and Gordon Walsh, ticket box.

Larry Loucks was a visitor to the Chicago office of *The Billboard* while en route from Rockford, Ill., to Cleveland, O., for the sports show, where he and his partner, J. N. LeLievre, have the short range gallery and trap shooting. Loucks reported that Solly Fields and Red Kelso were at the Rockford sports show. After a swing around the sports show circuit, Loucks will join the Gem City Shows with three concessions.

Line-up of Bill McIntyre's Side Show on J. J. Page Shows includes Herman Martin, front; Mike Delemau, door; J. E. Kiesel, inside supervisor; Old Joe, monster crocodile; Bill McIntyre, snakes; George Panzella, magician; Joe Richard, head hunter; Tadu, Budha; Mary and Stella Johnson, illusions; George Biltz, escape artist, and E. H. Knox, annex attraction. Opening, says McIntyre, is set for April.

Roger E. Haney visited in St. Louis, en route to his home in Kansas City, Mo., after completing a 6,000-mile trip thru the Southeast and Southwest contacting most of the outdoor shows and parks. He reports selling nine new Pretzel rides. After a short visit at his home in Kansas City, he will leave for St. Joseph, Mich., to install more ride equipment at Silver Beach Park for his own operating company.

With materials as scarce as they are, supply buyers should at least hustle enough material to build one show front to guarantee the master builder job security.

Ben Morrison, promotion man, is leaving with his wife for three weeks in Hot Springs, and then to California, where he plans to stage some events before returning here later in the summer. . . . Frank Rupp will join the W. G. Wade Shows with three rides on their next city lot. . . . Fred W. Miller is rebuilding his cookhouse here. . . . Harry Manas is rebuilding his corn game, preparatory to joining the W. G. Wade No. 1 Shows.

Leon Long writes he visited Leon Claxton with the *Harlem in Havana* revue on the Royal American Shows at Tampa and Orlando, Fla.; Fat Head Williams and Messaround Brown, of Endy Bros.' Shows in Miami; Kid Lewis Barton at the winter quarters of the *Florida Minstrels*; Tom Johnson, manager of the colored show on the Bistany Greater Show,

## FOR SALE

A Complete Assortment

NEW TRAILERS

All Lengths

VANS - FLATS - STAKE SIDES

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OPEN MONDAY, MARCH 31ST

SHOWS—Can place one more Grind Show.

CONCESSIONS—Will book the following Concessions ONLY, all others taken: Arcade, Photos, Novelties, Crab, Coca-Cola and Guess Your Age and Weight.

HELP—Ride Men on all Rides (will place your wives to sell tickets). Truck Drivers. Man to take charge of Front Gate and Marquee. Bill Myers, come on. Can always use USEFUL SHOW PEOPLE in all departments.

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25 YEARS PRODUCING  
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EXCELLENT QUALITY

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Small yellow hullless with a sweet nut-like flavor. The choice of poppers who care. We specialize in BABY GOLDEN POPCORN.

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Samples and Prices on Request.

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38 passenger. Good condition. Best offer takes.

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Independent Rides, Show, Concessions or Carnival. Small Circus and Tent Shows for May, June.

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Auspices American Legion Post 169.

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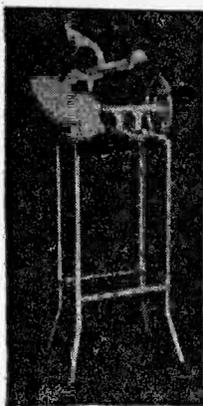
Sound Truck with complete electrical equipment and flood lights, Popcorn and Ice Ball Trailer and High Striker.

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**ECHOLS ICE SHAVING MACHINES**  
with  
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**\$49.50** F. O. B. St. Louis.  
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**S. T. ECHOLS**  
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St. Louis 18, Mo.

and Al Gaines at the opening of the Florida Blossoms minstrels in Brunswick, Ga.

Don Gillette, former *Billboard* editor, is now gathering the material for a carnival story which he implies will be on the order of *Show Boat*.

Joe (Shine) Shriner reports that his dog, badly burned in Joe's concession fire at the Florida State Fair, Tampa, has been released from the hospital, so Joe has called it quits for the winter and is heading north to prepare for a May 3 opening.

Tex Forrester, agent for Leonard Duncan's Harlem Swing Revue, announced the org made a successful tour of theaters in Texas during the winter and will spend the season on the John R. Ward World's Fair Shows.

L. G. King, contracting agent for the Bright Lights Exposition, has headed for Lynchburg, Va., for the opening stand of a 35-week season. . . . Jack V. Hamilton and wife have given up on the idea they can settle down to farm life so they are selling their interests near Pocahontas, Ark., and will hit the road again with three kiddie rides and concessions. Hamilton is a former girl show operator.

G. L. (Mike) Wright, a former concessionaire now operating the Publishers' Business Service in Chicago, seldom longs for a six-cat rack, and is set for the summer. He already has started his customary week-end treks to Assembly Park, Delavan Lake, Wis., getting in a few early licks so he can trim Robert K. Parker, Ned E. Torti and assorted other midway characters who think they can play golf.

Ray Valley will take over the front of *Rhineholt Follies* on the Bright Lights Exposition after having been off the road for six years. He has managed LaRue, live snake dancer, and Soo Mae Chang, Chinese hooper. . . . Clint Partello and Tom Sattler, formerly with Cole Bros.' Circus, have spent considerable time in St. Petersburg, Fla., and they bought two kiddie rides in Tampa. They were in the marines together for four years.

**Detroit Notes**

DETROIT, March 22.—W. G. Wade, show owner, is recovering from the flu. . . . Cameron D. Murray, manager of the Wade No. 2 Unit, also has the flu. Mrs. Hazel Miller and Mrs. Gladys Schaum are pinching hitting for him. . . . Charles H. Hodges, of Coldwater, has taken delivery on new trucks and trailers for a new Side Show he is framing for the road, after two years at Eastwood Park and Jefferson Beach.

Mr. and Mrs. Martin D. Baker, Detroit, were hosts at a surprise birthday party at Yeters Court, Trenton, N. J., Wednesday (19), for Bobby Kork, who marked his 27th milestone. Guests included Roy Baker, Wilma Robbins, Bobby Hayes, Harry Fink, Charles Hunter, Jean Nadja, Ted and George West, Jack Hallow, Peggy Ewell, James Bryan, Bob (Dusty) Rogers, Babe Montana, Jack Rollo, Floyd Harris, Al and Ann Smith, Cora Holfeld and Leola. Kork will be with the Cavalcade of Amusements this season.

J. W. Diamond letters from Quincy, Ill., that he has leased a Ferris Wheel, Merry-Go-Round and Chairplane from R. H. Benge for his season, which opens in Clarence, Mo., May 12. Diamond says he also has booked about 30 concessions and several other rides. He plans to play Missouri, Illinois and Arkansas. . . . Mrs. L. D. Reese has been named mail and *The Billboard* sales agent on Peppers All-State Shows, while

**Too Bad, Eh?**

Joe (Shine) Shiner sent this one from Savannah, Ga.: "While visiting Howard Ingram's Florida Amusement Company recently, Howard and a bunch of the boys were cutting up jackpots. Howard looked over the midway, counted all the joints and then, out of a clear sky, said: 'Damn—only two paid joints and I'm in with all the rest of it.'"

Lloyd D. Reese has been contracted to handle the advance, press and radio for the same org, marking his second season under the Peppers banner.

Perhaps it's a sign of old age when a general agent prefers sitting under his trailer awning in an easy chair to taking a long trip, living in expensive hotels and meeting the boys (?).

Thomas Hilton Runyan, concessionaire with the L. E. Heth org, married Exah Denna Morrow, of Paragould, Ark., March 17 at American Legion Park, Biloxi, Miss. Among the 178 guests were Mr. and Mrs. T. L. Dedrick, Jess Bradley, Byron (By) Gosh, Mr. and Mrs. Mike Callie, Mr. and Mrs. Radd, Johnny and Louise McIntosh, Greddie Fitzpatrick, Mr. and Mrs. John A. Wilson, Mrs. Margie McKee, Miss Redding, Spitfire Scottie, Chic Bush, Bill (Custard) Wade, Mrs. Sherrill and family, Mr. and Mrs. Lee Brackin and Dottie, Melvin Langianais, Mrs. Helen Callie and Phil (Doc) Holmes.

Twitter Johnson, of Pictou, N. S., was disappointed when the Truro (N. S.) Bearcats failed to win the province's hockey title. He had entertained the team several times when it was on the road. Bill Martin, of Montreal and Halifax, has been demonstrating and selling three items in the Maritime Provinces and will hit the road with the Lynch Shows as a concessionaire. . . . On the list of carnivals which will tour Canada's Maritime Provinces are Bill Lynch, Halifax, N. S.; Frank Elliott Jr., Amherst, N. S.; N. S. Twitter, Pictou, N. S.; Len Libby, Fredericton, N. B., and Dryden and Wiggins, St. Johns, N. B.

**Carnival Athletic Shows Must Have Calif. License**

SAN FRANCISCO, March 22.—Wrestling or boxing matches held in carnivals traveling from city to city thruout the State are illegal unless conducted under licenses of the State Athletic Commission, according to a ruling by Attorney General Fred N. Howser.

In asking for a decision, the commission reported carnivals refused to comply to rulings of the State Athletic laws.

**CONCESSIONAIRES**

Concessions for the season of 1947 available at **Bay Shore Park** Baltimore, Maryland

- HIGH STRIKER
- CIGARETTE WHEEL
- CANDY WHEEL
- BINGO
- POKERINO
- SKEE BALL
- NYLON STAND

**RIDES**

- Want To Lease
- FERRIS WHEEL
- AND
- ROLL-O-PLANE

If interested, contact **TOWN REAL ESTATE CORPORATION**

810 N. Charles Street  
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Only reliable operators need reply

**CONCESSION SPACE AVAILABLE**

August 12-13-14-15  
Merchandise Stores

No Control  
\$3 to \$5 Per Front Foot  
**J. H. MOUNT, Supt.**  
Fayette County Free Fair  
Connersville, Ind.

4 Days 4 Nights

**A & P AMUSEMENT CO.**

No Gate No Gift  
Opening for a few Stock Concessions, Shows of Merit. Edmond, Okla., Mar. 22nd to 29th; then as per route.

**CLYDE BROCK**

**WANTS NAIL AGENTS**  
Address: c/o PIKE AMUSEMENT CO.  
Ozark, Ark.

**VIRGINIA GREATER SHOWS**  
The Show With The Proud Reputation  
Wants Minstrel Show Troupe. Have complete outfit. Sparrow and Rags, answer.  
Address: **SUFFOLK, VA.**

**SWEENEY'S UNITED SHOWS WANT OPENS APRIL 19TH**

Shows and Concessions. Ride Help, Ferris Wheel Foreman. Agents for Ball Games, Penny Pitches, Dart Game, Cigarette Shooting Gallery. Man and Wife to work Bingo. No boozers wanted. Will sell exclusive on Photos. Following sold exclusive: Bingo, Pop Corn, Mitt Camp, Cigarette Gallery and Percentage. Need good Man for Pea Pool.

F. J. SWEENEY, GLENDALE, WEST VIRGINIA. Phone: Moundsville 1076-J.

FOR IMMEDIATE DELIVERY

**.22 SHORTS \$49.50 PER CASE**

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**WHAT A BARGAIN! MAIL IN \$1.00**

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Consisting of a New Palm and 12 Assorted Royal Forged Cast Steel Canvas Needles, made in England, \$3.15 VALUE. Write for Special Low Quantity Prices.

**GOLD MEDAL SHOWS**

BOX 32 COLUMBUS, MISS.

**WANT**

Legitimate Concessions. Good opening for Bingo, Shows of all kinds. Agents for Grind Stores, Ball Game Agents. Will buy or book Tilt-a-Whirl and Kiddie Auto Ride.

**Smith Amusement Co.**

E. "RED" McFARLAND, Asst. Mgr.  
Yoakum, Tex., till March 29th; Hallettsville, Texas, 31st to April 5th.

**CAN PLACE**

For This Season

Kiddie Ride, or will buy good Ride.

**TUSCORA PARK**

New Philadelphia, Ohio  
**HAROLD MEESE, Manager**

ON ACCOUNT OF DISAPPOINTMENT  
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**THE MORRISONVILLE Picnic and Home Coming**

Will be held Wednesday and Thursday, July 30 and 31, at Morrisonville, Ill. Openings for all kind of Concessions. Address:

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**WANTED FOR Rex Cole Wild West Show**

Boss Canvas Man, Advance Man, Candy Butchers, Seat Men. Can use good Horse Act. Please communicate with me at Winter Headquarters.  
**REX COLE RODEO RANCH, La Cygne, Kans.**

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- A LIFE-LIKE LAUGHING CLOWN
- A REALISTIC HULA HULA DANCER
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WE HAVE THESE AND MANY  
OTHER EYE-CATCHERS

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## SUNFLOWER STATE SHOWS

## WANT

Girl Show People. Must have own equipment except Top and Front. Want Mechanic with tools that can cut it. Want Merry-Go-Round Foreman. Second Man for Ferris Wheel. All must drive. Will book any Grind Show or Fun House. Need ten Concessions. What have you? Wire

C. A. GOREE, Mgr.  
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## WANT

Shows, will furnish new tops. Girls for Girl Show, Agents for Slum Grind Stores. Concessions all open. Will sell exclusive on Mug, Short Range and Scales. Will book one more Grind Store. Address: Buckeye, Arizona.

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## WANT AT ONCE

First class Chef for modern kitchen and general cook house help. Bingo Callers and Countermen. Agents for Popcorn and Candy Apples and French Fries. All Old Help Report April 1. Drome Riders — Highest salaries. All answer.

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Petersburg, Va.

## BIG BEND SHOWS

Playing Onion Fiesta, April 11-12-13.  
Show opens April 3.

Want Shows, Rides and Concessions. First one in four years. It is the biggest and best one in South Texas.

ROY DEASON

Raymondville, Texas  
(No Girl Shows, no Flat Games)

RIDES WANTED  
July Fourth Celebration

FOR SPOT IN MICHIGAN

FLOYD F. SHAW

32 W. Randolph St., Chicago 1, Ill.

Ops Unlimber Bankrolls  
To Land Top Attractions

(Continued from page 54)

purchased the stock, and it is in Mobile, Ala., winter quarters, for a Wild West show which he claims will be the biggest ever offered on a carnival midway. He intimates there will be a top name heading this show. Those who have visited Mobile report Wagner has already spent a sizable fortune in rebuilding his org and that particular attention is being paid to what will go behind all fronts, something that was neglected in some spots on his midway in the past.

Carl J. Sedlmayr and his staff is sawing wood down in Royal American winter quarters in Tampa, but so far there has been no official report on the activities. Sedlmayr played the Florida State Fair and the Mid-Florida Exposition at Orlando without making a physical change on his line-up from the way it went into quarters last fall.

Sedlmayr said at that time he would do all his rebuilding after the Florida dates, as he could see no advantage in giving the other fellows a look at what he will have when he opens his '47 tour.

"They've been in the habit of coming down here with pencil and paper and making rough sketches of everything I've done, so this time I'll make the improvements after they've all left and will be too busy with their own business to copy mine," Sedlmayr declared during the Tampa showing.

## Has Solid Attractions

Sedlmayr has two exceedingly strong attractions on his midway—Leon Claxton's *Harlem in Havana* and Raynell's *Girls*. Claxton has been with Royal American for many years and his colored revues have long been outstanding in tented attractions. He is an excellent producer and spares no expense in dressing his stage and costuming his performers.

Raynell is back on Royal American after an absence of four years, but her winter presentation indicates she has not lost any of her touch. Her revue was well paced and adequately talented, and figures to be a top draw.

## An Ambitious Gang

Of the other railroad shows, Cetlin & Wilson, Endy Bros. and John R. Ward's World's Fair Shows are still in the process of building, as they are comparatively new organizations as far as rails are concerned. Reports from their work quarters indicate they will have plenty more to offer than they have in the past, and this is reasonable to believe as all are manned by ambitious owners willing to stake a healthy bank roll in a bid for top-flight position.

Frank Bergen, the chubby little fellow with the twinkle in his eyes, will be doing business at his customary stands with his World of Mirth Shows, and so far Bergen's territory is so well established and so profitable he has not had to dig into the "name" rack to hypo attendance. Bergen has kept abreast of the times with his rides, and his

shows evidently are what the customers along his route want and enjoy.

James E. Strates, one of the bulwarks of eastern territory for many years, is still in the rebuilding stage after a disastrous fire less than two years ago. Strates gained the "miracle man" class with his terrific rebuilding job last year, and those who hang around Jacksonville, Fla., report his midway will be really something to see this season.

## New Style for East

Strates rebuilding job last year included the erection of massive fronts of the type featured for years on Midwestern shows, but still new to Eastern customers.

E. Lawrence Phillips has an unusually large number of workingmen at the Johnny J. Jones Exposition quarters in DeLand, Fla., and they were working when last seen, which indicates that he might be taking steps toward putting that great name back in the top flight where it belongs.

The truckies, too, are laboring and spending to achieve distinction, which will mean more folding stuff in the long run.

## Young Sets Hot Pace

Eddie Young took the first big step when he bought the J. F. Sparks Shows and converted the org into the Royal Crown, which observers in Florida were almost unanimous in pronouncing the most beautiful truck show in the business. Young built fronts and added light towers which a few years ago operators would have said would be impossible to carry on a truck org.

Young's bold step has kicked up other operators, altho silent Oscar Bloom, who never worries about a thing, took a leap in this direction last year when he booked and helped finance Ray Marsh Brydon's attractions. This year Brydon will have 10 shows on Bloom's Gold Medal Shows, and those who know Brydon well will agree that his will be as flashy as the flashiest or he'll go broke trying.

## Buck Springs a Surprise

Oscar C. Buck gave the midway moguls something to scratch their noggins over when he announced that he would build an entrance arch bulwarked by three huge revolving light towers. Maybe others had this idea in mind, too, but Oscar was the first to spring with it publicly, so he'll get credit for the plan. Al Wagner later announced that he will use seven towers on his new front for the Cavalcade of Amusements, but this will not detract from Buck's step, as three towers in front and five back on the midway promises to be a real flash for a truck show.

There will be others along soon with announcements of new strength for their midways, and the trend seems to be definitely toward more appeal and more comfort for the ducat buyers, and then to give them something for their money after they get on the inside.

"The Pioneer of Them All"

## Greater United Shows

WANT SIDE SHOW, MIDGET, SNAKE, MECHANICAL AND PENNY ARCADE

(Will Furnish Tops for Same)

ALSO CAN PLACE TILT-A-WHIRL, SPITFIRE, MIX-UP, OR ANY OTHER NON-CONFLICTING SHOWS OR RIDES THE BEST DATES AND FAIRS IN TEXAS

Wire:

J. GEORGE LOOS, Mgr.

KILGORE, TEXAS, This Week; MARSHALL, TEXAS, Next Week.

## FREEZERS

FROZEN CUSTARD  
FROSTED MALTED  
ICE CREAM

Atomic-Continuous

Visit

Our

Display

Rooms



SOEDER SONS MILK CO.

HENDERSON 3392

3801 Payne Ave.  
CLEVELAND 14, OHIO

## HELP WANTED

## GRIDDLE MAN

Top Salary

Write or Wire

SID GOODWALD

Hendrik Hudson Hotel

Troy, N. Y.

GEORGE E. HARMS  
CETLIN & WILSON SHOWS

Opening April 5th.

ALL AGENTS ACKNOWLEDGE.

Report April 1.

Wheel Agents and Percentage  
Dealers; also General Help.

Man and Wife to take over exclusive on two Penny Pitches.

Address: PETERSBURG, VA.

## Side Show Acts Wanted

One more Freak to strengthen show, Strong Mental Act or Lady Mentalist, Pinclusion, good Fire Act, Ticket Sellers, Wives for Bally. Annex placed, thanks to all inquiries regarding Annex. My Show operates 52 weeks per year, playing industrial cities of East. Fairs starting July. Dolly Reagan, Tiny Cowan, Kitty Smith and others that have worked for me, wire.

JOE E. HILTON'S COMBINED SIDE SHOWS  
c/o Royal Expo. Shows, St. Augustine, Ala.

## FOR SALE

One 27-foot, 42-Model Living Trailer, tandem wheels, new tires; one 3/4-Ton, '39 Model, with '42 motor Dodge Truck; one Guess-Your-Weight and Age Concession, complete with Chair Scales, P. A. Set and plenty Stock; one gas-operated Popcorn outfit with Stock. All in A-1 condition. All or Any Part—Cheap.

PAT BRADY

c/o C. A. STEPHENS SHOW, Montezuma, Ga.

## FOR SALE

NO. 5 PARKER FERRIS WHEEL

Ten Carriages, everything in nice shape. Will consider good late model Automobile in sale.

J. A. BAST

509 Broad Ave. CANTON, OHIO

## TRUNKS \$10.00

BIG SAMPLE SHOE TRUNKS  
IDEAL FOR NOVELTIES and CONCESSIONS.  
Perfect shape. Good locks. 25% with order.  
COLUMBUS TRADING CO.  
5 W. State St. Columbus 15, Ohio

## FOR SALE

Late Model Super Roll-o-Plane and 1941 Chevrolet Truck. Ride and Truck are in A-1 shape. Sell only as one unit—Cash. All replies to

PETE JOSEPH

c/o BARNEY TASSEL UNIT SHOW, Augusta, Ga.

## PENNY ARCADE

Due to disappointment have opening for modern Arcade. Show opens April 10 at Wyandotte, Mich.

## World of Pleasure Shows

100 Davenport St., Detroit 1, Mich.

## Magnolia Expo Shows WANT

Legitimate Concessions of all kinds. Agents for office-owned joints. Pop Corn, Hoop-La, Fish Pond, Ball Game, Pan Joint and Pea Pool. Have Girl Show complete, want Operator. Want Man and Wife to take complete charge of Circus Side Show. Beautiful 110' Front, new throughout. Mary and Kelly Lockhart, contact. Will book clean Mitt Camp. Heading for Kentucky. All replies:

G. W. HENDRIX, Savannah, Tenn.  
P.S.: Henry Harvey wants Skillo and Roll-Down Agents. Pat Shelton and Paul Kendrick, contact.

## WANTED

Concessions and Agents. Want Agents for Ball Game, Bumper, Dart, P. C., Nickel In, Penny Pitch. Can use few non-conflicting Concessions. \$15 a week on the line. Tannis Mitchell, contact me.

## PASTIME SHOWS

Coolidge, Georgia, week March 24th.

## White Star Attractions

### WANT WANT WANT

Will book any kind of a legitimate Concession, such as Fish Pond, Bowling Alley, Duck Pond, Ball Game, Hoop-La, Shooting Gallery, etc. Also want Novelties, Jewelry, Grab Joint. SHOWS—What have you? Heading North thru Tennessee, Kentucky, Indiana. Come on.

Write or Wire D. M. DINE  
Social Circle, Ga., Mar. 24-29.

## FOR SALE

### 1940 International Truck

New motor; two 16x10 Tops and Frames, one new 14 foot Top and Frame, one 12x12, all fully flashed; Set Plastic Clothes Pins, two Skillets, one Wheel, Set Roll-down. Sacrifice.

## PAUL OLLIS

Wilrik Hotel SANFORD, N. CAR.

## BREWER'S UNITED SHOWS

Will book Fish Pond, Clothes Pins, Coke Bottles, Darts, Scale, Huckle Buck, Glass Pitch, Hoop-La, Lead Gallery, Diggers, Cotton Candy, Cand; Apples, Photos, Basket Ball. Agents for office Roll Downs and Swingers and Sets. Shows, such as Wild Life, Pit Show, Monkey Show, Freaks, Fun House or any neatly framed show of merit, come on, will place you. Want Merry-Go-Round Foreman for Little Beauty. We show in the heart of town every week, not out in the country.

Overton, Tex., this week; then as per route. Fair Secretaries and Committees, contact us as we still have a few open dates.

## ARCADE SHOWS

### WANT

General Agent, Legal Adjuster. Windy Johnson, wire.

Want Concessions of all kind. Shows with own transportation. Clifton, Texas, this week.

## SPECIAL

Tattoo Machines, 2 for \$15.00  
Key Tags, Name and Address 50  
S.S. Plates, Bronze, Per. 10.00  
Send \$2.00 for Samples.

## MASON TEMPLE

319 W. Burnside PORTLAND, ORE.

## WANTED

Mitt Camp due to disappointment, Slum Concessions, any Flat Ride, Shows with own outfits. Montezuma, Ga., March 24 to 29.

## C. A. STEPHENS SHOWS

As Per Route

## BILL SHORT WANTS

Agents, Count Stores, Blower. Opening Saturday, March 29, Durant, Okla., with Casey Smith Shows.

## Frigid Weather Hampers Page

JOHNSON CITY, Tenn., March 22.—Frigid weather has somewhat handicapped work in local quarters of the J. J. Page Exposition Shows, but officials say most of the important work, such as repairing of rides and rolling stock has been completed.

Riley Bain reports all the ticket booths, which he built, have been painted and lettered. All rides were set up while the warm weather prevailed and all stock is in the shop and ready. Several trucks have been given new motors.

Bill Gary and Hollywood Revue crew arrived. John McIntyre is expected momentarily and Billie Clark, who will handle the managerial reins this year, advises he will leave Miami Tuesday (25). D. T. Morrissey, chief electrician, is expected here soon. Bill Betterly arrived and took over the 10-in-1 show.

Elmer Reed, Eddie Breener and other concessionaires are getting their booths ready. Reed will have five concessions, and Brenner, two.

New Octopus arrived. Org has nine fairs booked to date, including three in Kentucky and two each in Tennessee, Georgia and South Carolina.

Recent visitors included Herb Shive, general agent, Lawrence Greater Shows; Bill Collier, G. A. George Johnson family, and Mr. and Mrs. Dan Moore, Tifton, Ga.

## Heavy Rebuilding By World of Mirth Nears Completion

RICHMOND, Va., March 22.—A heavy rebuilding program, inaugurated shortly after the close of last season, is nearing completion in winter quarters of World of Mirth Shows here. General Manager Frank Bergen said the construction of new units has progressed better than at any time during the war. He said all units would be ready and functioning in time for the shows' opening April 19 at the stock show on the local fairgrounds.

Major work has centered around the construction of four new show fronts and 12 new wagons. Four flats and a stateroom car were recently added to the train and Bergen said he will leave quarters with a total of 40 cars.

Two new Roll-o-Planes, a Looper and a Funhouse are already in transit and will arrive in plenty of time for testing before opening.

Most of the contracted help have arrived in quarters and are readying units for the road.

## Portemonts Buy Brown Family Rides

MIAMI, March 22.—Brown Family Rides, owned and operated by Mrs. G. E. Brown since her husband's death, have been purchased by the John Portemonts Sr., and Jr., the latter announced at local winter quarters. New org will take the road under the title of Johnny's United Shows and current plans call for a tour of Georgia, Tennessee, Kentucky and Indiana.

The Portemont family is well known in outdoor show circles as kiddie ride operators on Wallace Bros. and J. F. Sparks shows. During the war when John Jr., was in the Marines, the rides were placed in Detroit's Jefferson Park.

New org has six rides and concessions, all office-owned. C. H. Lewis has his bingo and cookhouse booked, and N. C. Puler is here with his cotton candy and snow ball concessions.

## OSCAR BLOOM WANTS FOR HIS

ALL-NEW 1947 POST-WAR VERSION OF

# GOLD MEDAL SHOWS

CAPABLE, STEADY, SOBER AND EXPERIENCED GENERAL CARNIVAL HELP IN ALL DEPARTMENTS, PARTICULARLY SECOND MEN ON ALL MAJOR RIDES, SUCH AS TWIN FERRIS WHEELS, OCTOPUS, TILT-A-WHIRL, FLYING SCOOTER, CARROUSEL, SILVER STREAK, FLY-O-PLANE, CATERPILLAR, WHIP AND 3 KIDDIE RIDES.

Want A-1 Operator for Brand New Dayton Train Ride.

**15 RIDES IN ALL. Perfect Shape.**  
**4 of Them Brand New.**

### ALL HELP TO JOIN NOW FOR SEASONAL OPENING

Spring Festival and Fat Stock Show (Fair Grounds), Columbus, Miss., Thursday, April 10, to Saturday, April 19, Inclusive, To Join at Jackson, Tenn., Week of April 21, or Paducah, Ky., Week of April 28; or Vincennes, Ind., Week of May 5; or Terre Haute, Ind., Week of May 12.

ALSO WANT WELL KEPT PONY RIDE, ROLL-O-PLANE, SPITFIRE OR ANY OTHER MAJOR RIDES, WITH OR WITHOUT TRANSPORTATION.

CAN USE FRONT GATE SUPT. WHO WILL GET AND LIGHT TOWERS UP FOR MONDAY NIGHTS. Also want Assistant Electrician with Diesel Experience. All Help that drive Semis given preference. If married, will place wives as Cashiers or Concession Agents. In applying for job, state qualifications and who employed by during the past 3 seasons. If reply is expected, state Salary expected.

WANT BILLER WHO KNOWS HOW TO POST PROPERLY AND CAN GET MAIN STREETS LITHO SHOWING. (No managerial billing wanted). If you drink on job, you won't last. Glenn Edwards or any other Energetic Biller, wire. Brigade Opens April 1st.

HAVE EXCEPTIONALLY GOOD DEAL FOR EXPLOITATIONIST. Must be well versed in up-to-date Newspaper and Radio-Details and know how to handle School and Kid Days promotions. Frank Lee, Walter Nealan or others, wire.

### THIS SEASON I WANT ACTION—NOT ALIBIS

#### CONCESSION DEPARTMENT

We are open for several Types of Merchandise Grind Stores, also Novelties. (Isaac Stein, wire).  
Cook House Open. Must be clean and one that caters to our own.  
Dale Pasley: "Answered your letter, but no reply from you. Contact me at once by wire or phone: (Fair Grounds Office—1827). Have good proposition."  
CUSTARD OPEN. PHOTOS, EITHER STUDIO OR COMIC PICTURES.

### WE HAVE THE BEST OF STILL DATES, INCLUDING CENTRALIA, ILL., CITY PARK, UNDER AMERICAN LEGION (DOWN-TOWN) FOR JULY 4TH—

A Standout Spot for Years, Followed Directly by 14 Fairs, Such as Champaign-Urbana, Ill.; Cedar Rapids, Iowa; Albert Lea, Minn.; Kentland, Ind., and other Recognized Fairs.

### OUR PROMISES MADE IN THE PAST FALL AND WINTER, THAT OF HAVING A SHOW, EQUIVALENT TO A

## 35 CAR RAILROAD SHOW

WILL BE KEPT THIS ENTIRE SEASON — IN FACT, THE SHOW CONTRACTED FOR OUR DATES, WILL BE FAR BETTER THAN ANYONE HOPED FOR.

#### SHOWS DEPARTMENT

Can still use a few more people such as Midgets, Talkers, Grinders, Boss Canvasmen and Helpers, Hillbilly Folk, Side Show and Illusion Show Workers, Musicians, etc.  
CANDY BUTCHERS FOR 4 SIT-DOWN SHOWS WANTED.  
Want to hear from Baldy, who handled my Canvas last year. Will give you same salary and \$10.00 weekly bonus for a guaranteed 30 weeks season.

#### FOR SALE

1 Brand New Set of 5 Snake Show Banners.  
Paint and Enamel of all colors—best of Grades—Exceptionally low price. State your needs. Have Electric Signal Lights with Batteries, for emergency use on Highways for Trucks and Trailers. 90¢ EACH, COMPLETE.  
Calliope—A-1 Shape—\$250.00.  
Tool Boxes—various sizes. Can be used for Tools, Ride Parts, Globe Boxes, etc., etc. Exceptional Bargains on these.

ALL REPLIES DIRECT TO OSCAR BLOOM, Gen. Mgr.

## GOLD MEDAL SHOWS

BOX 32, COLUMBUS, MISS.

# O. C. BUCK SHOWS

OPENING APRIL 17, TROY, N. Y.

Have Openings for a Few Ride Foremen

All Office-Owned Rides

Also Second Men, Come On, Can Place You

Canvasmen for shows, top salaries, good treatment.

Want Talkers and Grinder for new Fun House.

Can place Riders for Drome. Will book Wild-Life, also any money-getting Grind Show.

All Address

**O. C. BUCK**

Winter Quarters, 1115 Fifth Avenue, Troy, N. Y.

## LONG'S UNITED SHOWS

PLAYING 40-WEEK SEASON ON WEST COAST

8 Rides—12 Shows—40 Concessions

Four Albanis Free Act

**WANT RIDES:** Fly-o-Plane, Spit Fire, Tilt-a-Whirl or any ride not conflicting. Will furnish transportation if wanted.

**WANT CONCESSIONS:** Penny Arcade, Frozen Custard, Knife Rack, Spot the Spot—any Merchandise Concessions not conflicting.

**SHOWS:** Want Manager for Athletic Show, Freaks and Bally Girls for Side Show. Will book Snake Show, Animal or Mechanical City, or any show that does not conflict for 25 per cent.

CONTACT

**HAROLD LONG, P. O. Box 540, Oceanside, Calif.**  
OR CARNIVAL ROUTE IN BILLBOARD

## SECRETARY-MANAGER WANTED FOR BEACH PARK

Have already employed capable Ride Foreman for six rides. Duties are to manage and instruct colored help for six percentage and stock stands and four refreshment stands. Park has colored patronage exclusively. State background or experience and references. Park opens May 2d. Salary and percentage. Reply

POST OFFICE BOX 1528, NORFOLK, VIRGINIA

## BUFFALO SHOWS

WE HAVE Candy Floss, Cook House, French Fries, Pop Corn and Peanuts, Waffles and Apples, Penny Arcade, Bingo, Cane Rack, Penny Pitch, Coke Bottles, Pitch 'Til Win, Dart Balloons, Add-Em Darts, Cork Shooting Gallery, Cat Rack, Milk Bottles, Huckly Buck, Over and Under 7, Beat Dealer, Pan Game. WE WANT Frozen Custard, Lead Shooting Gallery, Photos, High Striker, Guess Age, Guess Weight. SHOWS WANTED—Fun House, Motor Drome, Mechanical, Monkey, Snake, Animal, Wild Life, Hillbilly. OUR ROUTE will be a revelation. With four possible exceptions, we have the greatest celebrations in New York-Pennsylvania. July 4th Celebration in a closed town. All week in front of the First National Bank; first in nine years. You don't get spots like this very often. We will draw more people in some of our locations than bigger shows will see all summer. COMMITTEES—We have only four open weeks from May to September. Insured with C. A. Lenz for the eighth year. **HOWARD POTTER, GEN. MGR., P. O. BOX 309, BUFFALO, N. Y.** (Ask Mr. M. S. Earl, renowned concessionaire, who has worked nearly every State east of the Mississippi, what our spots are like.)

— WANT —

CECIL FRYE

RITA-RAYE

## BLUE RIBBON SHOWS

SIDE SHOW ATTRACTIONS

MUST BE OUTSTANDING, salary no object. Joe Jobs, answer. Leon the Midget, wire. Working Acts, outstanding Free Act, Magician that has something to work with, Tattoo Artist—I have outfit you can use. Sid Anderson, wire. Want Frank and Bobby Geary, Melvin Dawson, Jack Crawford.

ALL ACTS WIRE OR WRITE. VALDOSTA, GA., THIS WEEK.  
Have Beautiful Set-Up—Real Show People To Work With.

## Shortage of Press Agents, Billposters Cited by Ops

(Continued from page 55)

nees, should become easier to tie up. During the war and in the first post-war year, local stores and other businesses, such as bakeries and milk companies, didn't have to go looking for business, but in the years ahead increased competition is certain to set in, and this should make it easier for effective tie-ins.

### Always Short

There never has been enough really good carnival press agents to go around, in the opinion of most execs in the business. And during the war years, some of them passed into other branches of the business or moved out of it entirely for a variety of reasons.

Higher money now offered may bring in new men. Smaller shows, which feel they can't afford a man whose sole duties are publicity snarling, probably will continue past practice of giving him a concession or a piece of one or a percentage on banners sold as part payment for his flack service.

### Shift to Radio

Carnivals are turning increased attention towards radio. And a press agent is now expected to be able to work effectively in that field.

This year one railroad show, harassed by inability to get a reliable billposter and the fact that it is virtually impossible to rent 24-sheet boards in the area it will play, plans to dump a substantial sum into radio spots. Others are planning a more intensive use of radio, either via spots, special events broadcast or station interviews.

The shortage of capable, reliable billposters for carnivals is similar to that of press agents; there aren't enough to go around. What's more, no substantial increase is expected in the near future. Even in pre-war years, there was a dearth of reliable posters for carnivals. Many went off the road during the war years and few have returned. And few new ones have broken into the field. This is causing more shows to turn to buying snipe.

### Paper Demand Up

The total demand for paper by carnivals far exceeds pre-war demand, however. This is attributed to the fact there are more shows than ever before in the field, and that, in the more remote spots, window work is being done by others than regular billposters, usually thru the auspices of sponsoring the stands.

More shows are going in for individualized papers. During the war years, due to the production pressure upon labor-short show print plants, most shows held to their old styles. Easing of the labor shortage will enable shows to break out with a

full new line of paper and cards. Many of the orgs will spring with such items as bumper cards.

### Big Biz for Printers

The show print biz faces the biggest year in history. "The demand for cardboard, fibre banners, bumper cards, tire covers, etc., are far in demand of pre-war years," observes John J. Anderson, of the Enquirer Job Printing Company, Cincinnati, in a comment typical of those from show print execs.

"All forms of outdoor amusement business will use far more advertising paper if the materials and spaces are available, Anderson points out. "Cardboard and all forms of paper are difficult to get and the demand now for this material is greater than the supply."

Tacks, staple guns and paste brushes are available in sufficient quantities, according to Anderson, who adds, "prices for these items, like everything else, are high."

However, most show owners now operate on the theory you've got to spend money to make money.

## ELECTRIC LIGHT PLANTS

2,750 Watts to 10,000 Watts  
\$175.00 to \$675.00

A.C. 110 to 220 Volts, 60 Cycles.

Powered by 4 cylinder, water cooled gasoline engine, weight 300 to 1,700 lbs.

## WALLACE MILLER

37 East Main St.

Mt. Sterling, Ky.

## WANT

RIDE HELP THAT DRIVE TRUCKS.

Want Girl Show; will furnish outfit.

Want Shows with own outfits and transportation, Fun House, 10-in-1 and others.

## ROGERS GREATER SHOWS

CORINTH, MISS., THIS WEEK;

DYERSBURG, TENN., NEXT WEEK.

## STREATOR

DOES IT AGAIN

Want Concessions and Free Acts.

AMERICAN LEGION HOMECOMING

JULY 3-4-5

Write or Wire

**E. J. FARMER, Chairman**  
309 Hickory St. Streator, Ill.

## RAS, CAVALCADE TANGLE

(Continued from page 55)

first license to exhibit in Davenport. The Cavalcade show was unable to play here during the week finally agreed upon by the council and as a result delayed its showing until the last week in August.

One permit already has been granted for a carnival to the State of Scott Committee of the Chamber of Commerce for exhibiting the Sunset Amusement Company during the first week of July. The council agreed it would not require the Sunset shows to post a bond as required by the ordinance and no license fee will be charged as the city's contribution toward the success of the celebration. The State of Scott Committee will receive 20 per cent of the receipts and the remaining 80 per cent will go to the carnival.

## FOR SALE

## 1938 CHEV. VAN TRUCK

Long Wheel Base, equipped with Living Quarters. Ideal for a Concession Man.

Contact:

**Don or John Miller**

3215 Dodge, Sioux City, Ia. Phone 64116

## ANDERSON'S AMUSEMENTS

OPENING ABOUT MAY 1ST IN MICHIGAN

A new organization wants Concessions and Shows.

Will buy, book or lease a Merry-Go-Round.

John Anderson, Owner, Box 54, Bellevue, Mich.

## WANTED

First Class Carnival to play a three-day

## DIAMOND JUBILEE PICNIC

at Hanover, Kansas, some time during the month of August. Contact Carnival Committee, Hanover, Kans.  
**SETH E. COOK, Chairman, Hanover, Kans.**

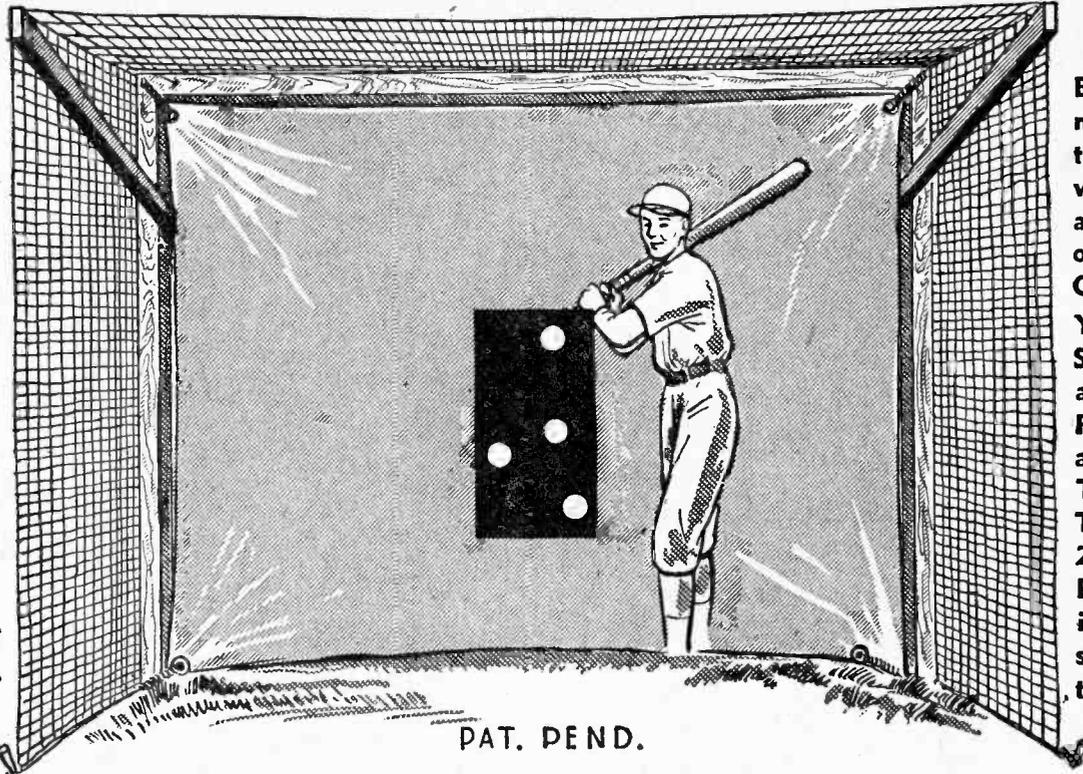
**BALL GAMES REVOLUTIONIZED**  
**DIME BALL GAMES DAYS ARE OVER—WORK FAST FOR A QUARTER**

**CONCESSIONAIRES:**  
**A NEW FAST GAME**  
**FOR MALE OR**  
**FEMALE,**  
**YOUNG AND OLD**

**GREAT BALLY**  
**You Call the Pitch a**  
**Strike or Ball just like**  
**an Umpire.**

**Many New Angles.**  
**The Newest Ball Game**  
**With Real Pep and**  
**Zip.**

**BE THE FIRST ON**  
**YOUR MIDWAY**  
**WITH THIS FASTEST**  
**OF ALL BALL GAMES.**



**PROOF**

Before offering this new Fast Game to the Concessionaires we wanted definite proof as to the popularity of our new Patented Ball Game.

Yes — Over 10,000 Strikes were pitched at this New, Unique Pitcher's Demonstrator at the Chicago Amphitheatre Sport and Travel Show from Feb. 27 to March 10, 1947. People of all ages and in all walks of life swarmed to the booth to pitch balls.

Nothing to set up. Nothing to repair. No wood or iron to break your balls. With this outfit you use regular baseballs and they will last all season with no trouble. Pitcher throws ball at strike area in center of canvas, which consists of a steel plate vulcanized with 1/2 inch of soft rubber, size 20"x32", or the average strike area for the batter which is painted on canvas 5'x10'. The canvas is No. 6 Mildew and waterproof 7'x8'. The net is five feet wide, heavy construction. Canvas is attached to frame with coil springs on each side. Indicator hangs on sturdy straps that are attached to top of frame and thence thru eyelets to back of plate. When ball strikes indicator plate it bounds back, similar to a bunted ball, so you really have fifty per cent of your balls returned with no effort. Give five balls for a quarter. When a pitcher hits strike area three times, he strikes batter out and wins. All buyers will be furnished with full instructions as to all benefits that demonstrator proved by inventor and manufacturer at the Chicago Sport Show, where thousands pitched and banded at this device for 10 days, 12 hours a day.

Price complete, excepting frame, \$87.50. Ready to be shipped at once. Send 25 per cent with order.

**KAMMEL COMPANY**

"Sports Specialties Manufacturers"

**417A FRANKLIN AVE.**  
**ST. LOUIS 2, MO.**

**GATE CITY SHOWS**

**WANT RIDES THAT DON'T CONFLICT**

With own transportation; Octopus, Caterpillar, Streamlined Train, Ponies, Fun House. Have best route in Southeast, including six big Spring Celebrations. Automobiles given away, exhibits, etc. Want people for office-owned Minstrel, Musicians, \$40.00 per week. Want Trombone, Trumpets, Sax, Bass, Drums; must have instruments. Want Comedians, Chorus Girls. Want Motor Drome with riders and transportation. Best territory in country for Rides and Shows. Drome never over route before. Want Grind Shows with own equipment. Want A-1 Ride Help for 8-Car Whip, Little Beauty Merry-Go-Round (same as new). Scenic Artist and Builder, salary no object if you can do the job. Want Concessions—Custard, Diggers, come on; Novelties, Basket Ball. Want Agents for Count Stores, Peek Stores and Slum Skillos. Want Stock Concessions. Guaranteed route. Joe Pruitt, contact Tex Harris at once. Wire, no time to write. For Sale for Cash—8-Car Whip, good as new, one thousand lights on it, newly upholstered, new gears, etc. Will book same on show. Address:

**J. E. BAXTER**

**RICHMOND HOTEL, AUGUSTA, GA., THIS WEEK; THEN AS PER ROUTE.**



**A. R. WHITESIDE**  
**General Manager**

**FITZIE BROWN**  
**Business Manager**

**WANT SHOWS**—Motor Drome with transportation, Fun House, Glass House, Minstrel Show. We have transportation. Any attraction that doesn't conflict with what we have.  
**RIDES**—Can always use Ride Help that is sober and can drive.  
**CONCESSIONS**—Candy Floss, Photo Gallery (will sell exclusive), Guess Your Age. All Slum Stores open. What have you? Can place Coupon Agents.  
 Booked solid until December 1st—all proven territory.  
**Address: VALDOSTA, GA., THIS WEEK; THEN PER ROUTE.**

**WANTED—DROME RIDERS—WANTED**

**FOR HENNIES BROS.' SHOWS FOR 1947 SEASON**

**TRICK AND STRAIGHT RIDERS: TICKET SELLERS AND HELP ON DROME.**  
 Betty O'Day, Walter Petroski and Marx Deer get in touch with me at once.  
 Winterquarters now open in Birmingham.

Address: **A. WILSON, ROOM 509, REDMONT HOTEL, BIRMINGTON, ALA.,**  
 or **HENNIES BROS.' SHOWS (FAIR GROUNDS), BIRMINGHAM, ALA.**

**WANTED — RIDE HELP — WANTED**

**For HENNIES BROS.' SHOWS for 1947 Season**

**SECOND MEN FOR LOOPER, FLY-O-PLANE, LAUGH IN THE DARK AND DAYTON TRAIN.**  
 Winterquarters Now Open. Come on in. Address:

**A. WILSON**

c/o **HENNIES BROS.' SHOWS (Fair Grounds), BIRMINGHAM, ALA.**

**WONDER CITY SHOWS**

**WANT TO HEAR FROM FOLLOWING PEOPLE**

Dora, Diana, Frank, Zorda, Frankie, Tezzano, Preacher, Monroe or Jack MacDonald (Girl Show Man), contact Bob Myers. Have all new complete outfits with transportation for 10-in-1, two Girl Shows, Half and Half, Snake Shows. Going to Kentucky, Indiana, Ohio. Address:

**JOE KARR**

**WONDER CITY SHOWS, Monticello, Ark., Mar. 24-29; Stuttgart, Ark., Mar. 31-Apr. 5;**  
**Monette, Ark., Apr. 6-10.**

**WANT—PINE STATE SHOWS—WANT**

**VFW SPRING JUBILEE, TUPELO, MISS.**

Can place Stock Concessions of all kind; Palmistry, Penny Arcade, Custard open. A good proposition to Snake, Monkey, Wild Life with own equipment. Will book, buy or lease Tilt, Caterpillar or Whip. Can place reliable Ride Men that drive, Canvas Man, Ticket Sellers. Will send route to reliable party. All address:

**MANAGER PINE STATE SHOWS**

**Tupelo, Miss.**

**FIDLER UNITED SHOWS**

**First Unit Now Open Playing in St. Louis**

**WANT IMMEDIATELY FOR SECOND UNIT SOON TO OPEN: FOREMEN AND RIDE HELP WHO DRIVE SEMIS for Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl and Chairplane. WANT STOCK CONCESSIONS OF ALL KINDS. Address:**

**SAM FIDLER**

**4217 N. FLORISSANT AVENUE**

**ST. LOUIS, MO.**

**FOR SALE**

1 Side Show Tent 20x80. In four sections, can be used as 20x40-60- or 80; 40x135 In 4 sections; 1 50-ft. round with 5 30-ft. middles; all Tents Complete with Poles, Stakes and Rigging, will sell with or without Poles and Stakes. Also one 15 K. W. Light Plant mounted on chassis, pulls easy behind truck or car, has General Electric Generator and Buffalo Motor. Also have 3 brand new prewar Minstrel Show Banners, one single Loop-o-Plane complete with extra Motor, Fence, Ticket Office, etc., ready to operate, will sell with or without transportation. For further information write or wire as per address. No Phone calls.

**JOHN B. DAVIS, SOUTHERN STATES SHOWS**  
**ROUTE 3, BOX 868-H, TAMPA, FLA.**

## PAINT—VARNISHES—ENAMELS FOR RECREATIONAL EQUIPMENT

R-E and Hardcote Finishes Are "Tops" for  
Protection and Beauty.

Write to makers for Color Cards and Refinishing  
Data Folder

### McDOUGALL-BUTLER CO., INC.

BUFFALO 5, N. Y.

Branches: Washington, D. C. — Auburn, Me.  
Salem, Mass.

## MORRIS HANNUM SHOWS

Want Help for Mac's Bingo. Leo Hirsch wants capable Agents.  
Can place Legitimate 10-Cent Stock Concessions.

ROANOKE RAPIDS, N. C., Now;  
EDENTON, N. C., Week Ending April 5

## SPRING GET-TOGETHER

CLAWSON, MICHIGAN, APRIL 4TH TO 12TH, INCLUSIVE—2 SATURDAYS, 2 SUNDAYS

VFW Post No. 4037 Presents

## HAPPY HOLIDAY SHOWS

(MICHIGAN'S NEWEST MODEL MIDWAY)  
MAIN CORNER SHOW LOT.

Can place few more Legitimate Concessions not conflicting. Good proposition for clean GRAB. Want  
FLASHY PHOTOS, prefer operator with other Concessions, very liberal proposition. Book 2 more  
Shows. Ride Help for office-owned Rides. All persons holding contracts confirm. Report Show  
Grounds not later than April 3rd.

337 South Williams St.  
MRS. CECILE DeMOSS, Treas.

All replies: HAPPY HOLIDAY SHOWS

Phone 3416

BELLEVUE, MICHIGAN  
HERB SIMPKINS, Mgr.

## THOMAS JOYLAND AMUSEMENTS

SEASON OPENS SATURDAY, MARCH 29TH AT LEXINGTON, KY.

WANT AT ONCE

FOREMEN FOR CATERPILLAR AND SPITFIRE  
(Salary \$50.00 Per Week)

Address:

L. I. THOMAS

821 WEST PINE ST.

LEXINGTON, KY.

## SRADER SHOWS

Opening April 19th, Street Location, Newton, Kansas, With Best Dates, Celebrations  
and Fairs in Kansas and Nebraska to Follow.

Want Shows—Funhouse, Snake, Animal or Wild Life; anything that does not conflict.  
Want reliable and sober Mechanic. Concessions—Fishpond, Novelties, Photo, Hoop-La.

M. A. SRADER, Wichita, Kansas

## JOHN H. MARKS SHOWS

WANT

Man to handle French Fries, percentage, complete charge. Must drive truck. Must be  
sober. Arthur McGinnis, boys I know, contact Lew Hamilton.

JOHN H. MARKS SHOWS, BOX 771, RICHMOND, VA.

## 20TH CENTURY SHOWS

"America's Ultra-Modern Miracle Midway"

OPENING APRIL 5TH—PITTSBURG, KANS.

ALL INTERESTED PARTIES REPORT BY APRIL 2ND.

P. S.—Joe Stegell Wants P. C. Agents.

All Address: WINTERQUARTERS, BOX 270, GIRARD, KANS.

7 -- RIDES -- 7

5 -- SHOWS -- 5

## WANT GOLD BOND SHOWS WANT

CONCESSIONS WANTED—High Striker, Ball Games, Hit and Miss, Hoop-La, Bumper, Balloon  
Dart, Bowling Alley, Penny Pitch and Percentage.

SHOWS WANTED—Five-In-One, Mechanical, Fun House, Glass House or any Grind Shows.

RIDES WANTED—Opening for Tilt-a-Whirl and Octopus. Want Foremen for new Chairplane, Ferris  
Wheel and Kiddie Rides. Also Ride Help. Come on.

Address: Mickey Stark, Mgr., Malvern, Ark., this week; Camden, Ark., March 31 to April 5.

# Biz Outlook Gives Little Cause To Fret

Fairs in Best Spot To Hit

(Continued from page 48)

appointed when the weather is bad?

There were others trying their luck on the Grapefruit League circuit, as the sports writers term it, and they took more of the bitter than they did the sweet, but none of them folded, which indicates they made the nut or baled up some of Uncle Sam's legal tender. These fellows were inclined to agree with the 25 per cent off predictions on the future of the business for this season, but they couldn't say why.

### Circuses Optimistic

In the circus field, Buck Owens tried it in Florida before the weather turned bad, and didn't get to first base, and then James Edgar opened his nicely flashed Sparks Circus and ran into foul weather which made him long for the day when he could leave Florida. This bit of pre-season circus, however, has not discouraged the general run of operators, and the big fellows in particular figure they are going to get it in wads.

F'rinstance, the Ringling Bros. and Barnum & Bailey 1947 edition will be rolled out for New York's Madison Square Garden customers April 9, and James A. Haley, president, and his associates have assumed the attitude that one cannot be ruled off for trying, and the top prices again will be \$6 a clatter. Maybe those around Big Bertha are ready to accept a little les gross, but a \$6 whack for a circus indicates they are not worried over the '47 financial outlook.

### Terrell Likes Outlook

Jack Tavelin and a group offered Zack Terrell, owner of Cole Bros.' Circus, a snappy \$350,000 for his property quite recently, but ol' Zack passed it up with the statement that business will be big this season and he might consider selling in the fall.

Clyde Beatty has his show poised in Phoenix, Ariz., as of this date, after a fast skip thru Texas, ready to tumble into Southern California, and Clyde's business has stood up so well that he is anticipating a big season, but is non-committal over the season as a whole. Maybe he hasn't had time to look away from those big cats long enough to give it much thought.

The circus fellows always have, and probably always will, be the optimistic type—if we can only get to that next town—and they will do their worrying when the occasion arises.

### Fairs in Top Position

There is every reason to believe that State, regional and county fairs will experience as much success, if not more, as they did last year. Most of the fairs were dark so long during the war period they are still a novelty, but there is a definite business trend which should lend zest to their preparations for a golden harvest.

Most fairs are conducted in the rural communities. Farm life is the very essence of the fair business. Recent reports of business analyses and expressions by the long range prognosticators who keep knowing fingers on business pulses, indicate the ruralites will have cash in huge bales come next fall. They reason that Europe has to be fed and that America will have to do it, which means that farm produce will continue to bring top prices. Also, these prices will be for cash.

If the fairs continue to draw the

terrific crowds, the carnivals will prosper with them. Also, circuses beating the bushes will be in position to grab their share.

### Parkies Must Labor

Amusement parks, particularly those in metropolitan areas, may suffer a drop in business. In fact, most owners are gearing their operations in anticipation of a more "normal" take. The progressive operators will enhance their attractions and put more fervor behind their selling campaigns. These fellows may be able to hold their grosses on the peak levels.

All in all, the outlook is anything but dark for the outdoor show business. Money won't be as easy to stack for counting as it was a year ago, but there will be plenty around, and even if grosses do tumble 25 per cent the lads won't exactly be fit for the breadlines. Their pride of accomplishment may be hurt, but they'll still have something to stash when it is all out and over.

## SPECIAL BARGAIN

### Brand New, Never Used, Khaki Round-End Tents

17x34, COMPLETE with Wall, Poles and Stakes, 5½ ft. Sidewall. Ridge Pole, 12 ft. above top of Sidewall. Can be used for sleeping, work, "C" top, etc.

CLOSE-OUT PRICE \$65.00

½ Deposit, Balance C. O. D.

Write

### GOLD MEDAL SHOWS

BOX 32, COLUMBUS, MISS.

P.S.: Tops will be shipped from Danville, Ill.

### FOR SALE

## DOC'S JEWEL BOX

A complete jewelry store in a trailer with full living quarters. Fluorescent lights, good rubber, voltage control. New Hermes engraver and electric brakes. Enough stock to gross \$10,000 to \$12,000. Will sell it all for \$4,000. Write or come to Stubbs Hotel, Lakeview, Ohio.

## WANTED

Agents for Skillo, set Spindle, Six Cats, Slum Stores. Jake and Flood, get in touch at once, care Western Union, answer to Augusta, Ga. Join at Albemarle, N. C.

HIRAM BEALL

## FOR SALE

Miniature Railroad—Streamlined Engine and 3 Cars—12 Passengers. Gasoline Driven. Also 300 ft. of Track—A-1 Condition. This is a duplicate of the Rock Island Rocket".

\$1500.00 COMPLETE.

DON R. GALLI AMUSEMENT DEVICES  
545 N. RIDGEWAY AVE., CHICAGO, ILL.  
TEL: SACRAMENTO 1394

## WANTED

QUALITY FREE ACT ENTERTAINMENT.  
SHOWS, RIDES AND CONCESSIONS.

AUG. 20-21 AUBURN AGRICULTURAL FESTIVAL  
Chester May, Chairman, Auburn, Nebr.

### SECOND-HAND SHOW PROPERTY FOR SALE

15¢ Each, Pennant Flags on Streamers.  
\$10.00 Government Hand Siren. Great Bally.  
15.00 Genuine Buffalo Robe. Well made.  
6.00 Government Desk Trunks, with keys.  
7.50 New Steel Chest Hideaway for Slot Machine.  
WELL'S CURIOSITY SHOP  
12 Strawberry St. Philadelphia 6, Pa.

## LOOP-O-PLANE FOR SALE

IN VERY GOOD CONDITION.  
Can be seen at Salisbury Beach, Mass.

OLIN T. GREELEY

97 MAIN ST. EAST PEPPERCLL, MASS.

### COLUMBIA SHOWS

#### WANT

No. 5 Wheel, will book or buy. Will book legitimate Concessions not conflicting. Eats, Ball Games, Jingle, Wheels, P. C. are sold. 20 weeks best spots in Maine.

#### FOR SALE

3 14-Ft. Ball Game Tops & Hoods, Ea. \$30.00  
1 12-Ft. Portable Long Range Lead  
GaBery ..... 475.00  
1 Counter Race Horse Mutual ..... 50.00

**TOMMY KEEFE**

R. F. D. #5 FALMOUTH, ME.

### CARNIVAL FOR SALE

Chaiplane, 16 seat; small Merry-Co-Round; Turnover Funhouse, mounted on Trailer; 2 A.C. Light Plants, wire, etc.; 2 Semi-Trailers, Tractor, Jeep, 8 Concessions (stock for same). All for \$6500. Come and get it.

**R. W. WOOLEY**

Coolidge, Georgia, week of March 24th. Tannis Mitchell, contact me at once.

### BOOKING

### McCloskey Greater Shows

SHOWS—RIDES—CONCESSIONS.  
Opening El Cerrito, Calif., April 1st.  
Write, Wire or Come on.

**Margaret McCloskey**

1040 University Ave. Berkeley, Cal.  
Phone: Berkeley 0967

### R. W. ROCCO

#### WANTS AGENTS

#### CARAVELLA AMUSEMENTS

Show Opens April 26 in Pennsylvania. Agents for Bowling Alley, Razzle Dazzle, Roll Down and Pea Pool. No drunks. Agents who have worked for me before, get in touch with Larry Biggers, Dave (Chief) Chisholm and Joe Ansher, let me hear from you.

**R. W. ROCCO**

3170 S. W. 8th St. Miami, Florida  
(Phone 48-9821)

### BROWNIE AMUSEMENTS

Opened March 22 at Beggs, Okla.

#### WANTED

FOREMAN FOR MERRY-GO-ROUND. SECOND MEN ON ALL RIDES. A FEW MORE STOCK CONCESSIONS. AGENTS FOR OFFICE-OWNED STORES. Due to disappointment on account of misrepresentation, can use MAN AND WIFE FOR BINGO. Address: Beggs, Okla., this week.

### WANTED CAPABLE AGENTS

For Stock Concessions and Percentage. Experienced Counter Men and Checker for De Luxe Streamlined Bingo. American Reader. Must be sober and reliable. Best of equipment. Long season. Good territory. Opening March 31st.

Apply:

**Harry Lottridge**

c/o Crescent Amusement Co. CAMDEN, S. C.  
Fair Grounds

### SKERBECK'S SHOWS

WANT WANT

SHOWS—Grind Shows, Illusion, Miniature, Animal, Walk Thru, Fun House, etc. Opening for a few choice Concessions. Candy Floss, Lead Gallery, Jewelry. No Mitt Camps, please. Booked solid in the best territory of the North from May 10 until end of September. Write SKERBECK'S CARNIVAL CO. Dorchester, Wisconsin

### WANTED

Man and Wife for Iron Lung. Top salary. Bus has complete living quarters. Man must know how to drive bus. This is a year-round proposition. No drunks apply. I have a good proposition for the proper couple.

**MAX GRUBERG**

World Famous Show  
P. O. Box 101 Philadelphia 5, Pa.

### RUPE'S MIDWAY WILL BOOK

Any Legitimate Concessions, including Bingo, that do not conflict. No Mitt Camp. Want one or two more small Side Shows with own equipment. West, Texas, March 24-29.

### WANT AT ONCE 100 K. W. TRANSFORMER

Must get immediate delivery.  
**WALLACE & MURRAY SHOWS**  
Spartanburg, So. Car., this week.

## Casey Buys Hewitt Combo; Frames '47 Plans for 3 Units

WINNIPEG, Man., March 22.—Al Hewitt Shows, which worked out of this city last year, have been purchased by E. J. Casey and will be known this season as the E. J. Casey Shows' No. 3 Unit, it was announced here this week. Owner Casey said that he has retained Carl Cannell, of the Hewitt org, as manager of the new unit. Current plans call for the No. 3 shows to play the Canada Class C circuit.

Casey said that his three orgs are in receipt of a total of 60 signed contracts, with another 20 awaiting signatures. He added that he expects to present his three units at over 90 events during the season.

Plans are being readied for a grand opening here May 12, with all three units combined, marking the only date of the season when they will appear as a single organization. Main shows and the No. 2 Unit, however, will play Dauphin, Carman and Swan River fairs. No. 3 Unit is scheduled to play territory east of Toronto after completing its Western circuit jaunt. Shows also will play Manitoba, Eastern Saskatchewan and Western Ontario, Casey said.

Over-all attraction line-up includes three Ferris Wheels, two Merry-Go-Rounds, an English Scoota-Car, Loop-o-Plane, two miniature trains, Plane Glider, Mix-Up, two kiddie rides, making a total of 13. Shows are Crime, Trained Horse, Funhouse, Animal, Reptile and Cobby's Musical. Concessions will total 40, all of which will be office-owned and operated.

Sixteen semi's and trucks and four busses and seven cars will transport the orgs, Casey said. Quarters are currently manned by a crew of 10 and work in Casey's own warehouse has been going on all winter. Fifteen new tops arrived from Toronto along with several other equipment pieces from the States.

## Food City, New Org Set To Bow in May

CINCINNATI, March 22.—Food City Shows, a new organization, plans to open the last week in May. At start of the season unit will have four office-owned rides, two shows, and concessions, with more rides and shows to be added for a July 4 date and remain on thru the fair dates.

No work is being done here, as all equipment was overhauled and readied at the close of the '46 season. Staff members follow: Mrs. Florence Allen, owner and secretary-treasurer; C. Harry Allen, manager; Clyde Allen, ride superintendent; William L. (Red) Munger, lot superintendent and electrician, and Mrs. Munger, mail and The Billboard sales agent.

Arthur Allen will come on after terminating his services with the U. S. Navy Air Forces, in which he has served six years as a petty officer. He will be joined by his wife, Helen, at the show's opening date.

Betty Allen's cookhouse is undergoing a new paint job. Red and Gladys Munger have purchased a new truck and new canvas has been ordered for their popcorn and candy apple concession.

Recent visitors here included Jerry Fisher and Glenn and Bessie McIntosh.

### CARNIVAL WANTED

FOR ANNUAL AMERICAN LEGION 4TH OF JULY CELEBRATION

AT FAIR GROUNDS. CAN SHOW ALL WEEK

**JNO. R. WADE**

TRENTON, TENN.

**SAM E. PRELL**

GENERAL MANAGER

**JOE PRELL**

SECRETARY

YEAR 1913 **35TH ANNUAL TOUR** YEAR 1948

WEEK MARCH 31ST — 2D BIG ONE — (PAY DAY)  
AMERICAN LEGION CUMBERLAND POST #3  
1ST ANNUAL

**FLOWER SHOW AND SPRING FESTIVAL**  
FAYETTEVILLE, N. C.

(ENTIRE CUMBERLAND COUNTY BEHIND THIS ONE)  
TOWN DECORATED — STREET PARADE

THEN

WEEK APRIL 7TH, BURLINGTON, N. C.



#### FAIR SECRETARIES — COMMITTEES

WE HAVE FEW WEEKS STILL OPEN — CONTACT US PER ROUTE  
SEE OUR SHOW AS OUR GUEST — WE HAVE WHAT YOU NEED

WANT PENNY ARCADE — CAN PLACE USEFUL RIDE HELP  
THOSE WHO DRIVE SEMIS, COME ON

<b>For 1947</b> WHITE HEWITT Gen. Lot Sup'l	<b>For 1947</b> MACK KEEIN Chief Electrician	<b>Our Staff</b> ALLAN B. TRAVERS Gen. Representative	<b>PATTY FINNERTY</b> Business Manager	<b>LOUIS RED RUSSELL</b> Cashier
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#### WRITE — WIRE — PHONE

WEEK MARCH 24TH - - - - CHARLESTON, S. C.  
WEEK MARCH 31ST - - - - FAYETTEVILLE, N. C.

**SAM E. PRELL PRELL'S BROADWAY SHOWS**

**ABE PRELL**

SUPT. TRANSPORTATION

**BEN PRELL**

TREASURER AND GENERAL PURCHASING MANAGER



### OPEN LATTER PART OF APRIL IN PENNSYLVANIA

WANT BOWLING ALLEY, STRING GAME, SLUM SPINDLE, SCALES, GUESS YOUR WEIGHT, BASKET BALL, JEWELRY, DART, PENNY PITCH, GLASS PITCH, PENNY ARCADE. WANT PLANT SHOW, MONKEY SHOW, GIRL SHOW, ILLUSION SHOW, WILD LIFE SIDE SHOW.

WANT FREE ACT, BILL POSTER, RIDE HELP, TRUCK DRIVERS.

ALL REPLIES TO:

**GEORGE C. SMITH, P. O. Box 521, Cumberland, Md.**

### LAST CALL

**CALIFORNIA FAIR SHOWS OPENS APRIL 1**  
MANTECA, CALIF. — SEVEN RIDES

Four Shows. Will book one major Ride. Bill Messina wants Grind Store Agents. Stock Store Agents. Sober Ride Help. 7 Celebrations and Fairs NOW BOOKED.

**ADDRESS ALL MAIL, WIRES TO: CAL ENFIELD**

MANTECA, CALIF.

### Want—CAPABLE NEON MAN—Want

TO HANDLE OUR OWN NEON PLANT. SALARY \$100.00 PER WEEK. JOIN IMMEDIATELY. MUST UNDERSTAND ALL FORMS GLASS BLOWING.

### CAVALCADE OF AMUSEMENTS

**AL WAGNER, Mgr.**

Box 66, Mobile, Ala.

Phone 29546

### WANT TO PLACE FOUR KIDDIE RIDES

PRACTICALLY NEW

Will Rent Space or Work on Percentage Basis.  
**WILL BUY A WHIP FOR CASH**

Must Be in Good Mechanical Condition.

Write: BOX D-469, Billboard, Cincinnati 1, Ohio



Concessions—High Striker, Hoop-La, Dart Game, String Game, Devil's Bowling Alley, Basket Ball, Novelties, Jingle Board, Nickel Pitch and any others not conflicting. Shows—Have good proposition for Funhouse or Glasshouse and Unborn. South Carolina and Georgia Fair Committees, note; have some open dates in October. Stanley Girnas and Bill (Shamrock) O'Connors, contact Ducky Miller at once. All replies: A. M. PODSOBINSKI, this week, Millen, Ga.; next week, Wadesboro, N. C.

# BARNEY TASSELL UNIT SHOWS

## WANTS FOR BATH, S. C., WEEK MARCH 31

Right on No. 1 Highway in the Heart of Textile Mill Section.

One more major Ride. Shows of merit and Concessions of all kinds. If going North start your season off right. Wire this week

BARNEY TASSELL, Blunt and Florence St., Augusta, Ga.

## CAN PLACE

Kiddie Train and Kiddie Swing for season. Concessions—Will sell exclusive on Photos, Scales, Age and High Striker. Also book any legitimate Concession. Reply to

### E. L. YOUNG, ROYAL CROWN SHOWS

Thomaston, Ga., this week; followed by Rome, Ga., downtown.

## D. S. DUDLEY SHOWS

OPENS MARCH 31, WICHITA FALLS, TEXAS LOCATION, BALL PARK

Ride Help: Want Foremen and Second Men for Twin Ell Wheels, Octopus, Mix-Up and Autos; must drive Semis, be capable and sober. Top wages.

Concessions: Want Agents for Grind Stores and P. C.

Shows: Want two or three Shows with own Outfit and Transportation; Mechanical, Crime, Unborn or other Legitimate Show. Will play 34 weeks, six days a week in West Texas, New Mexico, Colorado, Oklahoma and Kansas. A motorized show of Ten Rides, Six Shows, Forty Concessions.

PHONE 907F23

D. S. DUDLEY

P. O. BOX 71, MANKINS, TEXAS

## SIDE SHOW ACTS

OPEN APRIL 4, AUGUSTA, GA. CLOSE DECEMBER IN MIAMI, FLA.

### ENDY BROS.' SHOWS

OFFICE-OWNED SIDE SHOW—JIMMY HURD, MGR.

WANT Bally Acts, Working Acts, Sword Swallower, Musical, Anatomical, Outstanding Freak, Fat Girl, Talker, Alligator. Miami Garneau, Teddy Rogers, Aloha, George Surtees, White Eagle, answer me c/o Show, Augusta, Ga.

ACTS AROUND NEW YORK, CONTACT ME c/o NATIONAL SHOWMEN'S CLUB, PALACE THEATER BLDG., BROADWAY AND 46TH STS., MARCH 27, 28, 29.

## Want INTERNATIONAL SHOWS Want

2 Saturdays 2 ——— OPENING OKMULGEE, OKLA., MARCH 29 ——— 2 Saturdays 2  
OWING TO DISAPPOINTMENT WANT SPITFIRE FOREMAN AND MIX-UP FOREMAN. Must  
drive Semis. ALSO RIDE HELP FOR OTHER RIDES.  
WANT AGENTS FOR CLOTHES PIN STORE AND RAZZLE DAZZLE. Must be sober and reliable.  
WANT CAPABLE GIRL SHOW MANAGER—MUST HAVE OWN WARDROBE.

Wire—Don't Write:

### COLEMAN LEE, MGR.

Morris, Okla., until March 27; then Okmulgee, Okla.

## WANT BINGO CALLER

At Folly Beach Amusement Park. Open now until Labor Day. Operate seven days a week. Can also use Relief Caller. Can place Ball Game and Slum Store Agents. Will not tolerate drunks.

### ART D. HANSEN, Folly Beach

CHARLESTON, S. C.

## CRANDELL'S MIDWAY DELUXE

Now playing downtown Pinehurst, Ga.; next week, VFW Spring Festival, Butler, Ga.

Will book, buy or lease Ferris Wheel and Kiddie Rides. Book Flat Rides not conflicting. Concessions all open except Bingo, P.C., Cookhouse. Long season with fairs and celebrations in Indiana, Kentucky, Tennessee, Alabama and Georgia.

L. C. CRANDELL, Mgr.

## HUTCHENS MODERN MUSEUM

Wants to join in April for a long season opening in Joplin, Mo., closing in late fall in Arkansas, two good Working Acts, Impalment, Juggler, Fire Eater, Human Ostrich or any act. Also one Good Freak for Main Show and one good Annex Attraction and one more Ticket Seller that can drive truck. People that were with me before, answer. All address JOHN T. HUTCHENS, 1206 Mill St., Cassville, Mo.

## RIDE HELP WANTED

Foreman who can handle men who are green in the Ride Business. These Rides are brand new—just from Factory and are booked with Beam's Attractions playing territory in the States of Pennsylvania and Maryland. Opening May 1st. Man I want must be capable of overseeing the handling of Tilt, Chairplane and Auto Kid Ride.

FOR RENT—Ten Acre Show Lot adjoining City Owned Picnic Park in Owensboro, Kentucky. City Lights and Water on Property. City License exempt. Address:

LOUIS T. RILEY, P. O. Box #397, Owensboro, Ky.

# Utah Preps for Huge Take During 135-Day Centennial

SALT LAKE CITY, March 22.—Show business will thrive as never before in Utah and the Intermountain West during 1947. This year marks the 100th anniversary of the arrival of Brigham Young and the Mormon pioneers into Salt Lake valley. Centennial is being celebrated in Utah by a series of national sports events, music festivals, numerous parades, special ceremonies and an enormous Centennial Exposition. Expected to draw two and one-half million people, the exposition will be located at the Utah State Fairgrounds which are only two minutes from the Salt Lake business district.

Great throngs from the surrounding area as well as literally millions of transcontinental travelers are expected at Utah's Centennial celebration.

Exposition midway will hold its grand opening May 30, and will run for 135 days. No expense or effort is being spared in making it the largest, best equipped and most beautiful in Western America. It is being designed for use as a permanent amusement park following the close of the Centennial celebration. Grounds are being landscaped and all main thoroughfares paved. High quality free acts and prizes as well as 20 new rides will entertain midway crowds.

### Beehive Has Midway

Midway is under the direction of the Beehive Midway Corporation which is composed of a group of prominent Salt Lake business men. C. C. McDermond, serving as president of the organization, will be welcomed back into the show world by his many friends in show business. McDermond has had wide entertainment experience having spent many years directing carnivals and theaters.

Imer Pett is executive secretary of the group and will be responsible for administrative details. Other officers of the Beehive organization are Val Hicks, vice-president; Arthur Pett, treasurer; John Mackenzie, secretary, and Grant Iverson, director and attorney.

### Contract Under Fire

Beehive's contract has been under fire since its execution, May 22, 1946, and has finally hit the courts. Five Utah groups have joined as plaintiffs asking a declaratory judgment decreeing the lease agreement to be void and of "no force and effect." The suit was filed in the Third District Court of Utah.

Beehive received first opposition when it was found that when incorporated to bid for the midway contract it had listed the contract as one of the corporation's assets. It finally signed a supplemental agreement before receiving the final award.

Contesting the award in the courts are the Lagoon Company and the Saltair Beach Company, two near-by resorts; the Intermountain Theaters, Inc., and Uptown Theater Corporation, operators of two chains of Salt Lake movie houses, and the Covey Gas & Oil Company, operators of the Coconut Grove Ballroom.

Defendants named in addition to the Beehive group are the Utah State Fair Association, and Aaron W. Tracy, Rulon S. Wells and Arthur W. Crawford, members of the Utah Department of Publicity and Industrial Development, under whose department the fair association activities fall.

### Dryden-Wiggins Org Makes Initial Tour This Spring

ST. JOHN, N. B., March 22.—Three rides have been purchased by the Dryden & Wiggins Shows, St. John, which will make its initial tour this year. Rides are Merry-Go-Round, Chairplane and Ferris Wheel.

Show's officials say the itinerary is being arranged thru New Brunswick, including one or two spots in St. John.



C. C. McDERMOND, president of Beehive Midway Corporation, which will have all concessions on the midway at Utah's Centennial Exposition, Salt Lake City, this summer.

### Peugh to Reid G. A. Post; Opening Set For Bennington, Vt.

MONTPELIER, Vt., March 22.—Roy F. Peugh, widely known general agent, has been signed in that capacity by King Reid Shows for 1947, it was announced here this week. Peugh said that shows' forces are currently behind the carnival-styled show to be presented on the rotunda of the State House here Wednesday (26). Among org's acts already penciled for appearances are King Reid's Cowboy Band, Whistling Elstons, Gordon and Olivia, To-To and Roxy Glamour Girls.

With the season's opener scheduled for May 5 in Bennington, work in quarters at Manchester Center, Vt., is rapidly nearing completion. Harry Porch is supervising activities.

A new Chairplane has been purchased and delivery is expected April 20. A new office trailer has been built and six new tractor trailers have been delivered, giving shows a fleet of 20 new trucks. A new Ford sedan has been purchased for the press and advance car.

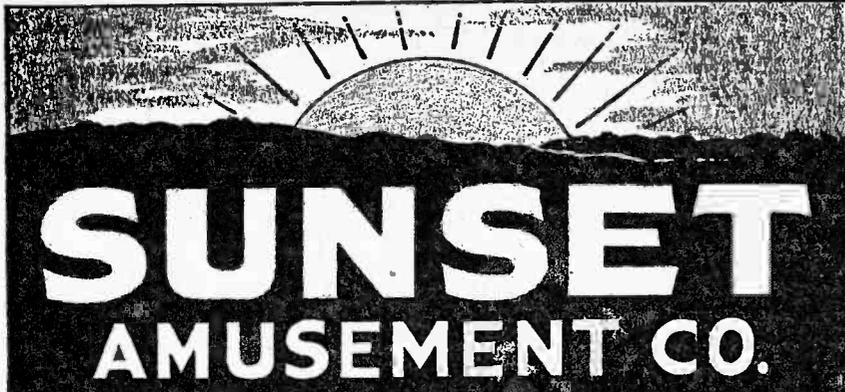
Shows will present 11 rides and 10 shows, featuring a kiddie land of three new rides. Harry Agne will have the bingo and Spitfire; Bill Col-liton, cookhouse; Richard Eubar, Side Show and the Budreau family, the Motordrome.

The New England territory has been booked for the season, except for a few New York fairs which include, Lowville, Sandy Creek, Schaghticoke, Rhinebeck and Cobleskill.

### Pearl City Again Signs Columbus Junction, Ia.

CANTON, Mo., March 22.—W. J. Reger, co-owner of Pearl City Rides and Shows announced signing the Louisa County Fair at Columbus Junction, Ia., August 12-15, for the third consecutive year. July 4 celebration at Streator, Ill., has been contracted for the second year, Reger announced.

Shows skedded to open April 14 at Canton, Mo.; will have a 25-week season.



**OPENING THURS., APRIL 24 AT EXCELSIOR SPRINGS, MO.**  
 One of the Few Truck Shows Carrying 3 Ferris Wheels.  
 The Only One Carrying a 20 Car 1947 Dodgem.  
**14 RIDES 40 LEGITIMATE CONCESSIONS 10 SHOWS**

<b>ATTRACTION LIST</b> CATERPILLAR DODGEM CAROUSEL TILT-A-WHIRL SPITFIRE TRAIN AUTO RIDE OCTOPUS 3 FERRIS W. STAGE COACH GLIDER KID PLANE	<b>ALBERT LEA, MINN., JULY 4TH. FAIRS</b> THIEF RIVER FALLS, MINN. BEMIDJI, MINN. HIBBING, MINN. REDWOOD FALLS, MINN. DECORAH, IOWA MONTICELLO, IOWA MARSHALLTOWN, IOWA ALTA, IOWA MORRISON, ILL. OREGON, ILL. FAIRFIELD, IOWA, CELB. CLARINDA, IOWA, CELB.	<b>RIDE MEN</b> WANT 2ND, 3RD SOBER-DRIVERS. SALARY, BONUS. <b>FRONT GATE</b> CAPABLE, SOBER MAN AND HELPER; SEMI DRIVERS. <b>Independent Show Owners</b> UNBORN, SNAKE, FUN HOUSE OPEN.
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<b>WANT</b> Sally Brunette wants Girl Talkers for 2 Shows. Raymond Walton wants Canvas Man and Driver, Wild Life. Ted Vining wants Acts and Help for Circus Side Show. Joe Turner wants Fighters, Wrestlers for Athletic Show.	<b>WANT</b> Arcade: Either percentage or flat rate. Concessions: 10¢ and Slum Stores open. Spitfire: Foreman, Driver. Cookhouse: Want Help. Rides: 2nd and 3rd Men, Drivers. Salary and Bonus.	<b>WANT</b> Photos, French Fries, Candied Apples, High Striker, Devil's Bowling Alley and Root Beer. Want Agents for Slum Blower, Addem Up Dart Store, Swinger and Buckets. Counter Men for Bingo.	<b>WANT CONCESSIONS</b> Ferris Wheel Foreman, Chairplane Foreman. Second Men on Roll-o-Plane, Octopus, Merry-Go-Round, Ferris Wheel, Chairplane, Tilt-a-Whirl and Train. Must be sober and reliable. Prefer semi drivers. Wives to sell tickets. Don't write. Join on wire. Top wages if you can cut it.
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**SUNSET AMUSEMENT CO.**  
 W. Q.: 701 N. Main Excelsior Springs, Mo.

**CALL Opening April 5th, Mobile, Ala., With The "Cavalcade" CALL**  
 Owing to our post-war expansion in the back end of Al Wagner's Cavalcade of Amusements, we have relinquished our holdings on other midways and will concentrate on our eight Shows here. Can place Talkers and Grinders. All people contracted report first week in April.  
**NOTICE—SIDE SHOW PEOPLE—NOTICE**  
 WE pay TOP salaries. Are you satisfied that you are in that bracket? We can, will and do pay more than any other Side Show. A long season, the best of treatment, the world's finest and largest midway. Egan Twist, Anato Hayes, Marilyn Smith, Tirko and Joan Beach, wire.  
**KELLEY AND BEST ENTERPRISES, INC.**  
 T. W. KELLEY BOX 66, MOBILE, ALA. R. E. BEST

**WANTED—SIDE SHOW PEOPLE FOR WORLD OF MIRTH SHOWS**  
 FEATURE FREAK, BALLY ACTS, LECTURER  
 Can place fast Mental Act. Useful people who are interested in long season, sure pay, best route in East. Write at once to  
**GLENN PORTER**  
 WORLD OF MIRTH SHOWS, Care WM. BYRD, Richmond, Va.

**LAST CALL } GERARD'S GREATER SHOW { LAST CALL**  
**Opening April 5 in New York City**  
 WANTED—Whip Foreman, Caterpillar Foreman, Ferris Wheel Foreman. Also Second Men on all Rides. Top salaries paid to all Help. Long season, best of treatment. All Foremen Must Be Experienced, Know How to Set Up and Tear Down. Address:  
**CHARLES GERARD**  
 3008 Dewey Ave. Jerome 7-4700. Extension 528. Bronx, New York City

**RIDE HELP WANTED**  
 Ferris Wheels, Merry-Go-Rounds, Octopus, Chairplane, Tilt-a-Whirl, new Looper and Kids' Rides; truck drivers preferred. Party for Fun House and Monkey Show. Agents for office Concessions. Want man to take charge of new tents. Drunks and chasers, save your time.  
 Winter Quarters open April 1st. Write  
**THOMPSON BROS.**  
 2906 4th Ave. Altoona, Pa.

**PEPPERS all States SHOWS**  
**AMERICA'S FINEST**

40 TRUCKS 20,000 FEET OF NEON — LIGHT TOWERS — LIGHT PLANTS 40 TRUCKS  
 Opening Montgomery, Ala., April 4-12 2—Saturdays—2  
 50 TRUCKS 20,000 FEET OF NEON  
 10 RIDES AMERICA'S ACE FREE ACT  
 8 SHOWS SELDEN  
 THE STRATOSPHERE MAN  
 World's Highest Aerial Act  
 DIESEL PLANTS LIGHT TOWERS

**ALL PEOPLE HOLDING CONTRACTS WITH THIS SHOW, REPORT ON MARCH 30 IN MONTGOMERY, ALA. (ACROSS FROM MAXWELL FIELD)**

<b>WANT CONCESSIONS</b>	Photos, French Fries, Candied Apples, High Striker, Devil's Bowling Alley and Root Beer. Want Agents for Slum Blower, Addem Up Dart Store, Swinger and Buckets. Counter Men for Bingo.	<b>WANT CONCESSIONS</b>
<b>RIDE MEN</b>	Ferris Wheel Foreman, Chairplane Foreman. Second Men on Roll-o-Plane, Octopus, Merry-Go-Round, Ferris Wheel, Chairplane, Tilt-a-Whirl and Train. Must be sober and reliable. Prefer semi drivers. Wives to sell tickets. Don't write. Join on wire. Top wages if you can cut it.	<b>RIDE MEN</b>
<b>MINSTREL SHOW</b>	WANT PERFORMERS FOR HIGH-CLASS, FAST-STEPPING MINSTREL SHOW. Vernon Dillesworth, Robert Watts, Thomas (Groundhog) Brown. Get in touch with ROBERT TERRELL.	<b>MINSTREL SHOW</b>
<b>SIDE SHOW</b>	PROF. SANDERS WANTS FOR SIDE SHOW: Sword Swallower with good flash. Ticket Seller, one who can drive semi truck. Following people get in touch with me: Leo Bremmschimm, Jack and Mary Gibson, Blanch Boston. Top salaries, no hold backs. Join on wire.	<b>SIDE SHOW</b>
<b>GIRLS</b>	GENE PAGETT WANTS GIRLS FOR "NITE IN RIO REVUE." Experience not necessary. Edna, Marget, Norma, wire me at once and join on wire. CURLY McCANN WANTS GIRL FOR HAWAIIAN PARADISE SHOW. Jean Mather, Nickie, and Leona, wire me.	<b>GIRLS</b>

F. W. PEPPERS, Owner E. H. BROOME, Manager G. H. PERRY, Gen. Agt.  
 E. HOLLINGER, Secretary MRS. OLIVE McANICH, Treas. LLOYD REECE, Cont. Agt.  
 RAY BALZER, Con. Mgr. TOM YUNCE, Chief Mechanic PAT KLIENPETER, 24 Hr. Man

**FUNBEAM SHOWS**  
 Playing Firemen and Community Sponsored Events  
 FREE GATE — PARADES — FIREWORKS — SPECIAL EVENTS  
 Concessions Wanted: Ball Games, Shooting Galleries, Fish and Duck Ponds, Photos, Novelties, Darts, Pitch-Till-You-Win, Basketball Game, American Palmistry.  
 SHOWS: Illusion, 10-in-1, Monkey Show, Wild Life, Fat Show. Excellent show territory, booking only few shows.  
 Help Wanted: Foremen for Wheel and Concession Agents.  
 Wire or Write **J. B. HENDERSHOT** Care of the Show  
 WINDBER, PA. — Opening Date May 1.

**EXCELSIOR AMUSEMENT CO.**  
 Wants Bingo Manager, Side Show Manager, legitimate Concessions of all kinds, Ride Help in all departments that drive semi, also Trombone Player, Musicians and Performers that can cut in for Minstrel Show. Will open March 29 at Bennettsville, S. C. All replies to  
**ROME HARRIS, Dillon, S. C.**

**LAST CALL SILVER SLIPPER SHOWS LAST CALL**  
 OPENING SATURDAY, APRIL 5TH IN DOWNTOWN CALHOUN, GA.  
 All People and Concessioners contracted meet at John King Park April 3rd.  
 Attention, Fair Secretaries in Georgia—Visit our Midway. We have open Fair Dates in October.  
 All replies to  
**WILLIAM O. HAMMONTREE, General Manager**  
 2709 ROSSVILLE BLVD. CHATTANOOGA, TENN.

## SPECIAL AGENT

Want A-1 Man that is capable of doing some contracting. No banners. Good salary and year around position.

**World of Pleasure Shows**  
100 Davenport St., Detroit 1, Mich.

## WANTED

Electrician and Ride Foreman. Electrician must know gasoline driven generator and ride motors, also drive semis; salary \$75.00, plus cut-ins. Ferris Wheel Foreman, salary \$65.00 and bonus. Experienced Second Men for all other Rides. Top salaries and bonus. Drunkards, hop scotchers, stay away. Show opens 3rd and Allegheny Ave. April 7. Play Philadelphia lots until about August, then fairs. Winter quarters, 29th and Montgomery Ave., Philadelphia.

### MAX GRUBERG

World Famous Shows  
P. O. Box 101 Philadelphia 5, Pa.

## RIDE HELP WANTED

In all departments. Can use good First Man on #5 Eli Wheel. OPENING APRIL 15TH—LONG SEASON.

### BIG 4 AMUSEMENT CO.

Melrose Park, Illinois

## WANT

### 2 SLUM STORE AGENTS

Must stay sober. Contact:

### L. BURTO

c/o Shelby Hotel ST. LOUIS, MO.

### OPERATOR FOR BOUQUET OF LIFE SHOW

Also one for FTN HOUSE. Have complete Side Show Frame-Up. Want Operator with Show for inside. SHOWS—Will book any not conflicting. CONCESSIONS—Photos open; others, write.

### Greater Rainbow Shows

Dardanelle, Ark., this week; Booneville, Ark., March 31-April 5.

### 1940 GMC BUS

40 FT., FLUORESCENT LIGHTING, two Bottled Gas Tanks, Mexi-Hot Grill and Stove, Cabinet Sink. Interior like new. 2 Coca-Cola boxes, living quarters in rear, 2 studio couches, good motor, tires, alum. body, screened windows, awnings with lights. Outside counters, root beer outfit. COMPLETE. PRICE \$6000.00. Located 6000 Ogden Ave., Chicago, Ill., or write R. E. PEDRICK, Box 525, Oak Lawn, Ill.

### PEARLENE SHOWS

Rides—Will book Chairplane or any Ride that does not conflict, 20%. Shows—Any Show of any kind, 20%. Concessions—Photos, Mitt, Ball Games, Cork, Glass. Ex. on booking or any Concession that does not conflict.

Agents of all kind; Roy Rogers, wire me. Wire or come on.

Open Davis, Okla., Mar. 22 to 29.  
E. F. UNDERWOOD.

## CARNIVAL WANTED

Carnival to operate on Percentage Basis Week of JULY 14TH TO JULY 19TH. Contact

### DR. J. RAYMOND SNYDER

President Citizens Fire Co., Mt. Holly Springs, Penna.

## WANT CARNIVAL

Ferris Wheel, Merry-Go-Round. Must be good. Also Shows, Rides and other carnival attractions suitable for Annual Home Coming and Reunion at Iberia, Mo., July 31 and August 1-2, 1947. Sponsored by American Legion Post 105, Iberia, Mo. Contact SEDDEN IRWIN, Chairman.

## FOR SALE

Complete Photo Studio, one 2-Size Hassan Machine, one 3-Size Hassan Machine, Enlarger, plenty Film, Chemical, P. A. Set, 10-Record Turntable, 6-Foot Neon, 6 P. C. S. Hand Oil Painted Scenery on Plywood, Cable, Best Lens in the business. Will teach you if necessary. Can be booked on Shows. Price \$750.00. JACK LATKOWSKI, Wallace & Murray Shows, Spartanburg, S. C.

## Crossing Bridges When You Come to Them Gets Bridges

JACKSONVILLE, Fla., March 22.—When the task of rebuilding the James E. Strates Shows was nearing completion in quarters here, Owner James E. Strates, who also is a New York gentleman farmer, concentrated on work to be done on his estate near Elmyra, N. Y., which revealed the need for three bridges to span creeks on the place.

Calling on his press agent, Chick Franklin, who serves as purchasing agent in the winter, the boss instructed him:

"We need three bridges and must have them. Now don't let anyone sell you the Brooklyn Bridge, pontoon bridges or rubber rafts; but don't come back without three bridges. Above all things, don't cross bridges until you come to them."

The combo purchasing-agent Franklin, a man about town in the buying districts, hid himself off to the War Assets Administration where he was advised to try the U. S. Engineer Department, across the river. There he was told to either ferry or cross another bridge, when he came to it, and try the Jacksonville Naval Base to see if they had any bridges laying around.

The Naval Base sent him back to the War Assets Administration, crossing another bridge when he came to it, where he was told to try the construction steel department. There he was told they build the Bailey Bridge,

(no connection with the show bearing its name) which is a portable span made to any size.

"But," declared the spokesman, "those we have on hand are sold to the State Highway Department. We can't make delivery on more until early in June."

So, after July 15, allowing six weeks for assembling the portables, the creeks on the Strates estate will be bridged.

## Pearlene, Longhorn Outfits Are United

DAVIS, Okla., March 22.—Mr. and Mrs. E. H. Pierce, of the Longhorn Shows, and Mr. and Mrs. E. F. Underwood, of the Pearlene Shows, have merged their equipment into one org which will go out under the title of the P. & L. United Shows. New outfit bows here today in a seven-day stand.

Included among personnel are Lewis Hagerman, three concessions; Red (Bingo) Bartley, bingo and 10 concessions; Mr. and Mrs. A. D. Sandusky and family, grab and concessions; Mr. and Mrs. Ray Davenport and daughter, two rides and new popcorn and snow trailer, and Mr. McCoy, with concessions.

## Franks Shows Ready for Opening Stand March 29

PITTS, Ga., March 22.—Franks Shows will open the season March 29, and virtually all equipment was ready today as the painters were putting the finishing touches on the rides. Work was delayed some by wet weather, which made the paint slow in drying.

Color scheme is red with white trim, and the Ferris Wheel has been made attractive by new red upholstery.

Arthur Pitit made a trip to Tampa recently and purchased a double train ride, which will give the org six rides.

Recent visitors at quarters on Franks' farm in Wilcox County included Jim McCall, and Charlie and Elizabeth Amerson.

## Ray Walton Frames New Tropical Animal Exhibit

DANVILLE, Ill., March 22.—Raymond A. Walton, long associated with the animal exhibit biz, is framing a new tropical animal show for the coming season. New semi-trailer will transport the outfit. All new canvas has been ordered from the O'Henry Tent & Awning Company. A new light plant will be carried for still dates.

Mrs. Dacy Walton will be cashier, with Ed Jones in charge of transportation. The Waltons recently took delivery on a new trailer coach and a new Chevrolet coupe.

## Wilson Famous Garners Three Illinois Contracts

ASTORIA, Ill., March 22.—M. J. Dressen, business agent of Wilson Famous Shows, returned to winter quarters here this week from an Illinois booking trip and announced signing of three contracts.

They are the July 4 celebration at Henry; Peoria Exposition and Fair, August 26-September 1, and Gladioli Festival at Momence, August 20-23. Several other Illinois annuals are pending, according to Manager Ray Wilson.

## SLA Servicemen's Fund Nears Finish

CHICAGO, March 22.—It won't be long now before the servicemen's mustering out fund of the Showmen's League of America is wound up.

Here's the score to date:

Total amount raised—\$50,786.33.

Total paid out—\$33,615.

Members paid—123.

Members to be paid next week—three.

Members still in service—three.

Members who haven't filed necessary papers—five.

Average payment thus far has been approximately \$273. The maximum permitted is \$500. Rules call for \$20 a month payment for overseas service and \$10 a month for Continental service, with no more than 20 weeks of either domestic or Continental service to count.

Checks will go out next week to John Hill, Avory Christy and Curtis Eberstein.

Still in service are W. J. Dughi, John Mattell and John Littau.

The fund committee is awaiting photostatic copies of discharges from Peter Andrich, Morris Lipsky, William Lipsky, James H. Owens and Jack A. Tavlin so that payment can be made.

The fund was built up thru contributions, shows and a raffle. Floyd E. Gooding, committee chairman, started it with a \$1,000 contribution. The 101 Club, so-called because each of the 101 SLA members in it contributed \$100, accounted for \$1,100. Benefit shows conducted by various orgs and individual contributions added to the fund. So, too, did a war bond raffle conducted by the club.

Besides Gooding, other committee members are Charles Driver, treasurer, and Joe Streibich, secretary. The committee on approval consists of Sam J. Levy, Frank P. Duffield, J. C. McCaffery and Gooding. The late Edward A. Hock was a member of this committee.

The SLA servicemen's package committee, which each month sent gifts to servicemen, has been discontinued. This committee was headed by Bernie Mendelson and Bill Carsky. Also the committee has been discontinued, the club occasionally sends gifts to those members still in service.

## RALPH N. ENDY

ALL MY OLD HELP REPORT TO TRENTON, N. J., WINTER QUARTERS NOT LATER THAN SATURDAY, MARCH 29.

Want an A-1 Ferris Wheel Man. Also Can Use General Ride Help.

RALPH N. ENDY

c/o Concourse, Plaza Hotel, New York, N. Y., After March 29.

(Phone: Jerome 7-4700)

## WANT

CAPABLE CARNIVAL SECRETARY

Position Open Now.

## Lawrence Greater Shows

P. O. Box 51 Chester, S. C.

## FOR SALE

#5 Ferris Wheel with Tractor and Trailer, \$5000.00  
12-Car Kiddie Auto Ride, Tractor, Trailer, \$1900.00  
Turn-Over Barrel of Fun House, built on 2-Wheel Trailer. Can pull behind Car, \$1250.00.  
Two 25 K.W. Transformers, Ground Cable, Switches and Throw-out Jacks, \$400.00.  
14x14 Concession Top and Frame, new last fall, \$200.00.  
12x12 Concession Top and Frame, good shape, \$100.00.  
10x14 Concession Top and Frame, \$100.00.  
Will take \$9000 if sold together.  
N. E. DAVIS  
c/o Western Union, Kennett, Mo.

# PIONEER SHOWS

high class midway attractions

CALL CALL CALL

24 WEEKS—NEW YORK AND PENNSYLVANIA OUTSTANDING CELEBRATIONS—24 WEEKS  
Opening Waverly, N. Y., April 30th to May 10th, under strong auspices.

Want: Concessions of high standards not conflicting. Bingo, Grab, Popcorn and Percentage sold. Help: Agents on Grind Stores, Ball Games and Percentage. Talker for Crime Show.

Ride Help: Foremen on Ferris Wheel, Whip and Chair-o-Plane. Also Second Men on all Rides. We pay top salaries to men who know their business. Semi Drivers.

Shows with own equipment, Fat Family, Monster, Large Pythons, Motordrome, Dog and Pony, Midgets, Side Shows and other shows of merit. Want Rides not conflicting. Sensational Free Act. Also 5-Piece Band. JERRY HIGGINS wants Girls for his Revue. Answer c/o Shows.

All contracted acknowledge this ad. Address all correspondence:

**MICKEY PERCELL** Box 106, Waverly, N. Y.

**RICHMOND, VA., WEEK MARCH 31ST**

POSITIVELY FIRST IN

## MAJESTIC GREATER SHOWS

CAN PLACE FOR RICHMOND AND BALANCE OF SEASON.

SHOWS (With Own Equipment): Mechanical, Glass or Fun House, Fat Show (Dot, This Is It), Jig Show (Sol Specht, contact), Wild Life.

CONCESSIONS: Fish Pond, String Game, Basket Ball, Photos, Lead Gallery, Swinger, Penny Pitch (X to party with 2). Concessions of all kinds. Erwin Eule wants Agent for exclusive Pill Pool, wire. Paulie can place capable Ball Game Agents. Address:

**SAM GOLDSTEIN, Owner-Manager**  
GOLDSBORO, N. C., THIS WEEK; THEN RICHMOND.

# BRIGHT LIGHTS EXPOSITION

World's Brightest Midway

LAST CALL 11 RIDES 10 SHOWS LAST CALL

SHOW OPENS LYNCHBURG, VA., APRIL 10TH.

Can place Shows, Rides and Concessions not conflicting. We have Gangler Bros.' Circus as Free Act. Fats Usher Wants for 10-in-1, Runts for Bally, \$40.00 a week and cakes. Girls to work Illusions, no experience necessary. Inside man that does magic. Ticket Sellers and Grinders. Wire or come on, will place you. Place Second Men on Rides. Bill Gilliland, get in touch with us. Good opening for Penny Arcade and Fun House, Glass House.

Write or wire JOHN GECOMA, Gen. Mgr., or L. C. HECK, Asst. Mgr., P. O. Box #851, Lynchburg, Va.

## ROYAL RIDES

**WANT FOR CLANTON, ALA., 24TH TO 29TH**

DOWN TOWN; MARION, ALA., TO FOLLOW. MORE NEWLY OPENED SPOTS TO FOLLOW. "NOT THE LARGEST, BUT THE CLEANEST"

WANT SHOWS: Grind Shows with own outfit. WANT RIDES: Will book any Flat Ride or No. 5 Wheel. We have trucks if you have Ride. WANT CONCESSIONS: Lead Gallery, Mitt Camp, 10¢, Grind Stores. WANT AGENTS: Floss, Candy Apple, Grab, Photo, American Palmistry, Bumper Ball Game, P. C. Agents. Bowman, contact. WANT HELP: First Class Foreman and Second Men for Merry-Go-Round, Foreman for Chair-o-Plane. Good Man for Kiddy Auto Ride. Lucky Roberts, contact. Wesley Miller, contact.

**JOE SALADINO or GEO. HARR**  
CLANTON (ALA.) CITY WELL LOT.

## H. B. ROSEN AMUSEMENTS

WANT WANT

For Ft. Payne, Ala., March 31-April 5. Downtown Location, Under Strong Auspices. SHOWS—Man to take charge of 10-in-1. Will furnish 20x80 Top with 120 ft. Banner Line. Good opening for Motordrome, Glass House or Fun House.

RIDES—Foreman for Loop-The-Loop. Second Men on all Rides. Will book Tilt, Octopus, Spitfire or any Flat Ride.

CONCESSIONS—Will book up-to-date Penny Arcade, Diggers, High Striker and Frozen Custard. All Merchandise Concessions open.

**WANT MAN TO TAKE COMPLETE CHARGE OF 30x50 MARQUEE, SELL TICKETS AT FRONT GATE AND HANDLE SOUND TRUCK.**  
(Tony Peltzer Wants First Class Cook)

ADDRESS: PIEDMONT, ALA., THIS WEEK; FT. PAYNE TO FOLLOW.

## EDDIE L. WHEELER SHOWS

Want for Summerville, Ga., Week of March 24th

Stock Concessions of all kinds, especially Fish and Duck Ponds, Pitch Til Win. Want Agents for Roll Down and Swinger. Have only two Grind Stores. Want Secretary thoroughly experienced in handling taxes.

**EDDIE L. WHEELER** Summerville, Ga.

## RIDES WANTED RIDES

Want to buy No. 5 Ell Wheel, 2-abreast Merry-Go-Round, 7-car Tilt-a-Whirl, Loooper Ride. Want Kiddie Auto Ride, Airplane, Duck or Blue Goose and Elephant Ride.

Have For Sale one 20x30 Top, Sidewall and Poles, \$125.00.

**W. J. WILLIAMS, 1417 Dickerson Rd., Nashville, Tenn.**

# WORLD OF TODAY SHOWS

TWO SHOWS COMBINED IN ONE

FIRST AND ONLY CALL

— OPENING MUSKOGEE, OKLA., APRIL 5TH —

CAN PLACE A FEW MORE HIGH CLASS ATTRACTIONS. WILL FINANCE RESPONSIBLE SHOWMEN WITH NEW AND NOVEL IDEAS.

CAN USE A FEW GOOD RIDE MEN WHO DRIVE SEMIS.

**JACK (PREACHER) MUNROE** WANTS FOR HIS SIDE SHOW: Novelty and Working Acts and good Freak to feature. Girls for Illusions. Ticket Sellers who can make second openings.

**RAY AYERS** WANTS TWO MORE GIRLS FOR HIS GIRL SHOW. (Top Salaries.)

CAN PLACE CLEAN, FLASHY PONY RIDE; ALSO PENNY ARCADE. WANT AGENTS FOR SLUM CONCESSIONS. GRIDDLE MEN AND WAITERS FOR OFFICE-OWNED COOK HOUSE.

**SAM LIEB** WANTS COUNTER MEN AND RELIEF CALLER FOR BINGO. Time Is Short. Wire or write, but if you wire, pay your own wires. All Address: WORLD OF TODAY SHOWS, Box 782, Muskogee, Okla.

# MARKS SHOWS, INC.

MILE LONG PLEASURE TRAIL

OPENING MARCH 31 IN NEWPORT NEWS, VA.

Followed by Best Locations in CITY OF RICHMOND

WANTED—RIDE HELP. Foreman for Flying Scooter (must be experienced and reliable). Can use Help on all Rides.

WANT—Few more legitimate Merchandise Concessions.

HAVE opening for POPCORN and CANDY APPLE Concession. Must meet with standard of show.

CAN always place reliable Show People with novel ideas.

**JIMMY SIMPSON** has openings for Performers and Musicians on UP-TO-UP-TO-DATE Minstrel Show.

Address all inquiries

**MARKS SHOWS** P. O. Box 771, Richmond, Va.

## JOHN REED WANTS

AGENTS FOR ROLLDOWN, SKILLOS

Whitie Campbell wants Pin Store Agents; also set Game Men. Curley Garaud will please contact. General Concession Help of all kinds. You must take orders. Concessions will positively work on this show. Blackee Asher wants Swinger Ball. Bobby Sickles, Adjustor.

CORINTH, MISS., This Week; DYERSBURG, TENN., Following.

### FOR SALE

CONCESSIONAIRES—THIS IS WHAT YOU HAVE BEEN LOOKING FOR

I have a fully equipped Trailer all ready to go. Will sell out for cash or will consider a partner. Partner must be experienced and can buy one-half interest for cash or on time. Trailer is custom built and just completed. Everything brand new, which includes the following items: Coffee Urn, Steam Table, National Cash Register, French Fryer, two Ice Boxes, Meat Slicer, Sink, China and Paper Cups, White Aprons, Towels, etc. Also have a lot of merchandise on hand, such as Coffee, Milk, Can Goods, etc. Trailer is 24 feet long, tandem wheels. Also have other Games, including Pea Game, Chuck Game, Over and Under Seven. All operate with balls. Have one Diamond T Truck with 1946 motor (van type) with practically new tires. Will sell Truck or Trailer separate or sell both together or will sell Games separate. A real buy. Must be seen to be appreciated. May be seen at

ISLAND VIEW TRAILER COURT, BILOXI, MISSISSIPPI  
**W. O. BROWN**  
PHONE 9136

## AMERICAN BANNER SHOW

FEATURING

SYLVANA ZACCHINI

BEAUTIFUL BLOND HUMAN CANNONBALL

Will book 2 Kiddie Rides; no junk. Shows with own transportation. What have you? Concessions—Any 10¢ Merchandise Stores, Photos, Scales and Age. This show plays 25 weeks of the CREAM of New England. All P.C. booked. Want Ball Game Agents, also LICENSED Electrician; Cy Slovin, wire me. Show opens May 3 vicinity Boston. Watch for next announcement. Communications to

**JOSEPH E. SHINER, 40 Woodcliff St., Dorchester 25, Mass., or c/o Billboard, Cincinnati 1, O.**

## PITTSBURGH LEADING AMUSEMENT ARCADE

LOST LEASE—FOR SALE—LOST LEASE

Will sell complete line of Exhibit and Mutoscope Machines, all late models. Mr. Park Man, Mr. Carnival Man, if you are looking for the best and a real pretty set-up, Machines with a real earning power, will sell at a bargain about 70 floor-size Machines, all in perfect mechanical condition. No time to dicker, come on and see this bargain.

**MOORE'S ARCADE**

919 LIBERTY AVE., PITTSBURGH, PA. PHONE: COURT 8299

## FOLKS CELEBRATION SHOWS

WANT first-class, sober Billposter.

SHOWS—Fun House, Mechanical Show, Monkey Circus, Fat Show, Girl Show, Wild Life, Illusion and Penny Arcade. Man and Wife to handle Big Snake Show. Can place up-to-date Cookhouse.

CONCESSIONS—Can place Novelties, Ice Cream, Guess Your Age, Scales, High Striker, Hoopla, Cane Rack, Floss Candy, Jewelry, Long-Range Shooting Gallery and Bowling Alley.

WANT Drome Riders, Trick or Straight for office-owned Motordrome. Wire Show. Want sober, reliable Ride Help. Can place Men with Wives that can work Concessions.

Address Carlsbad, New Mexico, this week; Artesia, New Mexico, March 31 through April 6.

## JOHNNY J. DENTON SHOWS

CONCESSIONS—Can place, due to disappointment, Percentage, Pan Game and Over and Under 7, must have stock concessions to go with them. Good opening for Mug Outfit, Pitch-Till-U-Win, High Striker, Hoopla and Jewelry.

SHOWS—Can place Girl Show. Must have two or more Girls. Wire

**JOHNNY J. DENTON, Johnny J. Denton Shows**  
Powderly, Ala.

## John R. WARD'S WORLD'S FAIR SHOWS AMERICA'S NEWEST and FINEST RAILROAD SHOW

**BATON ROUGE, LA., MARCH 27 TO APRIL 6**

Want at Once—Scenic Artist and Sign Painter, Blacksmith, Wagon Builder and Welder for season. Larry Bedwell, wire me. Polers and Help for train. Want Monkey Show, Wild Life, Penny Arcade. Want experienced Couple to run Photo Gallery. For Sale—One 60 Kw. General Motors Diesel Light Plant mounted on International Truck, 3 phase. Just completely overhauled by Lewis-Diesel Engine Co., Memphis, Tenn. Can be seen there. One Super Roll-o-Plane with new 7½ h.p. motor.

## FOR SALE ABSOLUTELY MARVELOUS BUYS— ALL IN SPLENDID CONDITION

ROLL-O-PLANE WITH TRANSPORTATION, CAB OVER ENGINE, 1939 CHEVROLET \$5500.00  
TWO 60 KW. C.M.C. DIESEL LIGHT PLANTS, With Instrument Panels, Mounted on  
Semi, With 1941 Chevrolet Tractor ..... 7500.00

MISCELLANEOUS SHOW EQUIPMENT OF ALL KINDS; SHOW AND CONCESSION TOPS,  
TRUCKS, TRACTORS, VANS, ETC., ETC., ETC. All canvas practically new, used only a  
few weeks last season. All Address:

**APEX SHOWS**  
JACKSONVILLE, TEXAS

## AGENTS—WANTED—RIDE HELP

Agents wanted, only one of a kind. Following people contact at once: Bill Bayless, Nick Shamshak, Fred Bailey, Bill McIntyre, Tony Souther, Monroe Sanders, Bud Sanders, Charles Carper, Bill Harper, and other good, reliable, sober Agents, wire. This is a five-ride show going up country fast. Hold contracts for seven good fairs, more pending. Can use two Percentage Agents, must be capable. Wire EARLY DIXON or C. S. POOLE. RIDE HELP—Jack Little, Powell Killian, Lucky Odell, Rusty Mansfield, wire Blackie Henry.  
All wires care of Shows, Montezuma, Ca.

## WANT

Acts for Side Show. Want Freaks and Working Acts for new Side Show. Talkers, Lecturers.  
All Address:

## CLIFF PATTON, GATE CITY SHOWS

AUGUSTA, GA.

Want Ride Help of all kinds and all other capable Carnival Help, also Stock Concessions.  
Address:

**J. E. BAXTER**

RICHMOND HOTEL

AUGUSTA, GA.

## FOR SALE—SIXTY-SEAT CATERPILLAR

Splendid shape, priced to sell.

All people contracted report at once. Show opens Mobile, Ala., April 5.  
Place several Workingmen.

**CAVALCADE OF AMUSEMENTS**

## Parker Sees Bright Future; Over-Inflation Big Problem

LEAVENWORTH, Kan., March 22.—Paul D. Parker, president, C. W. Parker Amusement Company here, sounded an optimistic note this week in discussing prospects for future outdoor show business operations, predicting a bright outlook for the next three to five years at least. Parker pointed out that the only difficulty confronting most show owners at the present time is a tendency towards over-inflation. He added, however, that an inflationary condition is a natural aftermath of controlled prices, "which we all must face until it exhausts itself and things gradually return to normalcy."

Summing up the ever-present supply and demand question, Parker said that "the material and delivery situation is very good with us. All deliveries are being made at the time specified and materials are coming thru in good shape. This condition persists mainly because our lumber mill and two foundries are keeping us well supplied.

"Business continues on the upswing and we have received more inquiries so far this year than at any time within my memory. It even surpasses the early '20s after World War I. It is our idea that there should be from three to five years of booming business conditions. These years added to the ones we have already experienced should leave everyone in the outdoor amusement field in a pretty good financial state."

Parker admitted that current trends are a far cry from the early days of the carnival business when his father, C. W. Parker (known as the Carnival King, a title conferred upon him by the late W. H. Donaldson, founder of *The Billboard*), had his six shows in operation. All were railroad orgs, ranging from 12 to 35 cars. During that period, Parker said, a carnival comprising 20 or 25 cars carried considerably more equipment than the largest of the present-day companies do.

"A feature in those days," Parker recalled, "were large hand-carved, gold leaf fronts, with thousands of lights. The Parker No. 1 Show carried complete parade equipment, with estimated cost set at \$10,000,

and consisting of automobile chassis, with imitation locomotive engine pulling shows' own floats. In those days, a \$3,500 week was considered outstanding, while that same figure is only a fair day's business now. Band boys wore uniforms with gold trimmings, as did the ride lads and lot boys. Each carnival company carried two or more free acts, too."

## Everything Ready For Peppers Bow In Montgomery, Ala.

SELMA, Ala., March 22.—Everything is about set for the opening of Peppers All-State Shows in Montgomery, Ala., April 4.

Professor Sanders and crew are neonizing the 148-foot front of the Side Show; E. Padgett completed work on his *Night in Rio*, and Tom Larson concluded work on his *Monkey Show*. Larson also will operate the *Snake and Life* shows.

Mr. and Mrs. Curly McCain arrived and are working on the new front for their *Hawaiian Village Show*, which will carry plenty of neon lights. Mr. and Mrs. E. Eilers arrived to take over the *Funhouse*. Pat Kleinpeter, 24-hour man, is expected next week. Lloyd Reese, contracting agent, and wife, arrived from Miami. Graves H. Perry, general agent, visited. Jesse Kennan says all concessions are ready to be loaded. Shows will carry 30 office-owned concessions.

Roy Hunter, who has made over 20,000 feet of neon, is still at it. Frank Perretti made several trips, bringing in new tractors and trailers. Org will have about 40 trucks.

Executive staff includes F. W. Peppers, owner; E. R. Broome, manager; Eddie Hollinger, secretary; Mrs. Olive McAninch, treasurer; Graves H. Perry, general agent; Lloyd Reese, contracting agent; Pat Kleinpeter, 24-hour man; Tom Yance, chief mechanic; Ray Balzer, concession manager; Frank Perretti, ride superintendent, and Shadow King, mail and *The Billboard* sales agent.

## Fair Lawn, N. J., Opening Set May 2 For Ted Lewis Org

FAIR LAWN, N. J., March 22.—Ted Lewis Shows will bow for the season here May 2-10. Org will move from its winter quarters here to a downtown lot April 28.

Quarters work is progressing rapidly and everything will be ready for the opening. New canvas tops have not yet arrived but are expected any day. Sound truck and paper are ready for opening.

Org's four tractors and trailers and six rides have been checked from stem to stern and pronounced in good condition. Shows will have, in addition to the six rides, 25 concessions.

Personnel includes Ted Lewis, owner-manager; Mrs. K. Lewis, secretary-treasurer; Charles Hebert, Ferris Wheel and mechanic; William Mills, Chairplane; Allen Roto, Whip; H. Bender, Airplanes, and Mr. Coe, ponies. Concessionaires include C. Senna, custard; Mrs. C. Senna, grab; Mike Sabber, popcorn and candy apples; Ted and Vi Miner, ball game and pitch 'till you win; Mrs. Hebert, ball game; Mrs. Allen, shooting gallery; Ruth and Jack Davis, high striker and Hoop-la; Jean Senna, penny pitch, and George Fox and Joe LaBue, office concessions.

## Suit Against Ward and Org Is Settled Out of Court

TERRE HAUTE, Ind., March 22.—Suit against John R. Ward and his World's Fair Shows by five persons who claimed injuries here last June, alleging that a sign above a ride entrance came loose and fell on them while they were on the moving ride, was settled out of court Monday (17), when records of settlement were filed and recorded in Superior Court here.

The plaintiffs were Edwin Robb, Williams Sherrill, Georgia Cline, Robert Foster and Dorothy Sands. Each asked \$5,000 damages, but it is understood that the settlement was for substantially less.

## D. D. HALE WANTS AGENTS

For well-flashed Roll Downs, Buckets and Skillo. Four good weeks in Alabama. Good territory to follow. No drunks. Charlie Leman, answer. All replies to

Powderly, Ala., this week.  
c/o JOHNNY J. DENTON SHOWS.

## JOSEPH A.

Please get in touch with party in Tampa.  
Urgent.

**ANN MARUSAK**

# WONDER SHOWS OF AMERICA

"THE WORLD'S  
FINEST RAILROAD SHOW"

**W  
A  
N  
T**

**OUTSTANDING ATTRACTIONS** for Side Show. Salary no object. Contact at once.  
**ORGANIST** with organ who can stand prosperity. Owing to disappointment want **MONKEY SHOW** and **PONY TRACK**.  
**OUTSTANDING TALKERS** for high class Girl Show.  
**WORKMEN** for all departments. **CANVASMEN** and **TRAIN HELP**, contact Arky Bradford—Eddie Deitz and Frank Petternell, please contact.  
**FOR RENT** — Legitimate Concessions. No exclusives.

ALL CONTACT **MAX GOODMAN** GEN. MGR.  
P. O. BOX 21 OR c/o MARION HOTEL, LITTLE ROCK, ARK.

OPENS APRIL 5TH

## OCEAN VIEW PARK

NORFOLK, VIRGINIA

PEOPLE CONTRACTED REPORT AT ONCE

**WANTED**

**LONG SEASON**

**AGENTS**

BALL GAMES  
SLUM STORES  
STOCK WHEELS, FLASHERS, P. C. STORES  
CUSTARD DIPPERS  
POPCORN OPERATORS  
COUNTER MEN FOR REFRESHMENTS  
GRIDDLE MEN, HAMBURGERS AND  
FRANKFURTERS

APPLY TO

**LEWIS AND GREENSPOON**

## WASON AMUSEMENTS

**RIDES**—Will book or buy for cash Merry-Go-Round or Chairplane and one or two Kiddie Rides.

Can use Foreman and Second Man for 1947 Wheel, Help for 1947 Spitfire, and Electrician.

**SHOWS** with own transportation, will book for committee money.

Want Bingo Caller and Counter men for office Bingo; also P. C. Dealers.  
**CONCESSIONS**—Popcorn, Photos, 2 Ball Games. Some hanky panks still open. Positively one of each for season.

This Show will play Firemen's Celebrations in Maryland, Delaware, Pennsylvania and New Jersey. Free gate and no flats.  
Following People Contact:

**C. FLOYD SAMMONS, SAM SERLIN  
LOUIS TAMASSINI, S. H. TOMKINSON**

Wire Western Union or Write General Delivery, Columbia, S. C.

## OPENING APRIL 7, LAKEWOOD, NEW JERSEY

Can place the following Concessions: Small Cook House, Custard, Diggers, High Striker, Shooting Gallery, Penny Arcade, Ball Games, Hoopla, Basket Ball, String Game, French Fries, Pitch-to-Win, Duck Pond or Fish Pond or any other Legitimate Concessions.

**WANT** Foremen for Eli Wheel and Merry-Go-Round; must be sober and reliable. Good salary.

**SAM TASSELL SHOWS** PHILADELPHIA, PA.

583E WALNUT ST.

## J. R. LEERIGHT SHOWS

Want for Proven Route of Spring Dates and fifteen Bona Fide Celebrations and Fairs.  
Rides: Will book nice live Pony Ride. Will buy late Tilt or Octopus.  
Shows: Will book Mechanical, Snake, Monkey, any Grind Show capable of getting money. Want Girl Show Manager with talent. Tuffy Reeves wants Combination Man to assist on Athletic Show.  
Concessions: Few open, Blower, Bowling Alley, Coke Bottle, Bumper, Watch-La, Knife or Cane Rack, Scales, Floss. What have you to book? Address:

**J. R. LEERIGHT, MGR., MARLOW, OKLA., THIS WEEK.  
HOLDENVILLE, OKLA., MARCH 31ST-APRIL 5TH.**

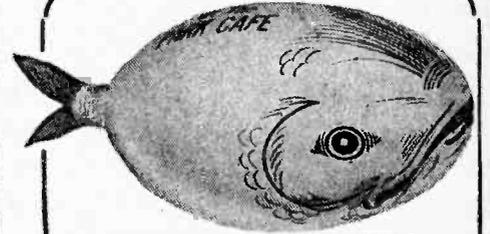
## BRAND NEW BALLOON NOVELTIES

Be First With the Latest Salable Novelties  
for Streets, Parks, Carnivals, Circuses, Etc.

**PUNCH  
-O-  
BALLOON**



With That Atomic Sound. Packed 1 Gr. to box with strong rubber attached, natural color balloons and seeds complete. Price Per Gross ... **\$8.40**



**TOY BALLOON FISH**

Packed 1/2 gr. Balloons, 1/2 gr. Tails, 1/2 gr. Reed Sticks to a unit. Heavy Balloons printed 3 colors. Reed stick fastens on to neck at tail, making a real street man item. Price Complete **\$10.50** Gross

**FREE CHANGE APRON & MEMO BOOK WITH YOUR ORDER**



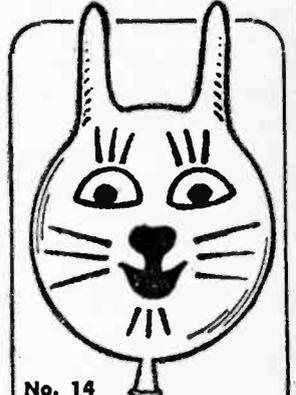
**HUMPTY DUMPTY TOSS-UP**

Made of good heavy rubber, printed 2 color and complete with cardboard feet. A real toss-up which inflates easily. Price Per Gross **\$9.00**

Worth Covered Baseballs. Dozen ... \$ 2.20  
French Weighted Darts. Dozen ... 1.50  
Dart Balloons—Oak Brand. Gross ... 2.10  
Medium Size Lels. Bright Colors. Gr. Comlo Hat Bands. Per Thousand ... 18.00  
Comic Buttons. Per 100 ... 1.65  
Red, White & Blue Buttons With Bell. Gross ... 18.00  
Circus, Park, Rodeo Pennants. Per 100 13.00  
Assorted Metal or Plastic Animals, Lg. Sizes. Gross. 1.25  
Daisy Cork Gun for Shooting Galleries. Each ... 7.50  
Sample of 4 Balloons, as Illustrated ... .50  
Postage Prepaid.

25% With Order, Balance C. O. D.

Send for Free New 1947 Catalog.



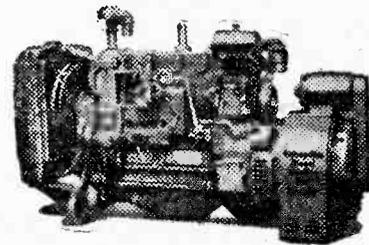
**No. 14  
CAT HEAD BALLOON**

In bright pastel shades, very attractive, will inflate to 14 inches in diameter. Fresh rubber, best on the market. Price Per Gross **\$10.50**

**M. K. BRODY** 1116 SO. HALSTED ST., CHICAGO, ILLINOIS  
In Business in Chicago for 34 Years

## MAKE YOUR OWN ELECTRICITY

**BRAND NEW**



**IMMEDIATE DELIVERY**

**ELECTRICITY WHERE AND WHEN YOU WANT IT  
GASOLINE MOTOR DRIVEN GENERATOR SETS**

These are new Le Roi Sets having a capacity of 20,000 Watts, 110/220 Volts, 60 Cycles, single Phase, and 25,000 Watts, 110/220 Volts, 60 Cycles, 3 Phase. These Generators are large enough to handle the power requirements of Circuses and Carnivals and are of a size that can be readily transported by truck. Units are complete with all controls and instruments.

WRITE OR WIRE

**CERTIFIED MATERIALS SUPPLY, INC.**

12TH & LICKING PIKE

COLonial 5139

NEWPORT, KY.

## BEAM'S ATTRACTIONS

35 Weeks of Celebrations and Fairs  
Pennsylvania and South

**CONCESSIONS WANTED:** Photos, Custard, Novelties, American Palmistry. Concession Agents for Age and Scales and other Stock Stores.  
**SHOWS:** Want Monkey Show, Illusion or any type show appealing to family trade.

**RIDE HELP:** Foreman for Merry-Go-Round and Caterpillar. Second Men for all rides. Must drive semis. Mechanic and Manager Front Gate. **SHOW OPENS MAY 1. WRITE OR WIRE**

**M. A. BEAM  
WINDBER, PA.**

**GOOD OPENING FOR SHOW PAINTER AND ARTIST**

## RIDE FOREMEN AND HELPERS WANTED

Particularly for Tilt-a-Whirls, 16-car Octopus, Streamlined Caterpillars, Rolloplanes and Big Eli Wheels. Salaries sure. Working conditions pleasant. Must be sober, reliable and capable semi-drivers. Must furnish reference. Only interest in steady employees. No ramblers need apply.

Address

**GOODING AMUSEMENT CO., INC.**

1300 NORTON AVENUE

COLUMBUS 8, OHIO

## BRADY & LEEDY SHOWS

WANT FOR 1947 SEASON

Opening at Athens, Tenn., Week of March 31 to April 5

Nine textile mills operating full capacity. This spot followed by the best mill and mining territory including West Virginia coal fields.

Week of April 7-12 in heart of town—Cleveland, Tenn. 17 textile mills operating here full capacity.

Want legitimate Concessions of all kinds. Wonderful territory for American Palmistry. This show holds contracts for West Virginia Fairs, including Marlinton, Sutton, Clay, Webster Springs, etc. Need Ride Help.

SPECKS, get in touch.

This show has ten rides. Get with neon lighted show that positively will play the best cities and fairs in West Virginia, Tennessee, Pennsylvania, Ohio, Georgia, Alabama and Florida.

This week, Madisonville, Tenn. — Our get-together spot.

## CENTRAL AMUSEMENT COMPANY WANTS FOR

Season's Grand Opening Beaufort, S. C., March 29 Thru April 5  
Two Saturdays and Balance of Season

Want a few Grind Concessions not conflicting. Also want Concession Agents. Want Shows with own outfits. Can place useful Side Show People and Freaks. Want to book one Flat Ride. Want Lot Man, also want Electrician. Want one good Free Act.

NOTICE — All people contracted with us for this season come on.

All address

SHERMAN HUSTED, Manager

Central Amusement Company, 4302 Pineville Rd., Charlotte, N. C., until March 26; then Beaufort, S. C.

LAST CALL

LAST CALL



Dependable Attractions Since 1912

OPENING CAMDEN, S. C., MARCH 31.

All contracted report this week. Account disappointment can place modern Penny Arcade, Wildlife Show, Unborn Show, Mechanical City, Glass House, Fun House. Concessions—String Game, Basket Ball, Coke Bottles, Long Range Lead Gallery. Concession Agents for Slum Stores, come on. Ride Help that can drive Semi-Trailers. Address: L. C. McHENRY, Box 373, Gastonia, N. C., this week; then Camden, S. C.

## BUFF HOTTLE SHOWS

Have 15 Fairs, 4 in Illinois, 1 in Kentucky, 3 in Tennessee, 2 in Mississippi, 5 in Louisiana.

Best route a truck show could have

Want Shows with own outfits for committee and lights, also Concessions that work for Stock. Ride Help who drive Semis. For Sale—Smith & Smith Chair-o-Plane, in good condition, with 24-foot Eli Trailer, '35 Chevrolet Tractor, to sell as unit. Now showing Franklinton, La. All Mail and Wires

B. W. HOTTLE

Box 833, Covington, La.

## MULE DAY CELEBRATION

APRIL 5-6-7 — COLUMBIA, TENN.

Want Free Acts, merchandise Concessions, Shows and Rides. No carnival. WIRE or PHONE

GEORGE L. BUCHNAU, Mid-State Fair, Columbia, Tenn.

## PEARL CITY RIDES AND SHOWS

OPENING APRIL 14 TO 19, CANTON, MO., ON THE STREETS.

DUE TO DISAPPOINTMENT: Have opening for Cookhouse. (\$50.00 Office Guarantee weekly. Must be good and clean).

WILL BOOK OR LEASE: Octopus and Tilt-a-Whirl. Need one more Show. WANTED, RIDE HELP: Have opening for two First Men on Wheels and Second Men on other Rides. HAVE FOR SALE: One Set Eli Ferris Wheel Seat Covers. First \$25.00 takes it.

Address: REGER BROS., P. O. BOX #5, CANTON, MO.

## Jones To Bow Apr. 5 In Greenville, S. C.; Gets P.A., Adv. Agent

CHICAGO, March 22.—Johnny J. Jones Exposition will launch its season in Greenville, S. C., April 5, Ralph Lockett, org's general agent, announced here this week. Stand will mark the first still date in Greenville in six years, Lockett said. Show will be spotted in Mayberry Park.

Org has signed Sid Lovitt as advertising agent and James K. Rose as press agent, Lockett said. Lovitt has been out with the road company of *The Student Prince*, legit show. Rose is a graduate of the school of journalism of the University of Florida, Gainesville.

Org received delivery of a new Chevrolet truck at its De Land, Fla., quarters, Lockett said. He was accompanied here by Charles Art Frazier, who is in charge of concessions.

## Coal, Fish Strikes Worry Carnival Ops

ST. JOHN, N. B., March 22.—Carnival owners, as well as other business men in the Maritime provinces, are worrying about business conditions this summer. What with the current soft coal strike, involving 13,000 UMW members; the current strike of fishermen, involving Lunenburg and Halifax, N. S.; the 5,000 men unemployed in Halifax due to layoffs at the shipyards and dockyard; the growing unemployment in St. John, owing to layoffs in shipyards, iron works and the usual spring and summer shipping slump, and the industrial recessions at New Glasgow, Amherst, Sydney, Yarmouth, Truro, Charlottetown, Moncton and Fredericton, has showmen pondering the season's outcome.

## Franks Changes Opening From Macon to Rochelle

MACON, Ga., March 22.—In a last-minute switch W. E. Franks changed the opening spot for Playland, traveling org, from Macon to Rochelle. Outfit was overhauled at Franks' farm in Wilcox County, five miles from Rochelle, and few days before the show was scheduled to leave for Macon, the city fathers asked Franks to play a week on the streets there, Franks revealed.

Franks has set back Macon to the week starting April 7, planning for one-week Rochelle and Cordele dates, before moving onto Macon lots, presently contracted for four weeks.

## Herb Pickard Handling Wallenda's Tampa Flack

TAMPA, March 22.—Herb Pickard, publicity director for Royal American Shows, is handling advance publicity and promotion for the four-day Wallenda Circus appearance, opening here April 24. Local date is under Egypt Temple Shrine sponsorship.

Pickard will rejoin the Royal American organization in St. Louis. He wintered in Sarasota, Fla.

## Vito D'Incognito Dies; Designed First Tilt

CHICAGO, March 22.—Vito D'Incognito, 75, credited with designing and building the first Tilt-a-Whirl, died at his home, 1150 West Huron Street, Wednesday (19). Funeral services were held today in Chicago, and burial was in Oak Ridge Cemetery. Surviving are three sons, Michael, Rocco and Vito.

## Write Plainly

ST. JOHN, March 22.—A carnival owner was among those singled out in a story in a recent issue of *Nation's Business* magazine, in a story entitled *Every Office Has One*, by William McNulty. Story tells how an order from a carnival owner, seeking supplies, was delayed in delivery because of illegible handwriting. The article pointed out how hurrying with a pen or pencil often creates delays, confusion and embarrassment.

## Capital City Set For April Opening

NASHVILLE, Tenn., March 22.—With the opening set for early April, things around Capital City Shows are in high gear. Folks contracted for the season are arriving daily. All rides have been rebuilt and repainted. Jack Land, scenic artist, did the decorating.

Horace Drennon, in charge of quarters, has a crew putting the finishing touches on the trailer for the new eight-car Octopus, which was shipped from the factory March 14 and is scheduled to arrive here March 26.

Mr. and Mrs. R. L. (Smokey) Jones arrived and will have their new posing show ready. Mr. and Mrs. Cunningham visited here and said they would report back in time for the opening. Bill Levy advises he will be on hand with his new snake and animal show, plus two concessions.

Jack Rainey has completed work on his new bingo and now awaits the arrival of his new GMC truck. C. B. Conquest will be here again this season. He has added 12 new machines to his Penny Arcade. Thurston Apple has his Fun House and three kiddie rides ready and Mickey Apple says his Motordrome is set.

Concessionaires contracted include Bill Lewy, 2; Mr. and Mrs. Billie Wolf, 3; Horace Drennon, 3; Jack Rainey, 3; C. V. Wills, 5; Fred Russell, 2; John Kay, 4; Bob Boyle, 1; M. L. Huff, C. B. Conquest and Johnny Johnson, each 1.

Visitors have included W. J. Williams and C. Porter Maves of Rogers Greater Shows, and Don Meyers of Page Bros.' Shows.

## Harris, Cohen Hurt In Georgia Car Crash

NEW BRUNSWICK, Ga., March 22.—Babe Harris and Jerry Cohen, widely-known concessionaires, were victims of an automobile accident near here Wednesday (19), with Cohen sustaining serious injuries. Harris escaped the crash with minor hurts, it was reported.

Cohen was removed to City Hospital, where he underwent an operation Friday (21). His condition was reported good. He would appreciate letters from friends during his convalescence.

## Johns Reported Improved

MACON, Ga., March 22.—J. L. Johns, vet local showman and owner of several rides booked with the Jim McCall Shows, is reported much improved after suffering a heart attack recently while on a fishing trip to Florida.

## Endy Gets Georgia Contract

MACON, Ga., March 22.—Will C. Ragan, Georgia State Fair president, said this week that the 1947 midway contract again has been awarded to Endy Bros.' Shows. Fair opens October 13.

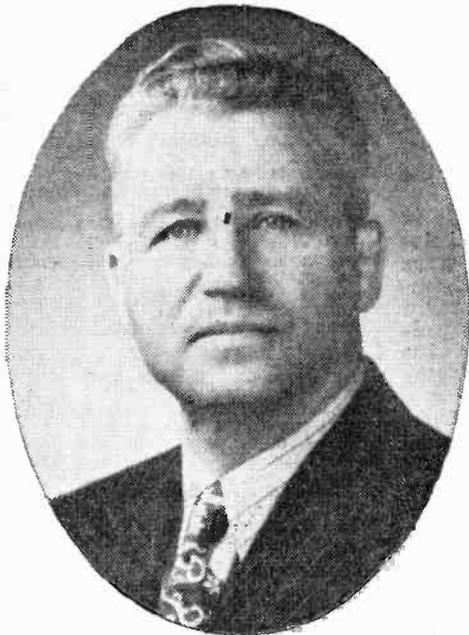
★  
25th  
Annual  
Tour  
★

JAMES E.  
**STRATES**  
SHOWS

★  
25th  
Annual  
Tour  
★

**SILVER ANNIVERSARY TOUR**

**SUCCESS ATTAINED BY A QUARTER OF A CENTURY'S EXPERIENCE**



**JAMES E. STRATES**

Truly we have broken away from the narrow part of precedent by building a midway amusement enterprise so complete in every detail that the tongue of criticism has been stilled. In the annals of the midway profession no building program was ever planned and executed as was ours—standing alone in greatness and completeness. Now far surpassing the high standards of the pre-fire James E. Strates Shows of 1945. The talk of the times—Lauded by visiting fair and showmen.

The latest and greatest edition of the James E. Strates Shows offers a midway of mammoth—modern—latest in design show fronts. Featuring the aristocrat—the Charm Hour—a sunburst of lights, color and splendor. Not one 1946 show front will appear on the Big Show of the East's midway on its Silver Jubilee Tour. The latest direct-from-the-factory rides, the latest innovations in lighting effects and talented worth-while tented attractions.

**Season Opens WASHINGTON, D. C., April 3**

Followed by the cream of carnival dates in the East and the following Fair Dates: Erie County Fair, Hamburg, N. Y.; Cortland Co. Fair, Cortland, N. Y.; Elmira, Bath, N. Y.; Bloomsburg, Pa.; Great York Fair, York, Pa.; Danville, Va.; Spartanburg, S. C.; Anderson, S. C.; Gastonia, N. C.; Orangeburg, S. C.; Charleston, S. C.

**SHOWMEN**—If you have a worth-while attraction capable of getting money we will finance you.

**CAN PLACE**—Useful people in all Departments, Ride Help, Assistant Electricians, Train Help, GIRLS for CHARM HOUR REVUE, Drummer for same.

Address **JAMES E. STRATES, Jacksonville, Fla., until March 26**

**CAPITAL CITY SHOWS**

Opens March 29 (Haymarket Lot), Downtown. First Show on this lot in 10 years.

Want Legitimate Concessions of all kinds except Bingo, Cook House, P. C., Diggers and Popcorn.

Foreman for new 8-Car Octopus, Second Men on all Rides; must drive semi. Will book Roll-o-Plane or Tilt; will buy same for cash.

Want sensational High Act for season. La Vonnies, contact. All Replies:

**J. L. KEEF, 525 3rd Ave. No., Nashville, Tenn.**

**Midwest's Largest Celebration  
State of Scott — Davenport, Iowa**

**JULY 2-6**

250,000 — ATTENDANCE — 250,000  
Wanted—Outstanding Rides, etc.—Wanted

Contact

**G. LA VERNE FLAMBO, Chamber of Commerce, Davenport, Iowa.**  
Celebration in Downtown Business District

**TIVOLI EXPOSITION SHOWS**

**Opening in April**

9 RIDES — 6 SHOWS — 35 CONCESSIONS.

**CAN PLACE**

SHOWS—Glass House, Monkey Show and Mechanical, or others that do not conflict.  
HELP—Ride Superintendent, Foremen for #5 Eli Wheel and Roll-o-Plane. Assistant Mechanic and Electrician. Also Second Men for Rides, who can handle Semis.  
CONCESSIONS—Penny Arcade, String Game, Ball Games, Lead Gallery, Sno-Cone, Huckly Buck and other Stock Stores.

Write or wire: **H. V. Petersen, Mgr., Box 742, Joplin, Mo.**

**WANT—MADISON BROS.' SHOWS—WANT**

WILL BOOK MECHANICAL SHOW, WILDLIFE, FUN HOUSE, HAVE COMPLETE SIDE SHOW WITH NEW TENT AND BANNERS. Want Working Acts and will turn Side Show over to experienced Man. WANT GIRLS FOR GIRL SHOW. (Salary out of office.) WILL BOOK TILT-A-WHIRL OR SPITFIRE. CONCESSIONS: WILL PLACE BALL GAMES, HOOP-LA, HIGH STRIKER, BALLOON DARTS, SWINGER, ONE WHEEL AND BOWLING ALLEY.  
Address All Wires and Mail to **HARRY MADISON or JACK OLIVER, Newport, Ark., this week;**  
**Pocahontas, Ark., next week; Poplar Bluff, Mo., following.**  
P.S.: Jack Oliver wants Agents for Grind Stores.

**AMERICAN UNITED SHOWS**

**OPENING TACOMA, WASH., APRIL 5**

**WANTED**—Ride Help on the following Rides: Twin Eli Wheels, three-abreast Merry-Go-Round, Roll-o-Plane, Octopus, Lindy Loop, 9-Car Tilt, Airplane Ride, Auto Ride, Miniature Train and Turn-over Fun House. Top wages and good treatment.

**SHOWS**—We have Circus Side Show, Athletic Show, Review of 1947, Motordrome, Penny Arcade and will book, owing to disappointment, any Show that does not conflict with the above—with or without equipment and transportation.

**CAN USE** Help on entrance and Light Towers and one more man for Searchlights. Need Billposter at once.

**O. H. ALLIN**  
Box 315, Seattle 11, Washington

**BAY STATE AMUSEMENT CO.**

**Largest Show in New England. Long Season 26 Weeks.**

Opening New Bedford, Mass., April 19th. Two Weeks on Different Lots.

Want Concessions—Wonderful territory for Hanky Panks. Percentage, Frozen Custard, Frankfurter, Popcorn and Candy Apples all booked. Want Roll Down Workers; Paul Hoffmann, write. Want Ride Help of all kind. Top money to sober, reliable men. Will buy Wax Show complete. Everybody write to

**EDWARD O'BRIEN, #7 Milford Street, Boston, Mass.**

**FOR SALE—DOUBLE LOOP-O-PLANE**

Good Condition, Now Operating on Show, \$500.00 Cash.  
Come and Get It, High Point, N. C., This Week.  
Must Make Room for New Ride.

**JOSEPH J. KIRKWOOD SHOWS**

## Beatty Enjoys Mid-Season Biz Thru Southwest

PHOENIX, Ariz., March 22.—Clyde Beatty Circus will complete a trek thru Texas and Arizona here today with the red wagon raking in cash at mid-season pace.

At San Antonio last week-end the weather was unusually cold and business was only fair but all hands had pleasant visits with Ben and Eva Davenport and personnel of Dailey Bros., and with folks from the Plunkett show.

At Del Rio, Tex., stores closed at 1 p.m., and posted signs, "Gone to the Circus," which meant healthy business. El Paso was okay but not as strong as last year when three performances were given. Tucson stood up like a major, the night tip being capacity.

Department heads are Owner Clyde Beatty; manager, Ira Watts; wagon staff, James Albanese, Wallace Love and Charley Tiffany; front door, Ed Grady; concessions, Maxine Tubis, assisted by E. Lawson; cashier, Nick Sokel; tickets, Bill McGough; props, Robert Reynolds, assisted by Bennett; train, John O'Brien; train sleepers, Dutch Givler with Willie as porter; lights, Floyd Lee; cook-house, Charles Oliver; Side Show, Pete Kortez; canvas, George Werner; elephants, Spender Huntley; equestrian director, Jack Joyce; horse trainers, Jack Joyce and Johnny (Spenders) Cline; bandmaster, Vic Robbins; wardrobe, Mel Rennick.

## FOR SALE

10x19 Center Outfit, equipped fully for Popcorn, Snow, Apples, Floss. This is the most beautiful Concession of its kind on the road. Must be seen to be appreciated. Price, \$1500.00. One complete Bug House, 6 Laughing Mirrors, 14x32 Banner, Top and Wall, Laughing Sal. Ready to go. Price, \$1500.00. 6x8 Popcorn Center Outfit, Electric Popper, complete. Price, \$250.00. One Dry Popper, real flash, \$60 per hour, like new, \$500.00. Contact me and everything can be seen on Wallace Bros.' Shows, Jackson, Tenn., or per route.

**K. L. "DICK" TAYLOR**

## FOR SALE

2 U. S. Army 60" Searchlights, complete with Generating Plant. Both units mounted on 4-wheel underslung trailers as new test runs only. Two units left; have sold 16 of these Searchlights this winter. Immediate delivery. Also have several thousand feet 4.0 Rubber-Covered Ground Cable, some 1.0 as new. Priced right. Address:

**Crescent Amusement Co.**  
BOX 373 GASTONIA, N. C.

## .22 SHORTS AND RIFLES

8 Cases Remington Kleanbore, \$60.00 per case.  
5 Cases Western Super Gallery Kant Splash, \$75.00 per case; 5 brand new, never uncrated No. 61 Winchester Rifles, \$39.00 each. Immediate shipment. Address:

**L. C. McHENRY**  
Box 373 Gastonia, North Carolina

## RIDES FOR SALE

12-Car Mangels Whip, 24-Seat Chair-o-Plane. Both in good condition. Electric motors. First \$4200 takes both. Wire

**MIKE ZWOLAK**  
R. F. D. No. 4, Amsterdam, N. Y., or  
Phone 513R3

## For Sale—Shooting Gallery

Also have lots of extra parts for building Galleries, rows of Birds, Disks for bull's-eyes and steel for background. Have Pan Games and all kinds of Laydowns. Can be bought reasonable. Seen in Hartford, Conn. Address:

P. O. BOX 66, HARTFORD, CONN.

## HARRY (POP) WINTERS

Contact me at once

**DOC HOUCK, Mgr.**  
WHITE ROSE AMUSEMENTS  
Palmerston, Pa.

## Dressing Room Gossip

### Sparks

The second week of our first season on rails gave us short hauls and grassy lots for the most part. St. Petersburg, Fla., added to the pleasant atmosphere by turning out three packed houses. Harry (Bottles) Vernotsky, veteran 24-hour man for Ringling-Barnum, was on the lot. The writer and husband, Harry, visited in the home of Charlotte and Bill Maxwell, long-time Ringling-Barnum tax man.

Harry Brown is fulfilling duties as 24-hour man, purchasing agent and tax man. He figures to sleep next winter. Dave Murphy also doubles all over the lot. In addition to doing the announcing for the big show, he makes side show openings and handles radio downtown.

Alva Evans joined clown alley in Bartow, Fla. His wife, Christine (Lavonda) is featured in the side show. Billy Barton suffered bruises and shock when his rope broke at the end of a breakaway and he fell to the ground, narrowly missing the ring curb.

Back yard notes: Tom Kennedy, prize candy pitchman, is recommended as the guy with the best eyesight in the business. . . . Murray Burt is all things to all people. . . . The entire troupe happy over the nice review *The Billboard* gave us. . . . Tommy Cropper, equestrian director, has the show running smoothly. . . . Raymond Scheitz is handling the front door as well as being legal adjuster. . . . The big question on the show is when does Jimmy Edgar sleep? . . . John White received a new dog for his act in Lakeland. . . . Dick Miller was in Sarasota, Bradenton and Lakeland doing photography for Edgar. . . . Whitey Haven and assistants are doing a swell job with the bull act. . . . Yellow, the porter, is right on the job with all shoes shined every morning and the coaches spic and span. . . . Everyone enjoyed the day off in De Land.

Visitors have included Mmes. Jack and Jake Rinehart, Jewel and Charley Poplin, Peggy and Leonard Murray, Cliff and Elsie Gatewood, Flora and Walter Guice, Ralph and Estelle Duval, Mitzie Fein, Mrs. P. Nelson, Mrs. Cartair and daughter, Pat; Tony Carlisle, Mr. and Mrs. Griffin, Mrs. Griffin being the former Dorothy Davenport, and Mabel Ringling and Pat Valdo.—DOROTHY LEE BROWN.

### Mills Bros.

Every day the population in winter quarters is increasing, with daily arrivals of personnel all set for the opening in Bucyrus, O., April 19. Clyde Mallory, car manager, arrived and is getting the trucks in shape.

Mr. and Mrs. G. V. Badger arrived in Cleveland from Fresno, Calif., and Badger has his crew hard at work to make sure this engagement will be a profitable one.

The new uniforms for the band arrived and drew plenty of ahs from the personnel.

D. R. Miller and Gus Karneva, of the Al G. Kelly-Miller Bros.; Bob Stevens of Stevens Bros., and Vernon Pratt of Hugo Bros., caught the opening of the Clyde Beatty show at Nacogdoches, Tex. . . . Bob Grubber, injured in a fall last season, is okay and will be back with the Stevens Bros.' org this year. Oklahoma Shorty Shearer will have the concert on the show and his wife will work in the big show. D. R. Riggs will manage the side show. Juan de Orvilla, Mexican hand balancer, again will be featured.

## Circus Historical Society

WICHITA, Kan., March 22.—Hamid-Morton Circus closed Sunday (16) to a week of spotty business, due to a number of reasons, including bad weather the first three days, flu which threatened to close the schools, and Lent.

The circus moved here from Kansas City, Mo., and the train was three hours late, so it got off with a late night show Monday and half the cast was ill with colds. The Flying Hartzells were unable to perform opening night and Bob Morton and Joe Walsh were under a doctor's care, altho Walsh went in and worked the wild animal display with a 103 temperature and did the job strictly against the orders of his physician. Searle Simmons, a Wichita boy, gave solid performances.

Mr. and Mrs. Bud Anderson were down from Emporia, Kan., and reported purchasing the Joe Greer Liberty act. Joe E. Smith and daughter of Montezuma, Kan., caught the opening night show.

Mary Mahour, one of the girls in Peaches' *Sky High Revue*, celebrated her 16th birthday and gave a party for the ladies in the dressing room. At the finale of the night show on her birthday she was presented with a corsage while Joe Basile's band played *Happy Birthday to You*.

Dr. Philip Robinson, of Ithaca, N. Y., who was visiting the Repensky Troupe, suffered a fractured leg when he fell from a balancing table in the arena.

## Carnival Routes

Send to 25 Opera Place, Cincinnati 1, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Austin, Tex.  
A. M. P.: Millen, Ga.  
Anderson Greater: Collinsville, Ala.  
A. & P. Am. Co.: Edmond, Okla.  
Arcade: Clifton, Tex.  
B. & D. Am. Co.: Kannapolis, N. C., 31-April 5.  
Bell & Vinson: Rusk, Tex.  
B. & H.: Summerton, S. C.  
Bistany Greater: Jacksonville, Fla.  
Blue Ribbon: Valdosta, Ga.  
Brewer's United: Overton, Tex.  
Brownie Am.: Beggs, Okla.  
Bullock Am. Co.: Great Falls, S. C., 28-April 5.  
Burdick's Greater: Lampasas, Texas.  
Caledonia: Kingston, N. Y., April 3-12.  
Capell Bros.: McAlester, Okla.  
Capital City: Nashville, Tenn., 29-April 5.  
Central Am. Co.: Beaufort, S. C., 29-April 5.  
Cetlin & Wilson: Petersburg, Va., 1-5.  
Coastal Plain: Tarboro, N. C.  
Crafts Expo.: Arcadia, Calif.  
Crafts 20 Big: Pomona, Calif.  
Crandell's Midway: Pinehurst, Ga.; Butler 31-April 5.  
Crescent Am. Co.: Camden, S. C., 31-April 5.  
Crystal Expo.: Shellman, Ga.  
Denton, Johnny J.: Powderly, Ala.  
Dickson United: Tishomingo, Okla.  
Dudley, D. S.: Wichita Falls, Tex., 31-April 5.  
Dumont: Smithfield, Va.; South Norfolk 31-April 5.  
D. W.: Clayton, N. C., 29-April 5.  
Elliott Am. Co.: (W. Morris and Harding) Indianapolis, Ind., 29-April 2.  
Florida Am. Co.: (Fair) St. Petersburg, Fla.  
Francis, John: (Broadway and East Grand) St. Louis, Mo.  
Franklin, Don: Velasco, Tex.; El Campo 31-April 5.  
Franks Playland: Rochelle, Ga.  
Gate City: Augusta, Ga.  
Gem City: Fordyce, Ark.  
Gentsch, J. A.: Vicksburg, Miss.  
Gold Bond: Malvern, Ark.; Camden 31-April 5.  
Golden Rule: Marion, S. C.  
Golden West: Concord, Calif.; Broderick April 6.  
Great Sutton: Sikeston, Mo., 29-April 5.  
Greater Rainbow: Dardanelle, Ark.; Booneville 31-April 5.  
Greater United: Kilgore, Tex.; Marshall 31-April 5.  
Hannum, Morris: Roanoke Rapids, N. C.; Edenton 31-April 5.  
Harrison Greater: Laurinburg, N. C.  
Heart of Texas: San Angelo, Tex.  
Heth, L. J.: Birmingham, Ala.  
Home State: Batesville, Ark., 29-April 5.  
International: Okmulgee, Okla., 29-April 5.  
Johnny's United: Eastman, Ga.; Hawkinsville 31-April 5.  
Kaus, W. C.: New Bern, N. C., 29-April 5.  
Keysman's Am.: Greenwood, Ark.  
Kirkwood, Joseph J.: High Point, N. C.  
Lake City: Texarkana, Tex.; Arkadelphia 31-April 5.  
Lamb, L. B.: Hartselle, Ala.  
Leeright, J. R.: Marlow, Okla.

Long's United: Visalia, Calif.  
Madison Bros.: Newport, Ark.  
Magic Empire: West Monroe, Ala.  
Magnolia State: Prentiss, Miss.; Meridian 31-April 5.  
Majestic Greater: Goldsboro, N. C.; Richmond, Va., 31-April 5.  
Marion Greater: Leesville, S. C.  
McCall, Jim: Leesburg, Ga.  
McCloskey: El Cerrito, Calif., April 1-5.  
McKee, John: Poplar Bluff, Mo.; Dexter 31-April 5.  
Midway of Mirth: Highland, Ill.  
Mid-Western Expo.: Jena, La.  
Midwest: Niland, Calif.; Coachella April 2-6.  
Mighty Page: Louisville, Miss.  
Moore's Big State: Kingsville, Tex.  
Pacific United: Stockton, Calif.  
Paramount Expo.: Norfolk, Va., April 2-13.  
Pastime: Coolidge, Ga.  
Paul's Am. Co.: Russellville, Ark.  
Peerless: Davis, Okla.  
Peerless Celebration Am.: Mount Holly, N. C.; Statesville 31-April 5.  
Peppers All-State: Selma, Ala., 28-April 5.  
Pike Am.: Ozark, Ark.; Sallisaw, Okla., 31-April 5.  
Pine State: Tupelo, Miss.; New Albany 31-April 5.  
P. & L. United: Davis, Okla.  
Prell's Broadway: Charleston, S. C.; Fayetteville, N. C., 31-April 5.  
Pryor's: Phenix City, Ala.  
Rogers Greater: Corinth, Miss.; Dyersburg, Tenn., 31-April 5.  
R. & S. Am.: Goldsboro, N. C.; Wilmington 31-April 5.  
Rosen, H. B., Am.: Piedmont, Ala.  
Royal Amusement: Sharon, Ga.; Crawfordville 31-April 5.  
Royal Crown: Thomaston, Ga.; Rome 31-April 5.  
Royal Expo.: St. Augustine, Fla.; Brunswick, Ga., 31-April 5.  
Rupp's Midway: West, Tex.  
Shan Bros.: Atlanta, Ga.  
Siebrand Bros.: Phoenix, Ariz.  
Silver States: El Paso, Tex.  
Smith, Casey: Durant, Okla., 27-April 5.  
Smith's Am. Co.: Yoakum, Tex.  
Southern Am. Co.: Nixon, Tex.  
Southern Valley: Tallulah, La.  
Stebler Greater: Saluda, S. C.  
Stevens, C. A.: Montezuma, Ga.  
Strates, James E.: Washington, D. C., April 2-12.  
Sunflower State: Coleman, Tex.; Lawton, Okla., 31-April 5.  
Tassell, Barney: Augusta, Ga.  
Thomas Joyland Am.: Lexington, Ky., 29-April 5.  
Triangle: Wilson, N. C.  
Utah Expo.: Kanab, Utah.  
Victory Expo.: Longview, Tex.  
Virginia Greater: Louisville, Ky.  
Wallace Bros.: Jackson, Tenn.  
Wallace & Murray: Spartanburg, S. C.; Lenoir, N. C., 31-April 5.  
Ward, John R.: World's Fair: Baton Rouge, La., 27-April 6.  
Wheeler, Eddie L.: Summerville, Ga.  
White Star Attrs.: Social Circle, Ga.  
Wolfe Am.: Royston, Ga.  
Wonder City: Monticello, Ark.; Stuttgart 31-April 5.  
Zacchini Bros.: Tyler, Tex.  
Zeiger, C. F., United: Ajo, Ariz.

## Circus Routes

Send to 25 Opera Place, Cincinnati 1, O.

Balley Bros.: Newberry, S. C., April 3.  
Beatty, Clyde: El Centro, Calif., 25; Indio 26; San Bernardino 27; Riverside 28; Long Beach 29-30; San Pedro 31.  
Clyde Bros.: Lawrence, Kan., 24-26.  
Eagles: Moline, Ill., 25-30.  
Hamid-Morton: Memphis, Tenn., 26-April 1.  
Polaek Bros. (Eastern): (Armory) Akron, O., 25-April 2.  
Polaek Bros. (Western): (Coliseum) Dayton, O., 24-29; (Murat Temple Aud.) Indianapolis, Ind., 31-April 13.  
Sparks: Lake City, Fla., 25; Tallahassee 26; Chipley 27; Pensacola 28; Mobile, Ala., 29-30; Laurel, Miss., 31; Meridian April 1; Columbus 2; Tuscaloosa, Ala., 3; Birmingham 4-5.  
Yankee-Patterson: Santa Monica, Calif., 25; Pasadena 26-27; Inglewood 28-29.

## Misc. Routes

Send to 25 Opera Place, Cincinnati 1, O.

Gosh, Byron, Hit Parade Tent Show (Legion Park) Biloxi, Miss., until April 15.  
Miller's, Irving C., Brown-Skin Models (Queen) Texarkana, Tex., 26-27; (Gregg) Longview 29; (Aldridge) Oklahoma City, Okla., 31-April 1; (Dreamland) Tulsa 2-3.  
Plunkett Stage Show: Devine, Tex., 24-26; Dilley 27-29.  
World-Wide Animal Exhibit: New Braunfels, Tex., 25-27; San Antonio 29-April 5.

## MIDWAY OF MIRTH SHOWS

Opening postponed until March 29th, Highland, Illinois.

Want Foreman for Spiffire and Second Men on all Rides. Shows with own outfits. Can place Scales, Candy Floss, Diggers and Coke Bottles. No other concessions open. Address all communications to home address, Trenton, Illinois.

## FOR SALE

Penny Arcade, complete. 45 Machines, 20x30 Tent and '36 Dodge Truck to haul same. All in good condition; reasonable.

**W. E. MOORE**

W. Shore Drive BRADY LAKE, OHIO

IN ANNOUNCING OUR 1946 ROUTE A YEAR AGO

WE ASKED A ?



Not getting any answers we had to do it ourselves by **ADDING THESE 4 FAIRS** to our outstanding route of 1946.

"CAN YOU TOP THIS?"

- **NEBRASKA STATE FAIR**  
Lincoln, Nebraska
- **CLAY COUNTY FAIR**  
Spencer, Iowa
- **NORTH ALABAMA FAIR**  
Florence, Alabama
- **PENSACOLA INTERSTATE FAIR**  
Pensacola, Florida

AND ALSO ADDING THE SURE-FIRE GATE ATTRACTION OF ALL TIME

**SALLY RAND** With Her 1947 Review

(In Person)



155 NO. CLARK STREET

CHICAGO 1, ILLINOIS

**CAN PLACE CAPABLE PRESS AGENT**

10 SHOWS



10 RIDES

OPENING AT WEST NEW YORK, N. J., APRIL 12TH  
GRIND STORES, OPEN ONLY

**WANT**

MONKEY SHOW, SNAKE, CRIME, LIFE, MIDGET—any good Grind Shows. **WANT SIDE SHOW ACTS.**  
WILL BOOK OR LEASE TILT, ROLLO PLANE, FLY-O-PLANE, WHIP, SCOOTER. **WANT ARCADE, FUN HOUSE, DROME.**  
We Hold Contracts for Eight Fairs Commencing July 27th.  
WANT RIDE FOREMEN AND SECOND MEN, SEMI DRIVERS. Want good Canvas Man to handle canvas and front gate.  
**J. VAN VLIET, Mgr. 404 Garibaldi Ave., Lodi, N. J.**  
Phone: PASSAIC 3-5934



Opening Saturday, April 19, Owensboro, Ky.

**WANT**

**SHOWS**—With own equipment and transportation. Girl, Posing, Midget, Unborn, Illusion, Wildlife or any Grind or Bally Show. Write or wire us for our special proposition. Can also place Penny Arcade.  
**CONCESSIONS**—Jewelry open on exclusive basis. Will book any legitimate Stock or Slum Concession.  
**RIDES**—Have opening for Spitfire and Caterpillar, or any ride not conflicting.  
**HELP**—Can place first class Special Agent that will put up paper. Prefer one who can lay out lot. Can also place Canvas Man to look after front gate and office-owned canvas. Can place all kinds of useful Carnival Help for rides, shows and in all departments.  
Will turn over to man and wife, Life Show on percentage basis. Must be real show people. All address  
**C. C. GROSCURTH, Gen. Mgr.**  
BOX 621, OWENSBORO, KY.

5 BIG DAYS, NIGHTS  
MINIATURE  
AUTO  
RACES

**Thrills, Spills, Chills and Fun**  
June 4, 5, 6, 7, 8

5 BIG DAYS, NIGHTS  
CONTROL  
LINE  
AIRPLANE  
MEET

Armory  
**OAKLAND BOYS' CLUB**  
FIRST ANNUAL

**NATIONAL HOBBY & MODEL SHOW**

WITH A CARNIVAL SPIRIT. WILL SHOW TO 100,000 PEOPLE.

**CAN PLACE**

Photo, Scales, Age, Fish Pond, Duck Pond, Darts, Shooting Gallery, Novelties, Rubber, Glass, Wire Jewelry, Pottery Making, Custard, Cook House, Sitdown, Grab, Ice Cream, Popcorn, Floss, Candied Apples, Hot Dogs, Drinks (Soft). Shows—Walk Thru, Wax, Mechanical, Kiddie Rides, Pony Ride, or what have you? Can book Free Acts. Prefer High Diving (Water). Also Motordrome.

Write or Wire **T. M. PHIPPS, 59 GRAND AVENUE, OAKLAND, CALIFORNIA.**  
MANAGEMENT GOLDEN STATE PRODUCTIONS.

**COLEMAN BROS.' SHOWS**

Opening April 17th, Middletown, Conn.

Have opening for high-class Shows. Want Ride Help. Foreman and Second Man for Caterpillar. Foreman and Second Man for Octopus. Semi-drivers preferred. For Sale—Two thirty-six foot Merry-Go-Round Tops, two 20 by 30 Top and Wall, 20 by 40 Top and Wall, 30 by 90 Top and Wall. All in good condition.

**DICK COLEMAN**

14 JOHNSON STREET

P. O. BOX 886

MIDDLETOWN, CONN.

**BAKER UNITED SHOWS**

"A Clean Modern Midway"

Presenting an improved and enlarged Midway of Quality Attractions. Will positively continue the same policies which have established it as truthfully "A CLEAN, MODERN MIDWAY."

**WANT LAST CALL WANT**

**SHOWS**—Monkey, Animal Circus, Reptile, Midget or any Show of merit with own outfit and transportation. Special proposition to ARCADE, FUN HOUSE, MOTOR DROME.  
**ACTS**—Can place high-grade attraction that can work for reasonable salary. **CONCESSIONS**—Exclusive contracts open on American Palmistry, Scales, Age, Jewelry. Also want Hoop-La, Blower, String Game, Addem Up Dart or others not conflicting. **RIDE HELP**—Want Roll-o-Plane Foreman, brand new ride from factory. First Men for Little Beauty, Tilt-a-Whirl and other useful Ride Help. ALL PEOPLE BOOKED ACKNOWLEDGE THIS AD. SHOW WILL OPEN ABOUT APRIL 16TH IN INDIANAPOLIS.

**FAIR DEALING — FAIR TREATMENT — MODERN METHODS**  
**NO GRIFT — NO RACKET — NO GYPSIES**

**BAKER UNITED SHOWS**  
INDIANAPOLIS

Tom L. Baker, Mgr.  
PHONE GA 4584

2156 UNION STREET  
INDIANA

# CARAVELLA AMUSEMENTS

The Most Beautiful Show Under the SUN

featuring

"KLARA TORINA . . . THE SKYSCRAPER GIRL"

OPENING THE 1947 SEASON ★ APRIL 26, FARRELL, PA.

Last Call Last Call Last Call

**SHOWS**—Manager for Girl Revue, Girls for Chorus Line-Up. Illusion, Monkey Circus, Snake, Mechanical City, Penny Arcade, Motor-drome, good Side Show, high-class Minstrel with Band. Can furnish tops and transportation. Attractive propositions.

**TALKERS**—Want live-wire Talkers for Life Show and Fun House.

**CONCESSIONS**—Duck Pond, Photo, Balloon Dart, Root Beer, Lead Shooting Gallery or any legitimate Concession not conflicting.

**RIDES**—Will book or buy Tilt, Caterpillar, Moon Rocket, Whip.

**HELP**—Can place good Billposter who can make himself useful in other departments.

**FOREMEN** and all-around Ride Men on No. 5 Wheel, Merry-Go-Round, Roll-o-Plane, Octopus. Best wages.

**E. R. CARAVELLA**

Sec.-Treas.

**WM. (RED) HICKS**

Business Mgr.

**CHAS. DAMICO**

Gen. Representative

**ROBERT MCKITTRICK**

Maintenance Supt.

**F. H. CARAVELLA**

Owner, Mgr.

All write or wire

Caravella Amusements, Phone 26251, Meadville, Pa.

## WANTED AGENTS WANTED

For FISHPOND, WATCH-LA. COUPLES given preference. Pleasant working conditions with a NEW and BETTER PROPOSITION to RELIABLE PEOPLE. Will frame new Stock Stores for capable Agents. Workingman for two Stock Wheels, must get 'em up and down. Best salary. These stores are booked on the Sunset Amusement, opening April 25 at Excelsior Springs, Mo., with excellent route of Still Dates, Fairs and Celebrations to follow. All contact

**VINCE McCABE**

Care Sunset Amusement Co.

Excelsior Springs, Mo.

P.S.—Will be in Winter Quarters April 5

## McCLOSKEY SHOWS

BIGGER & BETTER

OPENING EL CERRITO, CALIFORNIA, APRIL 1ST

**CONCESSIONS**—All Concessions open. **SHOWS**—Can place any Show. Can furnish tops. **RIDES**—We have five. Will book or buy Ferris Wheel. Ray Gordon, Concession Mgr.

Wire, Write or Phone

**MARGARET McCLOSKEY**

U. C. HOTEL, 1040 UNIVERSITY AVE., BERKELEY, CALIF.

Phone: Berkeley 0967

WANT

## THE JOLLY SHOWS

OPEN APRIL 14TH AND 20 WEEKS TO FOLLOW IN GREATER WASHINGTON.

Will book small Merry-Go-Round; no other Rides wanted. Want Foreman for brand-new Chairplane, also Second Man on Ferris Wheel and other Ride Help; must be sober; if you drink stay where you are, don't need you. Will book the following Concessions, one of a kind: Pitch-Til-U-Win, Basket Ball, Mugs, Candy Floss, Bowling Alley, Bumper, Balloon Store, String Game, Penny Arcade. No Flats, Gypsies or P. C. wanted. Irving Blum wants Stock Agents. Write or wire

**Bill Enfante—THE JOLLY SHOWS—Jack Robinson**

2235 FIRST STREET, N. W.

WASHINGTON 1, D. C.

## SIDE SHOW ACTS WANTED

HALF & HALF, good proposition. Working Acts of all kinds. Top salary for A-1 Fire-Eater. Magician to lecture. For Side Show on B & V Shows.

Opening date April 12th, West New York, New Jersey.

**JAMES THOMPSON**

P. O. BOX 381, NEWARK, NEW JERSEY

## From the Lots

Don Franklin

ANGLETON, Tex., March 22.—Business at Alvin, Tex., last week was okay and it has been satisfactory here this week. Crowds, while small, have been in a spending mood.

Owner-Manager Don Franklin announced closing a contract for the Guero (Tex.) Turkey Trot, which will be revived November 8-11 after being out of action since 1941. A full-scale fair will be held in connection with the event.

Site for the fair and trot will be the former army airport, where hangars will be utilized for exhibit buildings and where unlimited parking space is provided. Opening day will be Children's Day, with all schools in the county closed, with a special children's parade as the day's feature. Final day will include a major circus. Org was awarded a "fence to fence" contract at the grounds and also concession rights in the city streets and the downtown city park.

Other contracts signed are the San Saba (Tex.) Home-Coming Celebration and Rodeo in June and a four-day July 4 celebration at Lake Cisco Park, Tex. Former event, sponsored by the Lions' Club and the chamber of commerce, will offer parade, beauty and diving contests, fireworks and other special features. William (Bill) Berry, manager of the Lake Cisco Amusement Company, is acting as co-ordinator of the July 4 celebration.

B. & H.

MANNING, S. C., March 22.—Org made its first move of the season, jumping here from Sumter, S. C., its home stand, where it had opened the previous week to fair business altho two nights were lost to cold weather. A fair crowd turned out here opening night.

Lewis Fowler is back following a major operation in Camden, S. C. He is in charge of the Minstrel Show, with Sonny George as stage manager.—FRED OWENS.

Florida Amusement Co. Endorses  
THE

## SUN SHINE CHOO CHOO

Howard Ingram wires as follows: "The Sun Shine Choo Choo has proven satisfactory and everything you claimed. It is among our WINNERS on\* the season and we proudly recommend it. Many thanks."

**SUNSHINE MFG. CO.**

1307 Grand Central Ave. TAMPA, FLA.

Sunshine Mfg. Co. makes delivery like the Sun . . . On Time. Order Now. We are still able to make Spring Delivery. (Send \$1.00 for large photo and complete description.)

## RIDES WANTED

**WILL LEASE OR BOOK**

Ferris Wheel, also will book Chair-o-Plane for complete season. Anybody that has Rides, I can give them a good season's work for Catholic Churches, Fire Companies, American Legion in Phila. You can have one or two concessions, also Guarantee. Write or phone:

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30 Weeks of Celebrations, 6 Fairs. All Bona Fide.  
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Complete Systems or Any Piece

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**MARLIN, Model 80-DL**  
8-Shot, Clip Magazine  
.22 Repeater, Shoots all .22 Ctg. \$20.05

Send Check or Money Order.

Guns shipped same day via Express, shipping charges collect.

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500 Metal Reflectors.

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PITTSBURGH 6, PA.

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No. 1 Cards, heavy white, 5x7. No duplicate cards. 25 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$3.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2,700 cards, \$5 per 100 for cards only—markers or tally omitted. No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card, 6¢.

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Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

**LIGHT WEIGHT BINGO CARDS**  
White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.  
Ping-Pong Balls, printed 2 sides . . . \$30.00  
Replacements, Numbered Balls, Ea. . . . .50  
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 . . . . .1.25  
M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 . . . . .2.00  
3000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4x5. M . . . . .1.50  
3000 Featherweight Bingo Sheets, large size, 5 1/2 x8; 5 colors; loose, no pads. M . . . . .1.75  
Adv. Display Posters, Size 24x36, Each . . . . .10  
Cardboard Strip Markers, 10 M for . . . . .75  
Nickel Wire Cage, with Chute, Wood Ball Markers, Master board; 3 piece layout for . . . . .15.00  
Thin Trans. Plastic Markers, Bwn., 3/4" M . . . . .1.00  
Red or Green Plastic Markers, scalloped edges, transparent, size 3/4" inch. M . . . . .2.50  
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

**J. M. SIMMONS & CO.**  
19 W. JACKSON Blvd., Chicago 4, Illinois

### J. R. Leeright

WALTERS, Tex., March 22.—Org moved in here this week from Marlin, Tex., where it enjoyed a fair week's business. Previous stand, February 15-March 1 at Waco, Tex., was marred by cold weather.

Show's line-up follows: J. R. Leeright, owner; L. W. Peavy, manager, who also handles advance and billposting and has three p.c. joints; Mr. and Mrs. L. M. Jackson, cookhouse; Barney, Ruth and Clark Gage, concessions, with Barney also electrician and chief mechanic; Clarence Ballig, manager of the office-owned concessions; Earl Calaway and Jimmy Anoya, bingo; R. L. (Red) Bisnop, manager of the Shorty Dennis concessions; Hazel and Noel Pettigrew, agents; Mr. and Mrs. Joe L. (Cowboy) King, concessions; Fred Shufelt, beat-the-dealer; Buck Jones, Ferris Wheel; Ralph Bowers, Chair-o-Plane; Bud Roach, Loop-o-Plane; George (Blackie) Knox, two kiddie rides; Mr. and Mrs. J. D. (Tuffy) Reeves, athletic show, and George and Mickey Yamada, ball games. —SHERRY PEAVY.

### J. A. Gentsch

FOREST, Miss., March 22.—Weather was anything but co-operative on the stand here for the livestock show. Rain and cold was the rule most of the week. Kid's day, Friday (14) it warmed up a bit but Saturday (15) was cold again. Shows and concessions didn't do too badly, but the rides took a beating.

Gus and Pete Mitchell were missed from the midway. They were in Baton Rouge, La., attending the funeral of their sister, Midge.

Visitors here included personnel from Roger Greater and Gold Medal shows.—FAY N. CURTIS.

## SELL MORE POPCORN

HYCOL Golden Yellow

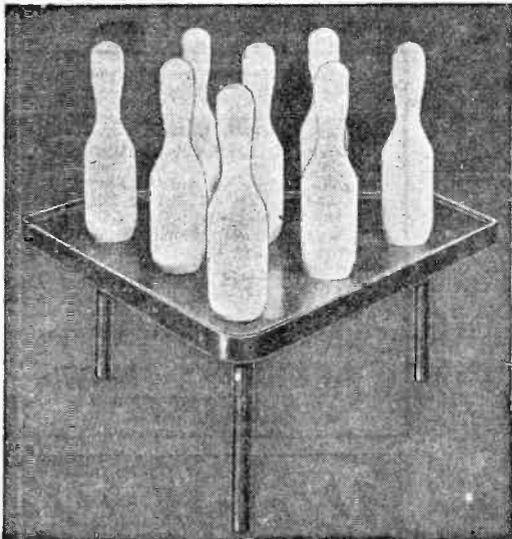


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Added to seasoning, so that when popcorn is kettle-popped it comes out a delicious and appetizing golden yellow. INCREASES SALES. Cost very small, for it goes so far. Send name of dealer and ONE-OUNCE TRIAL BOTTLE will be mailed on receipt of 10¢ cash or stamps to cover handling expense.

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The New Pin Ball Game. Order Now for the 1947 Season Work for Stock or Percentage.

This game has been tested and proven to be a success

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## GAS BALLOONS

THE SEASON'S BIGGEST SELLER

DON'T TAKE CHANCES WITH OTHER GASES; USE ONLY OUR SAFE AND SURE BALLOON GAS. MAKES BALLOONS GO UP—CAN BE USED INDOORS OR OUTDOORS. We are SPECIALISTS in Inflating Equipment — carry modern cylinders—latest type gas inflating apparatus.

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Stuffed large new Dolls, Bears.

NEW CATALOG NEXT MONTH

Pocket Combs, 5" . . . . .	\$ 2.00 Gr.	Flying Birds . . . . .	\$ 7.50, \$12.00 Gr.
Plastic Crosses . . . . .	1.00 Gr.	Lash Whips . . . . .	13.50, 16.50 Gr.
Band Rings . . . . .	.65 Gr.	Fur Jumping Monkeys . . . . .	30.00 Gr.
Shell Tooth Pick Knives . . . . .	1.75 Gr.	Composition Dolls w/ Feathers . . . . .	22.50 Gr.
Glass Ash Trays . . . . .	3.60 Gr.	Metal Cap Pistols . . . . .	27.00 Gr.
Comic Hat Bands. Per 1000 . . . . .	15.00	R.W.B. Batons . . . . .	\$15.00, 18.00 Gr.
Amber Cigaret Holders . . . . .	3.00 Gr.	Oak's #9 Balloons . . . . .	6.50 Gr.
Plastic Police Whistles, 2 Colors . . . . .	4.00 Gr.	New Propeller Pinwheel . . . . .	9.00 Gr.
Vest Pocket Dictionary . . . . .	4.80 Gr.	Cat Head Balloons . . . . .	\$6.00, 10.50 Gr.
School Scissors for Art Work, 1000 . . . . .	20.00	Metal Climbing Monkeys . . . . .	18.00 Gr.
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3450 S. State St.

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## PLAYLAND ON PARADE

12 Rides — Office Owned — Rides 12  
8 Shows — 430-ft. Show Fronts — Shows 8  
4 Towers      2 Acts      3 Searchlights

### NOW BOOKING SHOWS AND CONCESSIONS

**People With It Last Season Contact.  
Help For Office**

**SHOWS—Monkey, Western, Iron Lung, Motor Drome, Hillbilly, Posing. Man to handle SNAKE Show. HELP—Ride help for all rides.**

**CONCESSIONS—Photo, Floss, Penny-Pitch, Striker, Slum Blower, any non-conflicting SLUM stores. AGENTS—For office concessions.**

Winter Quarters open April 1,  
BOX 88, HEMLOCK, NEW YORK

## WINTER QUARTERS

### Pioneer

WAVERLY, N. Y., March 22.—Norman Fitzgerald is putting all rolling stock in shape for the paint shop, where Paul Benton will take over.

Phillip Kirkland, now with a Pittsburgh radio station, will join for the opening. He will have five concessions and will also handle electrical maintenance. His daughter, Betty, is now Mrs. Albert Smith. R. Count Golden made a stopover en route to Niagara Falls with his new bride.

Frank Turner, who has been ill, writes he will come here within a few weeks. Al Perline, who has sold his Western Pennsylvania business interests, is set for the '47 season. Doctor Leighton, in the rug business, reports he is doing okay.

Recent visitors here included Mr. and Mrs. Bud Norsen and Happy and Joe Carr.—J. PERCELL.

### Turner Bros.

PETERSBURG, Ill., March 22.—Tempo has increased here with the arrival of more men. Homer Wall has the painters working on trucks and trailers. Arthur Atterbury will do the lettering and striping.

Early delivery has been promised on the new Looper. New Kiddie Swing was delivered last week. Mr. and Mrs. Walter Fellis arrived from Florida. Harry and Alyce Hopkins are expected daily. Sam and Ruth Spangle have all their equipment in and are settled in their house trailer.

Jack Price, general agent, and Harry Phillips were honored guests at an Elks' stag party in Springfield, Ill. John Lyons, who has booked his Funhouse also will have several concessions. Mrs. Marie Turner, in charge of the office-owned concessions, reports her agents are painting and fitting new canvas in preparation of the opening in mid-April.

### Home State

BATESVILLE, Ark., March 22.—Finishing touches are being applied to equipment for the March 29 opening here. Tee-off stand will be of a week's duration before org takes to the road.

Season's route will embrace fairs in Arkansas, Missouri, Iowa and Minnesota, according to Owners Carl Larsen and Don Trueblood.

Bob Houssel will have the girl show and animal exhibit, while Herb Allen will have the Mickey Mouse Show.

The writer arrived from Kansas City and will be in charge of publicity and banners and may operate a Five-in-One. Now ill, Mrs. O'Bryan will join the show at a later date.—C. (JACK) O'BRYAN.

### Coleman Bros.

MIDDLETOWN, Conn., March 22.—With the opening date set for April 17, activities here have been stepped up. Work has been carried on during the winter months by five men supervised by Francis Coleman.

All rides, show fronts, tractors and trailers have been repainted. Three 28-foot Trailmobile trailers and five new Chevrolet tractors have been delivered. Org will open with all-new fireproof canvas from front to back.

The following fairs have been booked: Ballston Spa, N. Y.; Altamont, N. Y.; Northampton, Mass.; Greenfield, Mass.; Rochester, N. H.; Stafford Springs, Conn., and Belcher-town, Mass.—BETTY COLEMAN.

### Beam's Attractions

WINDBER, Pa., March 22.—Kenneth Ritchie has been engaged as ride superintendent and Mort Mesias as concession manager to complete org's executive personnel. J. S. Jones will handle electrical work.

J. B. Hendershot, general agent, is completing a route which will take the shows South for the first time. Ernie and Vivian Slavin are headed here to complete work on the new Motordrome, which Ernie will manage.

Gene Felski, recently discharged from the army, checked in following a short vacation. He will manage the Funhouse. Mrs. Kathryn McDevitt will manage the cookhouse and also will have the candy apples and floss.

Mr. and Mrs. Bill McNew are due next week. Bill will take over some of the office concessions. W. R. Herries has booked his shooting gallery.

A 30-foot army office trailer, purchased from the Berman Sales Company, will be converted into an office for the shows. Ride crew is skedded to leave next week for the Allan Herschell factory to pick up a new Caterpillar. Mrs. Beam sold her Spartan Trailer and is now looking over 1947 models.

### Tatham Bros.

ATLANTA, Ill., March 22.—Tatham Bros.' Shows, K. Tatham, owner, will open May 1. A modernistic entrance and light towers have been completed. The new Merry-Go-Round has been received, the org now having five new rides. New concessionaires will be Joe Kirk and L. Marston. Roy Ray and Bill Miller were recent visitors. Street celebrations will be played five weeks and only three still dates. Eighteen weeks of fairs will be played.—MICKEY TATHAM.

## ROCKWELL SHOWS

OPENING CLINTON, OKLAHOMA, APRIL 14

Can use a few more legitimate Concessions that do not conflict.

Can place Foremen on new Tilt-a-Whirl, Chair-plane, and need Second Men for Tilt. Must be sober and not a chaser.

Will book Funhouse, Glasshouse or Turnover Funhouse and any legitimate Show that does not conflict.

HAVE THE BEST CELEBRATIONS AND FAIRS IN WESTERN KANSAS AND OKLAHOMA.

Work with the best personnel and equipment in the Middle West.

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Types, Engraved, Litho. Stock Designs for All Occasions.  
WRITE FOR DATE BOOK AND PRICE LIST

# CENTRAL

SHOW PRINTING COMPANY      MASON CITY, IOWA

## CATLETT GREATER SHOWS

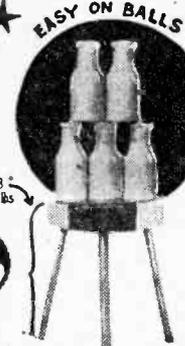
OPENING APRIL 10

### WANT

Fun House, Penny Arcade, Glass House and Mechanical Show.

Ride Foremen and Ride Help. Must be able to drive semis.

Address SHAWNEE, KANSAS



## SPILL THE MILK

"STREAMLINE ALL METAL STAND"

ROUND EDGES  
BEVELED SIDES  
SPRING CUSHION  
FRONT BUMPER  
REMOVABLE STEEL LEGS  
... SAVES SPACE ...

CINCINNATI STYLE  
ALUMINUM BOTTLES

20 Oz. Bottles ..... \$2.00  
3 Lb. Permanently Weighted... \$3.00

★ EASY ON BALLS

Height 18" App. wt. 40 lbs

Price 25

Same style in Sound Effect Bottles. Wt., 1 1/2 lbs. .... \$3.50

Use 2 of these for tops—Great Bally.

CHANGE TO THESE SELF 1/4" SPACING BOTTLES NOW. GET QUICKER SET UPS AND BETTER AVERAGE. SUPPLY IS LIMITED. SLUM SPECIALS.

Oak MyTex—Dart Balloons ..... \$2.50 Gr. Hat Bands, best grade ..... \$17.50 M

1 1/4" Red Sponge Rubber Return Balls ..... \$3.50 Gr. Larger... \$4.00 Gr.

Duplex Picture and Design Ink. Place a few drops on paper and fold. .... \$4.50 Gr.

Printed Instructions on bottles. One ounce size ..... \$4.00 Gr.

ERASERS—Rubber, Pumice Compound. Large size, 3 1/2" x 1 1/8" x 1 1/8" ..... \$4.00 Gr.

NO CATALOG—ORDER FROM THIS LIST—8 SAMPLES POSTPAID, 50¢.  
25% MONEY ORDER DEPOSIT ON C. O. D. ORDERS.

### CARNIE SUPPLY CO. (Bill Eck)

Box 61, Pleasant Ridge      Cincinnati 13, Ohio.

## DANIEL'S GREATER SHOWS

Opening MONTREAL, CANADA, May 1

for a Route of 22 Weeks and Including 15 Fairs

Want to book Iron Lung or any other attraction not conflicting with what we have. Ride Help for Carousel, Ferris Wheel, Whip, Frolic, Lindy Loop, Spitfire, Kiddie Ride, Drivers for Semi Trailers. Have for Sale—2 4x8 Light Plants, 20 Kw. each; Lindy Loop and Kiddie 12-Horse Revolving Merry-Go-Round which turns on platform. Will buy Roll-o-Plane and Octopus. State condition, price and particulars.

**B. HAROVITZ**

5239 PONSARD AVENUE

MONTREAL, CANADA

## Wanted—FULLER GREATER SHOWS—Wanted

Open May 1st for a long season of firemen and veteran sponsored celebrations. Six bonafide fairs.

RIDES—Will buy, book or lease any rides not conflicting. What have you? Kiddie Rides wanted.

SHOWS—Can place shows with or without own outfits.

CONCESSIONS—Percentage, Ball Game, Popcorn, Apples, Ponds, Palmistry, Grab, Photos sold. All others open. We carry only one of a kind. No Racket.

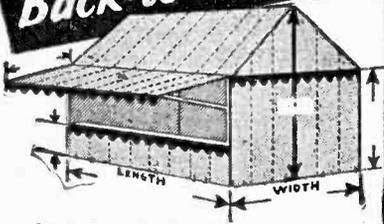
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OF BEAUTIFUL COSTUMES FROM THE REGULAR STOCK OF LESTER, LTD.

Your choice of every style and type costume in chorus sets and principals. We need space. We are disposing of ONE THOUSAND COSTUMES. Make your selections from the entire stock of

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14 W. LAKE ST. CHICAGO, ILL.

**2 MERRY-GO-ROUNDS**

2 or 3 abreast, good condition. Will trade either one on

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NOW CONTRACTING FOR 1947 SEASON

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**WORLD OF PLEASURE SHOWS**

Now Booking for 1947

SHOWS—RIDES—CONCESSIONS

Opening in April. Vicinity of Detroit.

JOHN QUINN, Mgr. 100 Davenport St., Detroit 1, Mich.

**FOR SALE**

New Solder-Sen custard machine, cost \$2,400.00, sell \$2,050.00; Bastian and Blessing counter freezer, \$1,200.00; custard trailer, \$800.00; Kohr custard, rebuilt with new compressor, \$1,500.00; 5-gal. freezer cabinet, \$175.00.

**MAURICE MYERS**

Dupont, Ohio

**For Sale—Late Model SUPER ROLL-O-PLANE**

With Transportation. Ride in A-1 shape and nice to look at. '41 Chev. Truck in A-1 shape also. Ride and Truck have good appearance and are in A-1 condition. A bargain for Cash. All replies to PETE JOSEPH, c/o Barney Tassell Unit Show, West End, Savannah, Ga.

**"FOXIE"—FREAK DOG**

Born with no front legs. Beautiful dog. Looks like fox. Jumps around like a kangaroo. Fine attraction. Factory made kennel carrying case and pad, \$50 takes all. Address

**JIMMY DAIVISON**

Rice Hotel, 755 N. Dearborn St., Chicago, Ill.

**WILL PAY CASH FOR**

**USED RIDES** ALL OR PART

Also Park and Carnival Equipment.

Wanted—7 1/2 H.P. Double Loop Motor.

D. VAN BILLIARD, North Wales, Pa. Phone 588

**Bright Lights**

LYNCHBURG, Va., March 22.—Twenty-five men are now at work preparing for the April 10 opening, according to John Gecoma, general manager, and L. C. Heck, assistant manager. Much work was cleaned up early under the direction of Clyde Ketchum.

Mr. and Mrs. Doc Fretz and crew are getting their shows and rides ready. Dannie Donnini and partner, Lew Lang, have their bingo and 12 concessions ready. All have new canvas. They also added one new truck.

Fatso Usher has signed to take over the Side Show. He also is doing the sign and art work. Mrs. Usher is doing the upholstering on the rides.

Slim Johnson and Kemp have signed to take over the Minstrel Show. All new canvas, banners and seats have been ordered. Joe Gangler, manager of the Gangler Bros.' Circus, reports he will arrive about April 5 to get his free act, the Bring 'em Back Alive and Snake Show ready. Homer Sharer will report April 1 to ready his show. R. Seehoffer also will report soon to ready his *Follies*.

Frank Joseph infoes he will be in about April 1 with his new Octopus and that his new Spitfire will be ready some time in June. Harry Ditzler reports he will arrive April 8 with his Miniature Train and pony rides.

F. A. Norton is awaiting delivery on a new truck and transformers. Mr. and Mrs. Paul Martin arrived from Florida. Mrs. Dannie Donnini and her sister, Gladys Zimmerman, went home for a week's surprise visit to be with their mother on her birthday.

Mr. and Mrs. Salesberg and son and daughter-in-law are due in daily from Florida. All special paper has been ordered for the season. It will be in charge of L. G. King, contracting agent.

Frank Z. Hyde, secretary; Mr. and Mrs. Herb Beard, George Welch, and Mr. and Mrs. H. E. Briningar are due any day.—F. A. NORTON.

**Virginia Greater**

SUFFOLK, Va., March 22.—Crew of 21 men, directed by the Gibson brothers and Big Boy, have preparations well under control for the org's opening April 4.

Joseph Conley, upon his return from Miami, where he wintered, gave his low-down on how "to beat" the horses. His advice: "Stay in the North." Jack Rose arrived with five girls for his show.

Mr. and Mrs. Coleman are here set to go. Bill Penny and family are due in next week. Bill, a grandfather now, wants to show "the new baby." Birthday party for Mrs. Sarah Masucci was not only a surprise to her but a success for all who attended.

Bill Murray is busy laying out the show for 36 weeks. The Merry-Go-Round is scheduled for delivery within a few days. — CLARENCE E. BOOKER.

**Funbeam**

WINDBER, Pa., March 22.—Louis T. Riley is ready to leave his Owensboro, Ky., home with his four rides. Recovered from her recent illness, Mrs. Riley expects to be with the shows.

Carl W. Lindquist visited, reporting that his concessions are ready. Clyde and Florence McDaniel booked their concessions.

Eddie Little is directing the building of two new shows. Art Hilliard is readying equipment for opening at Confluence, Pa., his hometown.

Gene and Lillian Shupe expect to have a new trailer before the start of the season. Shows recently inked the Perryopolis (Pa.) Homecoming.



"America's Largest and Most Beautiful"

**ATTENTION**

FAIR SECRETARIES AND CELEBRATION COMMITTEES IN FLORIDA, GEORGIA, ALABAMA, TENNESSEE, KENTUCKY, OHIO, INDIANA AND MICHIGAN, WE INVITE YOU TO VISIT AMERICA'S FINEST MOTORIZED CARNIVAL. SEEING IS BELIEVING.

12 HIGH-CLASS RIDES—12 SHOWS OF DISTINCTION

COURTNEY LIGHT TOWERS

DIESEL LIGHT PLANTS

We furnish Midway for one of the South's outstanding events, Florida Citrus Exposition, Winter Haven, Fla. Biggest gross in history for this event.

**CAN PLACE**

CONCESSIONS—Any legitimate Concession, Scales, Age, Ball Games, Striker, String Game, Pitch-Till-Win, etc.

SHOWMEN—Can use sober, capable Showmen for Grind Shows.

SHOWS—Will book for season: Monkey Show, Snake Show, Wild Life, Fat Show, Midget, Illusion or Wax Show and any worth-while Grind Show not conflicting. Must be high class in every respect and in keeping with our fronts.

RIDES—Will book Spitfire, Looper or Moon Rocket.

RIDE HELP—Sober, reliable Ride Men that drive semis. Positively no chasers or boozers.

All replies to

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"TRULY A GOOD SHOW ALL WAYS"

35 TRUCKS • 4 DIESEL PLANTS  
SEARCHLIGHTS • LIGHT TOWERS

THIS SHOW WILL PLAY . . .

★ 12 FAIRS

★ 3 BIG CELEBRATIONS

OPENING APRIL 2, NORFOLK, VA. — 10 BIG DAYS

## WILL BOOK

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## Winter Quarters

### Imperial

MALDEN, Mo., March 22.—Arrival of additional personnel has stepped up activities considerably. An additional caterpillar Diesel light plant has been installed by the John Fabick Tractor Company. John and Paul Schmidt, who have been vacationing in Florida with their families, will supervise the plant. New Octopus and Roll-o-Plane arrived from the Eyerly Aircraft Company, and new show tents were delivered to quarters from the E. G. Campbell Tent & Awning Company.

Whitey Voseka and Butch Ritter have completed their work in winter quarters. Whitey and Peggy Davies returned from Chicago and have been putting finishing touches on their rides, as well as building several new concessions. Wendell Pierce and Andy Allan arrived from Minnesota with their concessions, and Mr. and Mrs. Ted DeWitt came in from Little Rock. Shortly after their arrival, Ted was rushed to a Poplar Bluff, Mo., hospital with ptomaine poisoning, but was released several days later and is now on the road to recovery.

Fred Caswell and family arrived with several new concessions. Mrs. Mary Gullette is in Chicago visiting her daughter and recently arrived granddaughter.

Owner Bill Gullette reports securing a string of Illinois fairs starting July 1.

### Catlett Greater

SHAWNEE, Kan., March 22.—Work is nearing completion under direction of William G. Catlett. A crew of 10 has been working since December 1.

P. L. Patterson, Lester Howell, George Gallagher, George Carpenter and Joe Clayton are in quarters and all have their concessions ready. Evan Beard, who has been cooking at the Hotel President, Kansas City, Mo., all winter, will report to quarters April 1 and will have charge of the cookhouse.

A new Wild Life Show is being built by Capt. D. J. Cox, with all new canvas. Also being built is a new Curiosity Show, with a 60-foot panel front.

Clyde V. Shubert, business manager, is touring six States and has contracted among others, a downtown location in Kansas City, Mo., under American Legion auspices; Chariton, Ia., July 4 celebration; Hamburg, Ia.; Tarkio, Barnard and St. Joseph, Mo.; Lawrence, Kan., and Sedalia, Mo. All are still spots under auspices, with fairs to follow.

### Baker United

INDIANAPOLIS, March 22.—Bad weather has slowed up work in quarters, but the arrival of warm weather will step up the work schedule. Much of the basic work has been completed. Owner Tom L. Baker will supervise finishing touches to all equipment.

Baker, up to recently, had been in and out of the city on buying trips. He purchased another Ferris Wheel, Octopus, new Roto Whip and new Roll-o-Plane.

M. G. Stokes, general agent, is back in from an extended booking tour. Route, now practically completed, will take in some new territory. Org is skedded to open here April 16.

Show's staff, besides Baker and Stokes, follows: C. R. (Bud) Jackson, transportation; William Ward, ride superintendent; Luther Tyra, front gate and towers; George Morris secretary, and Charles L. Kern, lot superintendent.

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# CLUB ACTIVITIES

## National Showmen's Association 1564 Broadway, New York

NEW YORK, March 22.—Sid Goodwalt, Harry Schwartz and Jack Burke are en route to join the Oscar C. Buck Exposition Shows in Troy, N. Y. Joe Prell left to open with Prell's Broadway Shows. Sidney Rifkin is off to Eastwood Park, Detroit. Mrs. Edwina Benn, office secretary, will join her husband on the Bright Lights Exposition Shows. Ike Weinberg will agent for Max Gruberg's No. 2 Unit.

Visitors were Carl Sherman, en route from Texas to Seattle; Max Miller, Willie Lish, Morris Black, Jack Zupan, Matty Burns, Abe Eisenberg and Frank Wirth, all returning from Florida; Nate Eagle, B. W. Benson, Red Conners, Irving Merson, Fred Perkins, Jeff Harris, Ben Again, William de L'horbe Jr., Mort Mosias, Sam and Irving Berk, Joseph Augle, Frank Blatsky, Joe Hughes, Bucky Allen, Shrimpy Rappaport, Arthur Campfield and Jack Lichter.

Ray Sharpe died Monday (17) in St. Vincent's Hospital. Burial was in Chatham, N. Y. Sam Lager is convalescing at the Half Moon Hotel, Coney Island, N. Y.

The *Billboard* is holding mail for Morris Glass, Harry Schwartz, Sam Walker, Max Hummel, Paoli Fiochi (c/o Louis Spielmann), George Hoar and Sol Warnish.

Next meeting Wednesday (26).

### Ladies' Auxiliary

Edna and Jules Lasures have sold their St. Albans, N. Y., home and moved to Ft. Lauderdale, Fla., where their two daughters reside. Edna was active in all club events. President Anna Halpin is urging all members to get behind the membership drive to help obtain the goal set by Chairman Dolly McCormick. Bess Hamid returned from a Florida vacation looking tanned and healthy and once again is engaged actively in local club affairs.

## Miami Showmen's Association 235 W. Flagler St., Miami

MIAMI, March 22.—Regular meeting was held Tuesday (18) with President Bob Parker presiding. Also on the rostrum were Jack C. Gilbert, third vice-president; Ralph Endy, treasurer; Milton Paer, secretary, and David B. Endy, president emeritus.

It was announced that another \$10,000 worth of government bonds had been purchased, giving the org a total of \$25,000 in bonds.

J. D. (Eddie) Edwards went on record that he will bring in \$1,000 to the club when he returns to Miami late in 1947.

Frank LaBarre, who is 94 years old and the club's oldest member, is seriously ill in University Hospital, Coral Gables, Fla. Also on the sick list are Chet Dunn, who is reported recovering in his home in Miami, and Eugene Gutman, of the Ringling-Barnum show, who is improved enough to leave for New York.

Club rooms will be open all summer. Members wishing to have their mail forwarded should send their addresses to the secretary.



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## Showmen's League of America 400 So. State St., Chicago

CHICAGO, March 22.—Frank Conklin, past president, presided at the regular meeting Thursday (20). With him on the rostrum were Past Presidents J. C. McCaffery and Fred Kressmann, Treasurer Walter F. Driver and Secretary Joe Streibich.

Elected to membership were Walter D. Fleck, Chester I. Levin, Samuel E. Stone, Howard Blencoe, William J. Kelly and Tony Scottile.

The Welfare Committee reported Dave Tennyson in serious condition. James P. Madigan is still in the hospital but showing improvement. John Hill writes that Maxie Herman is showing steady improvement. There are no late reports on Harry Westbrook or Marshall Green.

The Ways and Means Committee reported it will soon get into action on the summer fund raising campaign.

Secretary Streibich reported a large attendance of members at the funeral services Friday (14) for George H. Terry.

The regular work of the service-men's package committee has been discontinued. However, the League will keep track of all members still in service and send them packages from time to time.

It was reported the photo of the Christmas party has been ordered and when received it will be presented to the Uhlich Home.

Jack Hawthorne, Whitey Woods, Jack Levine and J. C. McCaffery have returned from Florida vacations. Timmy Claman, Harry and Peter Cooper, of Detroit, were recent visitors to the clubrooms, as were George Bischoff and Henry Shelby.

Members on hand after absences included Orville Harris, Walt Featherstone, John Hannon and Arthur Morse.

### Ladies' Auxiliary

Regular Thursday night (13) meeting was presided over by Mrs. E. Sopenar in the absence of President Viola Fairly. Other officers present were Mrs. L. M. Brumleve, first vice-president, pro tem; Mrs. Maud Geiler, third vice-president; Mrs. Rose Page, treasurer, and Mrs. Elsie Miller, secretary. Invocation was by Mrs. Margaret Filograsso, chaplain.

Rising vote of thanks was given Mrs. E. Sopenar and Rose Jarbo for the successful social conducted last week. Margaret Filograsso will be the next hostess. Letter was received from Viola Fairly, now recovering in Muskogee, Okla.

Hattie Wagner, chairman of the membership drive, is planning an intensive campaign this summer. Mrs. Ann Belden, chairman of the fall bazaar, asks that all donations be forwarded to her home address, 6136 North Knox Avenue, Chicago. Mrs. Ralph Glick will act as co-chairman, with Margaret Hock, Grace Goss, Margaret Filograsso, Viola Blake, Lena Schlossberg, Mrs. E. Sopenar, Lee Gluskin, Carmen Horan and Billie Wasserman as co-workers.

## Pacific Coast Showmen's Association

623 1/2 S. Grand Ave., Los Angeles

LOS ANGELES, March 22.—Vice-President Harry Suker conducted the short business meeting Monday (17). Secretary Ed Mann also was on the rostrum.

A moment of silence was observed in memory of Tony Pratos, who died in Los Angeles Thursday (13).

Last-minute arrangements were completed for the conveying of the 50-car caravan which assembled at Lincoln Park Tuesday (18) for the trip to San Bernardino, where the club was hosted by Past-President Orville Crafts whose show is playing an 11-day date at the National Orange Show. Lunch was served buffet style on the midway and several hundred members spent the day on the lot.

Members present after absences were J. C. McCaffrey, N. R. Hoffman and Charles Fielding. Clyde Ettles was a visitor at the meeting. Drawing was won by J. Ed Brown.

## Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, March 22.—Regular meeting was held Tuesday (18) with President Edna O'Shea Stenson presiding. Other officers present were Lucille Hirsch, first vice-president; Jeanette Wall, second vice-president pro tem; Bessie Mossman, third vice-president; Hattie Hoyt, financial secretary, and Irene Coffey, corresponding secretary. Invocation was by Edith Streibich.

Elected to membership was Ruth Holland.

Correspondence was received from Edna Stinson, Bess Hamid, Alma Bayles, Clara Bergman, Etta Henderson, the Detroit Club and the Illinois Industries for the Blind.

Eleanor Havlik, Mabel Wright and Emily Baily sent in donations for the annual spring party which will be held Saturday (29). Josephine Glickman, chairman of the spring event, named Hattie Hoyt, Claire Sopenar, Becky Daniels, Esther Meyers, Lucille Hirsch, Clara Polich and Edna O'Shea Stenson to her committee.

Sick list includes Tillie Logan, in American Hospital; Irene Flexor, in Silver Cross Hospital, Joliet, Ill.; Mabel Davis, at home; Yvonne Ferrari, in Barrington, Ill.; Daisy Davis, Pearl McGlynn, Agnes Barnes and Billie Lou Bunyard.

Elizabeth Jacks is a new auntie. Mae Oakes, welfare chairman, is on a vacation visiting her brothers and sister in Annapolis, Md., and Richmond, Va.

Clara Polich, chairman of the rummage sale, named the following to her committee: Hattie Hoyt, Pearl McGlynn and Edna O'Shea Stenson. Isabelle Brantman, chairman of the birthday party skedded April 10, named Jeanette Wall as co-chairman. She urges members to make reservations before April 5.

The awards at Tuesday's meeting (18), donated by Josephine Glickman and Minnie Simmons, were won by Isabelle Brantman and Lillian Lawrence.

A donation was received from Phoebe Carsky.

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Y' GOTTA QUIT SWINGIN'  
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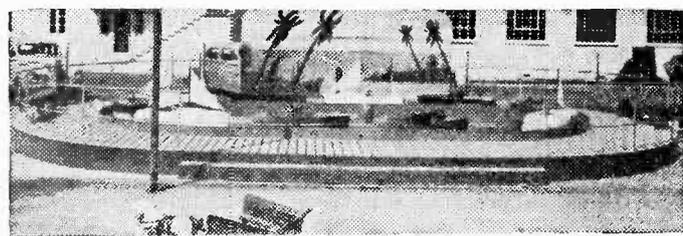
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**CLUB ACTIVITIES**

**Michigan Showmen's Association**  
 3153 Cass Avenue, Detroit

DETROIT, March 22.—Jack Dickstein, Louis Rosenthal, Bernhard Robbins, Frank Hamilton, Sam Martin, William Zakoor, Irving Borker, Marvin Keys and Art Grzann were at the board of directors' table March 18.

Dickstein served as chairman, assisted by Treasurer Rosenthal, Secretary Robbins and Chaplain Grzann.

Membership drive continues at a brisk pace. New members are Harry Boyle, Tony Moreno, Walt Hackett, Morris Tisser, Andy Barto, Sidney Nathansen, Joseph Olsen, Karl Weiner, John C. Wolk and Harry Shore.

St. Patrick's Day party Sunday (16) was a social and financial success. Mr. and Mrs. Hasson Kohn were in charge of the Hindu Temple concession. Music was under the direction of Al Werner. Over-all supervision was by Arthur Frayne and Mrs. Rose Lewiston. Manuel V. Mendez was emcee. Acts were furnished by local night spots. Prizes donated by the Ladies' Auxiliary were raffled off. Bartenders were John Cargan and Tommy (Paddles) Reinsner.

Visitors noted this week were Mike Tisser, from the Joe End Company; Arron Magid, Cleveland Merchandise Company, John Vernon and Mr. and Mrs. Steve Kersol.

**Ladies' Auxiliary**

Regular meeting of the Ladies' Auxiliary March 17 was called by Bernice Stahl, first vice-president. On the rostrum were Ann Borker, second vice-president; Marion Dickstein, third vice-president; Dorothy Gold, treasurer; Belle Powers, secretary, and Bertha Ford, chaplain.

Donation of \$100 to the Red Cross was voted. Members of the auxiliary are handling a booth in the Book-Cadillac Hotel lobby. It also was voted to donate \$100 to the Damon Runyon Cancer Fund.

A separate bank account will be opened for the sick and relief fund and the burial fund. Helen Eule and Hilda Roman were reported ill at Miami. Mayme Wade also is reported on the sick list. New members introduced were Leona and May Hamilton Bernard.

A new entrance, made possible by the men's club, leads directly from the clubrooms from the main hall. First prize in the raffle went to Pat Crognale, with Joe Quinn second and Ann Borker third.

Joint meeting with the men's club will be held March 31 as the last meeting of the year.

Viola Fairly sent a "thank you" card for the flowers sent her while she was hospitalized.

**Missouri Show Women's Club**  
 415A Chestnut St., St. Louis

ST. LOUIS, March 22.—Regular meeting Thursday (13) was called to order by President Lee Belmont.

Reported on the sick list were Ethel Hesse and Mrs. Blanche Heth, the latter in her home in Malden, Mo.

A baby shower was held in the home of Estella Regan for Mrs. Frank Grimm. Attending were Evelyn Lewis, Adele Voelker, Gertrude and Norma Lang, Ada Miller, Ida McCoy, Teresa and Arlene Sidenberg, Louise Hanasaki, Leta Byrnes, Tillie Kahl, Mrs. Mary Boe, Alice Lorraine and Lee Belmont, and Lotis Francis.

The card party Saturday (15) was well attended. Prizes were donated by Estella Regan, Lotis Francis, Lee Belmont, Mrs. Lloyd Johnson, Norma and Gertrude Lang, Daisy Davis, Ethel Hesse, Peggy Grimm, Tillie Kahl and Adele Voelker. Verna and Irene Schantz donated 36 novelty hat pin cushions, which were awarded to the high lady at each table. Prize winners included Mrs. Jack Downs, Shirley Voelker, Mrs. Louis Morgan, Mrs. C. Flaughter, Carol Warren, Mrs. Lee Belmont and Mary Francis Grimm, the latter getting the grand prize donated by Goldie Fisher.

Raffle tickets were handled by Teresa Sidenberg, Estella Ragan and Pearl Vaught.

Mrs. Dorothy Williams left to join her husband, Orville, on the Buff Hottle Shows in Louisiana. Club visitors included Beverly Yesselman, Clella Jacobs and Mrs. Bill Gullette, of Malden, Mo.

Club was represented at the Jay Hamilton funeral by Mrs. Lee Belmont, Mrs. John Maher, Mildred Laird, Gertrude and Norma Lang, Mrs. Lotis Francis, Mrs. Viola Glisson, Mrs. Dennis O'Leary, Mary Glisson, Lorene Harris and Lydia Huber.

**Heart of America Showmen's Club**

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., March 22.—The Ladies' Auxiliary entertained members at the annual "pot luck" dinner March 14. Following the dinner the regular weekly meeting was called to order by L. K. Carter, second vice-president. Other officers present were G. C. McGinnis, secretary, and George Carpenter, treasurer.

Bill and Jackie Wilcox stopped over en route to join the Cole Bros.' Circus at Louisville. Bill will be a checker and Jackie will be in charge of local advertising. Jackie recently was released from the army.

President Elliott is confined to his home with the flu. Several important matters were tabled until his return.

Building fund committee reports the fund is growing and that L. K. Carter is still in the lead in the membership drive.

**Show Folks of America**  
 San Francisco

SAN FRANCISCO, March 22.—The annual Spring Hi-Jinks March 3 brought out some 500 merry-makers. A variety show, bingo and dancing were the chief pastimes.

Acts included Chico Bell, best dressed man in Hollywood; Bernice Rodgers, acro dance; Tex Jones, memories of silent motion pictures; Chico Bell and his monkey, Sammy; Bernie Rodgers, peacock fantasy, and Fred Weidmann, emcee.

Many valuable door prizes, donated by members, were distributed.

Milt Williams was chairman and he cited Council Raiford, Helen and Glenn Artz, Harry and Frances Seber, Fred and Ethyl Weidman, Joe Barell, Dan Meggs and the entire kitchen staff for their splendid cooperation.

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OPENING LAKE CITY, TENN.—APRIL 10

**WANT WANT WANT WANT**

Shows—Want Shows that have own equipment and transportation, including 10-in-1, Animal, Motor Proms and others not conflicting. Will book 20% to office.  
 Rides—Want Foreman for Octopus. Drunks needn't apply.  
 Concessions—Want Agents for office-owned Merchandise Concessions. Can place Count Store Agents. F. G. Ross, Jimmy Collins, write.  
 Show plays choice Still Spots, first in, until July, and then Fairs until November in Kentucky, Tennessee and Georgia.  
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"AMERICA'S FAVORITE CARNIVAL"

6—NEW 1947 MODERN RIDES—6

Want legitimate Concessions only. No grift, no gypsies at any time. Want good Cook House or Grab. Will book free any good Show, pay us committee money only. Want one more Ride, Tilt-A-Whirl, Octopus, Spitfire or Rolloplane. Can give you A No. 1 route. We have 18 fairs and home-comings. Get with one of the "better shows." No gate! No heat! No gypsies! No drunks. Show will open May 1. Committees—Get in touch with us at once. We have only three open dates left. K. W. TATHAM, Owner, Tatham Theatre, Atlanta, Illinois.

**ERNIE'S MIDWAY ATTRACTIONS**

Rides—Henry D. Johnston's Rides.

Concessions—Can use Slum Stores, Jewelry, Devil's Bowling Alley, Country Store, High Striker, Basket Ball, Coca-Cola Bottle Ball Game, Age, Weight and any Grind Store not conflicting. Penny Arcade.

Shows—Will book Wild Life, Fun House, Glass House, Freaks, Monkeys, Western, Walk Thru or any Legitimate Show.

Attention, Committees, Fair Secretaries or Sponsors—A few dates open. Bookings will be completed by April 15. Bookings in Western New York and Western Pennsylvania.

Only legitimate showmen considered. No gate, no grift, no gypsies, no drunks, no drifters.

Contact G. (Ernie) Ernowein, 18 East Lake Ave., Buffalo 19, N. Y. Phone Triangle 1715.

**11 RIDES CENTRAL STATES SHOWS 8 SHOWS**  
**FREE ACTS — SIX 50-FOOT LIGHT TOWERS**

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Want Stock Concessions that work in the line-up—Bumper, Coke, Darts, Basket Ball, Pitch-Till-U-Win, etc. Have sold all eats, bingo, palmistry, ball games, photos. We do not book forty millers or hop-scooters. Have opening for Mechanical Show or Shows with own equipment.

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Price of Color 10,000 Tickets.	Each Additional 10,000.	
	Same Order	1.90
	Price Change	3.00
	Color Change	.60

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 30x80, 20x40 and 20x30 Hip Roof Tents.

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NOW AVAILABLE IN THESE COLORS:  
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**BERNIE MENDELSON—CHARLES DRIVER**

**O Henry Tent & Awning Co.**

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**SHOW CIRCUS TENTS**  
 CONCESSION  
 MERRY-GO-ROUND  
**CENTRAL Canvas Company**  
 HARRY SOMMERVILLE—FOREST GILL  
 121 West 8th Street Kansas City 6, Mo.

**TENTS**  
 Concession, Khaki, Immediate Delivery.  
 8x10, 8x12, 10x12, 10x14. Also Four-Way  
 Joists, 8x8, 10x10, 10x12. Roped Tents,  
 20x30 to 40x70. Orange, Green or Blue to  
 order. Change Aprons and Sidewall. Order Now.  
**D. M. KERR MANUFACTURING CO.**  
 1854 W. GRAND AVE. CHICAGO 22

**TENTS—SIDEWALL**  
 NEW AND USED  
 Tarps — Floor and Ground Cloths  
 Flags — Streamers — Banners  
 Get Our Prices  
**INDIANAPOLIS TENT AND AWNING CO.**  
 INDIANAPOLIS 6, IND.  
 P. O. BOX 433 PHONE: RILEY 6655

**Carnival and Concession TENTS**  
 Serving the Showmen of the Southwest  
**JOHN M. COLLIN CO.**  
 18 E. KIRK ST. SHAWNEE, OKLA.

**SAM LIEB WANTS**  
 EXPERIENCED COUNTER MEN FOR BINCO.  
 \$40.00 at Still Dates. \$60.00 for Fairs.  
 WIRE:  
 c/o WORLD OF TODAY SHOWS  
 Muskogee, Okla.

**PRICED FOR IMMEDIATE SALE**  
 One Double Loop-O-Plane in A-1 condition, com-  
 plete with motor, fence and ticket box; ready to go.  
 Also can place reliable man and wife with own liv-  
 ing accommodations as concession agents. A good  
 opportunity. (Drinks save stamps.) Write  
**GEO. GREASER**  
 Dorchester, Wis.

**RIDE HELP WANTED**  
 Experienced, sober Operators for Wheel, Ridee-O  
 and Roll-O-Plane. **MARRIED MEN WITH**  
**TRAILERS PREFERRED**, can use Wives on  
 Tickets. No moves, **BIG PAY**. Good treatment.  
**SCOTTY, STILL LOOKING FOR YOU AND**  
**BASIL.** Wire me, J. T.  
**MYRTLE BEACH RIDE DEPARTMENT**  
 Post Office Box 671 Myrtle Beach, S. C.

**TIVOLI EXPOSITION SHOWS**  
**OPENING IN APRIL**  
 Want Shows with or without equipment. Want Penny  
 Arcade and a few more Merchandise Concessions.  
 Address: **H. W. PETERSEN, Mgr.**  
 Box 742, Joplin, Mo.

**WANT RIDES**  
 Ferris Wheel, Merry-Go-Round, Swings, etc.,  
 for July 4, 1947.  
**THE GREENSBURG POST NO. 124**  
 Greensburg, Ky.

**WANTED**  
 Organ for Merry-Go-Round in good condition.  
 Also have for sale 24-Seat Chairplane, 1934  
 Ford 1 1/2-Ton Truck (good tires).  
**A. E. RAINES**  
 Phone 274 Mena, Arkansas

**International Showmen's Association**  
 415A Chestnut St., St. Louis

ST. LOUIS, March 22.—In the absence of President E. Lawrence Phillips, Past President John K. Maher presided at the regular meeting Thursday (13). He was assisted by Treasurer Leo Lang and Secretary Euby Cobb.

Members were informed of the death of Jay Anson Hamilton, showman for more than half a century. Burial was by the International Showmen's Association of which Hamilton was a member, in Showmen's Rest, Memorial Park Cemetery, St. Louis, Saturday (15).

Active pallbearers were Joe Maher, Frank Grimm, George Regan, Frank Hanasaki, Sid Sidenberg and Lloyd Johnson. Honorary pallbearers were John K. Maher, Leo Lang, Dee Lang, Euby Cobb, Frank Joerling, Harold Glisson, Dennis O'Leary, Cy Horwitz and John Francis.

At the meeting Thursday letters were read from Dave Carroll and Meyer Katz, Talks were made by Frank Joerling; William Gullette, owner and manager of the Imperial Shows; Ted Reed, of Overland, Mo., and Ed Campbell.

Visitors to the club this week were Dee and Winnie Aldridge, Steve Timlin, Roger Haney, Bob Heth, William Gullette; Buff Hottle, who left for New Orleans; Harold Barlow, Jack Downs and Gus Skogland, pilot of the Beechcraft airplane on the Gem City Shows.

John J. Hurley, deputy chief clerk of the court of civil causes, was elected to honorary membership. He was presented by John K. Maher.

Billy Finkle reports he has three concessions ready for the opening of Barlow's Big City Shows. John Francis has three rides up on an East Grand Avenue lot, while John K. Maher and Sam Fidler, Mound City Shows, and John Bales are working feverishly to have their opries ready on the lots with the first signs of spring. Dee Lang is readying a new lead gallery in his store show location on Broadway.

**Regular Associated Troupers**  
 106 E. Washington, Los Angeles

LOS ANGELES, March 22.—Nell Robideaux, first vice-president, presided March 13 in the absence of President Jimmy Lynch. Gladys Patrick, just in from Portland, was also on the rostrum.

Committee reports were given by Lill Eisenmen for the bazaar; Martha Levine on membership; Inez Allton for the sick and relief; Gladys Patricks on ways and means; Elsie Zuker for the auditing committee; Marie Bailey on publicity; Lucille King for the house board; Johnny Castle for the tylers, and Treasurer Clarence Allton.

Jean and Forrest Freeland were elected to membership.

Fred Crosby, back in from Honolulu; Jimmy Gallagher, Vivian Gorman, Joe Mead and Blackie and Bee Stein were called upon for a few remarks. Called on for an account of her Portland trip, Gladys Patrick brought greetings from Mr. and Mrs. Housman.

Guests were Virgie Martin and Betty Girard. Door prize winners were Bill Meyers and Harry Levine. Thanks are extended to Madame Delma for her donation of a gold baby elephant and a case of coffee, Jennie Reigel for her gift of muffins and butter, and to other members who have made donations to the bazaar.

**WANTED**  
 Kiddie Ride Man—Must be sober and no drifter. Need Man to help with Electric. State your use, experience and where you worked last.  
**Lachman Amusement Co.**  
 2931 12th Street, N. E. Washington, D. C.

**GEN City SHOWS**

*America's Finest Midway*

Featuring  
**EMANUEL ZACCHINI, the Human Cannon Ball**  
 Playing a proven route of Still Dates and Fairs, including five of the finest early dates in the South. Get with the coming show of America.

**HURRY! HURRY! HURRY!**  
 12-RIDES-12 8-SHOWS-8 45-CONCESSIONS-45 8-TELESCOPIC-8  
**WANT WANT WANT**  
 DOWNEY LIGHT TOWERS

**S** SHOWS—Can place well-framed Side Show, Monkey Circus. **S**  
**E** Must be outstanding. Want two Mexican or Spanish Dancers **E**  
**O** for featured show of the Midway. Can place Talkers and **O**  
**C** Grinders for the most outstanding attractions that has ever **C**  
**N** been produced on a Carnival Midway. **N**  
**D** CONCESSIONS—Want Agent for Penny Pitch, Ball Games, **D**  
**C** Country Store, Devil's Alley, Balloon Dart, Board Dart, Cigarette **C**  
**A** Gallery. Will frame Store for capable Agents. Can place **A**  
**L** Stock Man. **L**  
**R** RIDE MEN—Can place a few more Second Men for all Rides. **R**  
**D** Can use capable Help in all departments. **D**  
**L** DAVE PREVOST wants Ridee-O Foreman and Second Men. **L**  
**L** Must drive semis and have 1947 Chauffeur's License. **L**

**NEED SCENIC ARTIST AT ONCE.**  
**C. P. SMITH DICK THORNTON TOM MEHL**  
 GENERAL AGENT CONCESSIONS BUSINESS MGR.  
*All replies to*  
**JACK DOWNS, General Manager**  
 BOX 1081 (Phone Eldorado 3681) ELDORADO, ARK.

**STEAM TRAINS**

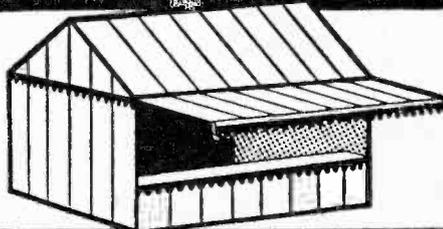
BUILT TO LAST  
 A LIFETIME

A more fascinating Ride that puts more money in the Ticket Box.



**OTTAWAY AMUSEMENT** 2514 Aloma  
 WICHITA, KAN.  
 WRITE FOR FOLDER, PRICES AND DELIVERY DATE.

**ANCHOR TENTS**



**SQUARE UMBRELLAS FOR NOVELTY STANDS**  
 CONCESSION — TRAVELERS — BINGO —  
 CIRCUS — BALL GAME — MERRY-GO-  
 ROUND — GREEN — BLUE — KHAKI —  
 FLAMEPROOF GREEN — BRIGHT CON-  
 TRASTING TRIM.

ORDER NOW TO ASSURE  
 PROMPT DELIVERY

**ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA**

**TENTS**

TENTS—Concession, Gypsy, Camping. Flashy trimmings. Tents of all sizes.  
 Merry-Go-Round and Caterpillar Tops, Big Tops.

**ANYTHING IN CANVAS**

14x14 Wall Tents with fly. New. Complete with poles and stakes .....\$70.00 Ea.

**TENTCO CANVAS, INC.**

130 GREENE STREET Phone: Walker 5-1299 NEW YORK 12, N. Y.

**STEEL TENT STAKES—ARMY SURPLUS**

36 Inch @ 40c Each — 16 Inch @ 15c Each

**COHN BROTHERS AUTO CO.**

608 NORTH CAPITOL AVE. INDIANAPOLIS, INDIANA

**ALL NEW —**

**NEON TRANSFORMERS**

**ELECTRIC MOTORS**

**OIL BURNERS**

**NECO MFG. CO., INC. AUBURN, IND.**

PHONE: 625 OR 141

# WADE W.G. SHOWS

Michigan's Outdoor Amusement Institution

**OFFICIAL OPENING**  
**Tuesday, April 29**  
**PONTIAC, MICHIGAN**

All Contract Holders Please Acknowledge This Call

★★★ CAN PLACE ★★★

**RIDES**—Looper, Caterpillar, Bubble Bounce, Pony.

**SHOWS**—Glass House, Walk-Through, Monster, Mechanical, Life. Positively must be neatly framed and capably operated.

**CONCESSIONS**—Merchandise and catering of all types.

**EMPLOYEES**—Ride Foremen in all departments. Must be well experienced and prefer semi drivers.

**12 WEEKS OF PROVEN STILL - DATES**      **12**  
**WEEKS OF RENOWNED FAIR DATES**

CONTACT FOR CONTRACT

**W. G. WADE SHOWS**

G. P. O. Box 1488

Detroit 31, Mich.

## American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., March 22.—The Sectional Committee on the Safety Code for places of outdoor assembly will meet in New York Thursday, April 17, to consider suggestions for revising the code and other matters. We plan to attend, and will appreciate it if members or others in the industry having suggestions on revisions submit such suggestions to the association's office. A \$100 contribution to the Public Relations Fund has been received from Coleman Bros.' Shows. Membership certificates for '47 will be sent out early next month.

We plan to visit shows in the Washington area early in April and those in the Detroit area early in May.

Attention is called to the following important April tax dates: Excise taxes must be filed by April 1; withholding tax payments during March must be filed by April 10 if they amount to more than \$100; corporations, individuals and partnerships operating on a fiscal year ending January 31 must file their returns by April 15, and social security and unemployment taxes for the first quarter of '47 must be filed and paid before April 30.

The WAA has advised of the availability of the following items: Wire and wire cloth, gasoline-driven generators and spare parts, tractors, carbon steel bars and miscellaneous cranes, hoists and winches.

Information is that the Civilian Production Administration, now the Office of Temporary Controls, plans to eliminate all priority ratings March 31 except for very limited use in connection with the housing program and with the Veterans Administration program of hospital construction.

New developments of interest to the industry, a research service reports, include paint which can be applied directly over rusty surfaces without cleaning or scraping; a new type of truck tire using rayon cord and which, it is claimed, will outwear pre-war tires.



Insist on OAK-HYTEX See your jobber now Ask him for your Oak Change Apron, free with your first purchase of OAK-HYTEX Balloons. Get your free Memo Book, too. If your jobber doesn't have them, use the coupon and we'll see that he's supplied.

**THE OAK RUBBER CO., RAVENNA, OHIO**

Gentlemen:  
 Here is the name and address of the jobber who supplies me with OAK-HYTEX balloons. I want to secure the Oak Change Apron and Memo Book from him.

My Name.....  
 Jobber.....  
 Address.....

## OAK-HYTEX BALLOONS

Distributed by  
**CONTINENTAL DISTRIBUTING CO.**  
 822 N. Third St. Milwaukee 3, Wis.

## PLASTER

Flashy carnival plaster, only two assortments, 30 cents each and 15 cents each. Plenty on hand. No waiting. Call at our shop. We are always open.

**COSIMINI CO.**

Hiway 70 Cary, N. C.

## PLAYTIME AMUSEMENTS

OPENING APRIL 17, MANCHESTER, N. H.

Winter Quarters Now Open

Want First and Second Men for New Octopus, Caterpillar, Kid Auto and Train Ride. Also Flyoplane, Ferris Wheel, Merry-Go-Round, Chairplane Help.

Will book any good Grind Show, also Frozen Custard. 16 weeks best still spots, 6 Fairs starting August 10.

Biggest 4th July Spot in East — 6 Big Days — Bonfire Fireworks

**E. W. BURR** Box 177, Manchester, N. H., or

**G. W. BURR** Box 206, Quincy, Mass.

## 10 RIDES HELLER'S ACME SHOWS & BAZAAR, INC. 2 FREE ACTS

**NO GATE FREE ADMISSION—FREE NO GATE**

Want Guess Your Age and Weight, Photos, Potato Chips, Candy Floss, Knife Rack, Watch-La, Devil's Bowling Alley, Darts, String Game, Novelties, Long Range Gallery. No Gaffs or Gees. No Gypsies. Save stamps. No Rides, have 10; all show owned. Want Ride Help and Foremen on all Rides, good Mechanic. Good proposition to Foreman for 8-Car Whip; top salary. Good treatment and long season with top salaries. Chas. Huston, Mike Cramer, Bob Edwards, Red Pendergraph, Painter, Chas. Nase Lucky and all others with me before, write. Winter quarters open. Want two sensational Free Acts, Flying Return and High Pole. Show opens East Paterson April 11th—2 Saturdays, 2 Sundays. Want Percentage Dealers. Show-owned Concessions. Winter quarters now open.

All Address:

**HARRY HELLER, Gen. Mgr.**

BOX 6 PHONE: WYCOFF 4-0752-W CAMPGAW, N. J.

## WILSON FAMOUS SHOWS

OPENING MAY 1, E. PEORIA, ILL.

**WANT**—Shows with own equipment; we have small top with banner line. What can you put in it?

**WANT**—Ride Help, must drive semi. No boozers or chasers. This show carries no racket.

**ADDRESS—ASTORIA, ILL.**

## JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

Now playing downtown lot in Eastman, Ga.; Hawkinsville to follow. Always first in.

**WANT WANT WANT WANT**

**CONCESSIONS**—Fish Pond, Spill the Milk, Hit or Miss, Clothes Pin, Long or Short Range Gallery, Hoop-La, Dart, Guess Age, Weight. Good proposition for all clean stocks. No P. C., no Flats, no Gypsies or duplicates. **RIDES**—Have six office-owned Rides. Can place Octopus or Spitfire. **SHOWS**—Snake, 5- or 10-in-1, Monkey, Wild Life or any show of merit. **RIDE HELP**—Wheel Foreman, other useful Ride Help, must drive Semi. **WANT TO BUY**—50 Kw. Transformer. **FOR SALE**—Smith and Smith Chair-o-Plane, 22 ft. tower; Kiddie Hand Car Ride. Both rides in excellent condition. All replies to **JOHN PORTEMONT, EASTMAN, GA.**

## NOW AVAILABLE THE BOWERS Kiddie Streamlined Train

A Masterpiece of Engineering and the answer to the Rideman's Problems. Check these Features.

- ★ Goes up or down in 30 minutes.
- ★ Loads on small two-wheel Trailer.
- ★ Operates from the ticket box by one person.
- ★ Engine and three coaches carry up to 14 children.
- ★ Built to last a lifetime. No breakdown worries.
- ★ Beautiful streamline effect and three-tone paint job.
- ★ Priced at only \$1,500.00. F.O.B. factory.

WRITE OR WIRE

**K. MAX SMITH, Sales Mgr.**  
**Custom-Built Trailer Sales**  
 Box 173, Russells Point, Ohio

## WANT

French Fry outfit and Corn Popper. Must be complete and in first class condition. Also interested in small Rides, or anything suitable for permanent Firemen's Carnival. Not a Traveling Carnival.

**HEBRON VOLUNTEER FIRE DEPT.**  
 HEBRON, MD.

## PEANUTS

Raw, Roasted. Special price on Jumbo Elephant Bags, Popcorn and Popcorn Seasoning. Daily Market Prices.

**INTERSTATE FOOD PRODUCTS**  
 81 Avenue C New York 9, N. Y.  
 Phone: Gramercy 5-0123

## WANT WOLF GREATER SHOWS

OPENING MAY 2ND.

A number of shows. Will book the following concessions: Dart Count Up, Blower, High Striker, Bowling Alley, Bumper, Jewelry, Scales, Fish Pond, Hoop-a-La, Slum Spindles, String Game, Candy Floss, Watch-La, Basket Ball, Lead Gallery, Root Beer, Penny Arcade and others that do not conflict. Playing street celebrations starting in May, two towns a week. Want Foremen for new Tilt, Merry-Go-Round, Chair-o-Plane, Roll-o-Plane, and other ride help; truck drivers preferred. All mail, P. O. Box 2725, Bloomington Sta., Minneapolis, Minn. Phone Midway 7647.

## BILLET BROS.' SHOWS

Seventh Year of Satisfied Customers Opening in May, out until October. Will book or lease Merry-Go-Round, Wheel, Chair-o-Plane or Tilt. Also 2 CLEAN Shows with own transportation. Short Hops, Proven Spots. All Sponsored. A splendid proposition for you. Also will buy 50KW Transformer. For Sale: Arcade Table Models, 2 Keep-Em-Bombing, 1 Ideal Card Vendor, 1 Whirl-a-Ball, 1 Goodwill Fortune, 1 Acme Shocker, 1 Gottlieb Single Gripper, 2 Penny Pin Balls, 1 A.B.T. Target Skill—A-1 condition, \$85.00 Takes all, crated, or will trade for Punk Rack concession or 12x12 4-Way Top. Write N. W. BILLET, R. D. #1, York, Pa.

## CARNIVAL AND PARK OPERATORS

Kiddie Rides—Newest Models—U. S. Reg. Roto — Whirl — Rocket — Rocket Plane—12 pass. Custom-built Rides; your specifications.

## SUBURBAN ENG. & MFG.

10 Lackawanna Pl. South Orange, N. J.

**RIDES WANTED**

LABOR DAY, SEPTEMBER 1  
**ANNUAL FREE BARBECUE**  
AND  
**HORSE SHOW**

Last Year Barbecue Served 4,000.  
Write or Phone  
I. F. SLOCUM, Natoma, Kan.

**WANTED**  
**CARNIVAL COMPANY FOR**  
**BIG TIMBER CARNIVAL**  
**CELEBRATION**

July 2, 3, 4, Albany, Ore.  
Could use show from July 1 on.  
Write or Wire  
RODNEY W. TRIPP  
TIMEER CARNIVAL ASSOCIATION  
Albany, Oregon

★ ★ RIDES ★ ★

At liberty for Celebrations. Have a few open dates. Write  
**THOMPSON BROS.**  
2906 4th Ave. ALTOONA, PA.

**American Legion Race Meet**

Memorial Park, Hamilton, Mo.,  
August 26th-29th.  
Harness and Running Races, Horse Shows, Revues and other Grandstand Attractions. Due to disappointment midway attractions not yet booked. Good organized Carnival, please contact.  
R. C. HENDREN

**CARNIVAL WANTED**  
**VETERANS OF FOREIGN WARS**

WEEK OF JULY 4  
Correspondence to  
JULE MAITRE, Melcher, Iowa

**CARNIVAL WANTED**

With Concessions  
**AMERICAN LEGION CELEBRATION**  
July 3-4-5  
All Replies to COMMANDER W. J. RODELL  
Athens, Ill.

**WANTED**  
**Rides and Carnival**

JULY 4, 5 AND 6  
**AMERICAN LEGION CELEBRATION**  
Car and Merchandise given away.  
Fred B. Taylor, Chairman, Kirkland, Wash.

**Fourth July Celebration**  
**WANTS**

Carnival—Will book for week or 4th only. Free Attractions wanted for 4th only.  
AMERICAN LEGION, Fairfield, Illinois.  
Write FRANK ROBERTSON, Lock Box 22.

**WANTED**

For Lions' Club Carnival, week of June 30-July 5, inclusive: Merry-Go-Round, Ferris Wheel, Rodeo. Best terms. Also interested in purchasing Merry-Go-Round.  
R. H. BOGGS, Mgr.  
FRANKLIN, W. VA.

**PIONEER SHOWS**

24 WEEKS BONA FIDE CELEBRATIONS  
Buy, Book or Lease Rides—Shows—Concessions.  
Want Useful Help,  
MIOKEY PERCELL, Waverly, N. Y.

**SPONSORED EVENTS**

Veteran, Lodge and Other Organization Festivities

**Ward's Sky Devils Book**  
**Detroit Legion Showing**

PHILADELPHIA, March 22.—Bobby Ward and Chuck Breit, co-owners of Bobby Ward and his Sky Devils, announce their org has been booked as the feature attraction of the second annual American Legion celebration at Detroit, sponsored by the Carl E. Stitt Post No. 232. Ten-man mass parachute jumps will be made the afternoons of July 4, 5 and 6. Larry Webster, Detroit, signed the deal for the Legion.

Sky Devils will open their season at the Northeast Airport, Philadelphia, May 10.

**Marysville, Pa., Skeds**

MARYSVILLE, Pa., March 22.—Lions Club carnival will be held here August 11-16, it was announced by Kermit M. Stover, president.

**O., Mich., Dates to Gooding**

COLUMBUS, O., March 22.—F. E. Gooding, president, Gooding Amusement Company, Inc., announced this week that his org has been contracted to provide midways at Northwestern Ohio Firemen's Convention at Napoleon, June 16-21, and the American Legion Celebration, Hillsdale, Mich., July 3-5.

**Toledo Home Show Clicks**

TOLEDO, March 22.—This city's Home and Sports Show, which closed March 9, played to the largest attendance in its history, Milt Tarloff, manager, said. Paul Spor set the attractions, with Myers Concessions providing the refreshments. Maurice W. Meyers was in charge, with Frank J. Kuba handling the kitchen.



**PYROTECHNICAL DISPLAYS**

the "HIGHLIGHTS" of  
**FAIRS — PARKS — JULY 4TH**  
and all Outdoor Events

Our Pyrotechnicians solve your Fireworks Display problems with the magic of originality and "know-how."

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**ILLINOIS FIREWORKS CO.**

A CORPORATION  
Manufacturers Since 1918  
DANVILLE, ILLINOIS

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LAST CALL

**WM. T. COLLINS SHOWS**

THE FASTEST GROWING AND MOST  
PROGRESSIVE SHOW IN AMERICA

20 FAIRS 20 FAIRS

All holding contracts please acknowledge and report not later than May 9th, in Alexandria, Minn., where show opens May 12th. Have opening for few more high class shows. Must have own equipment and transportation. Motordrome, Fat Show, Hillbilly, or any show of merit.

HELP—Foremen and Second Men for the following rides: Ferris Wheel, Merry-Go-Round, Tilt, Octopus, Roll-o-Plane, Kiddie Auto and Train. Also Electrician who can handle 12 Rides and 10 Shows. Can also use any other useful show people. Lushies and Chasers save your stamps as you won't last. All replies to:

**WM. T. COLLINS**

406 ERIE ST.

ST. PAUL, MINN.

**2ND ANNUAL AMERICAN LEGION CELEBRATION**

July 1 TO 6 INCLUSIVE

CARL E. STITT POST #232, DETROIT 27, MICH.

Need 10 good clean Tent Shows and 5 Rides. No grifters or flats.  
12x12 space. \$150.00.

For Exhibitors, Paper, Juicers, Can Openers, etc.

Write or wire LARRY WEBSTER, Gen. Mgr.

Legion Convention here same date.

**WANTED RIDES AND CONCESSIONS**

For the

**3rd Annual Firemen's Festival**

July 18, 19 and 20, Gardner, Illinois

Good location. No flat stores or mitt camps. KENNETH CLARK, Secy.

64TH ANNUAL

**MARION COUNTY SOLDIERS' AND SAILORS' REUNION**

Salem, Ill., July 28th to August 2d, Incl.

CONCESSIONS AVAILABLE

Omar J. McMackin, Chairman, Salem, Ill.

**Small Town**  
**COMMITTEE MEN**

Now since the war I can furnish you with a complete Carnival for your Street Celebration. Seven Rides with Shows and Concessions. A complete Show for your entertainment. My former committees, contact me. The finest little organization on the road. Will book Ohio, Indiana, Lower Michigan. Write

**W. B. J. SHOWS**

Winterquarters, Swanton, Ohio

**CARNIVALS WANTED**

For months of May, June, July or August. Good spot. Lot close to center of city.

Contact

**RELIANCE FIRE CO.**

(WEST) YORK, PENNA.

**CARNIVAL WANTED**

For  
**OLD HOME WEEK**

JUNE 30 TO JULY 5

Auspices Volunteer Fire Dept.

Must have Ferris Wheel, Merry-Go-Round and some smaller Rides, also clean Concessions.  
Address: S. R. MORTON, Sandy Lake, Pa.

WANT

**ANNUAL JULY 1-4 CELEBRATION**  
**BOSWELL, IND.**

RIDES, SHOWS, CONCESSIONS  
Fireworks, Free Acts booked. Colossal, Stupendous. Write, wire, Edgar Burnett, Sec. Box E,  
Boswell, Ind.

**FRANK ORGAN SERVICE**

H. FRANK, Mgr.

4948 Waveland Ave., Chicago 41, Illinois  
AGAIN READY TO LOOK AFTER YOUR  
ORGAN NEEDS ANYWHERE.  
Write, Wire or Phone: PENSACOLA 2613.

14 Years' Experience

**DANIEL O'CONNOR**

WIRE ROPE — SPLICING

24 Hour Service

47 Bethany Road Monson, Massachusetts  
Tel. 375-3

**Wanted at Stockton, Ill.**

Rides—Legitimate Concessions—Wrestling Show—Free Acts—for Annual Street Celebration and Home Coming, July 17-18-19, Sponsored by STOCKTON LIONS CLUB.

Frank C. Niemeyer, Sec'y  
Stockton, Ill.

**FIREWORKS**

Special displays at all prices for all events and fairs. Big Free Catalogue. Ask for same—and details.

**ELMER BROWN**

390 Arcade Bldg. ST. LOUIS, MO.

**GREAT LAKES EXPOSITION SHOWS**

Want to book, lease or buy two more rides not conflicting with what we have. Will book two shows. A few dates open.

**R. L. WHELPLEY, Mgr.**

90 W. 43rd St. Ashtabula, Ohio

**OUTSTANDING AND COMPLETELY ORIGINAL CONCESSION**

Would like to book with suitable show for its introduction to public. Requires ten-foot frontage. Show must be fairly large. For full details, write,  
J. R. P. Salem, Mass.

**FOR SALE**

The most capable Photo Trailer ever built. Neat, plenty flash, 18' long, 12' side opening makes awning, 75 lights border awning. Twin machines for 1 1/2 x 2, 3x4. Fully equipped, plenty of all stock and frames, good tires, good condition. \$850.00 takes all. Tow Car available. Contact quick.  
FLOYD KILE  
5104 Government St. Baton Rouge, La.

# ORANGE SHOW SMACKS RECORD

## 500,000 Gate Seen for Run

Revival pulls 123,526 in first 4 of 11 days—total draw was 191,000 in 1941

SAN BERNARDINO, Calif., March 22.—The 32d National Orange Show, revived after its wartime lay-off, stands to attract 500,000 during its 11-day run which started Thursday (13). The show set a new high for attendance Sunday (16) when 51,000 attended.

Russell Z. Smith, secretary-manager, has taken the fruit out of the usual five oranges on a dusty paper plate and glorified it. More than 1,000,000 oranges were used from banks on the sides of the 712-foot building, longest west of Chicago, to the extravagant exhibits in the center of the building at the north end. Los Angeles County Fair and San Diego County, in co-operation with the fair in Del Mar, entered prize winning exhibits. The display sponsored by the city of Redlands was outstanding, with 21,000 oranges going into the display.

### Strong Exhibits

Commercial exhibitors, contacted since December 9 when the plant was returned to the fair association, were well represented with 180 displays. Notably here was the standard California with its robot man conversing with the audience with the talk spiced by an attractive girl in uniform. Thruout the entire show the exhibits were enhanced by animation.

The fair, while it couldn't have taken more exhibits, did fast work on getting the 1947 event together. Citrus growing was highlighted with agricultural by-products coming in for a good share. Displays of needlework and 4-H Clubs were shown in the rooms under the athletic stadium. The buildings housing the orange packing machine, which attracted a number of visitors, and a cafeteria were completed hours before the show opened. Premium money amounted to \$32,406.

### Heavy Publicity

The orange show has reaped a rich harvest of free publicity with pages of art in the Los Angeles dailies. A press dinner was held Wednesday night before the opening, with photographers being allowed to shoot all the pictures they wanted. Models were on hand to assist them. The show teed off with a breakfast at 7 a.m. Thursday with Sam Hayes giving it air time. *Queen for a Day* was broadcast from the auditorium and the International Harvester *Farm and Home* hour gave it national air coverage today.

Bob Hope, Desi Arnaz and orchestra, Dorothy Lamour, Jerry Colonna and Vera Vague appeared Tuesday (See *Orange Show* on page 93)

## Williams Lake, B. C., Stampede To Resume

WILLIAMS LAKE, B. C., March 22.—After a lapse of seven years, the Williams Lake Stampede will be revived in June.

Business men have formed a stampede association and pledged the necessary money for rehabilitation of corrals, race track and buildings.

### Fair Management

## Urges Use of Cinder Blocks, Concrete, Aluminum for Bldgs.

By R. J. Pearse

Editor's Note—This is the last of a series of three articles by R. J. Pearse, architect-engineer, of Raleigh, N. C., who has designed fairgrounds for the past 20 years.

A fair or exposition building is different from any other style of architectural structure. A fair building is a glorified warehouse, usually without heat unless used in winter. It may or may not have windows, and in case of some non-destructible exhibits, may not have sides and little roof. A definite style of architecture should be chosen for use in fair buildings, and then with frequent and decided variations of this style to avoid monotony, the same style should be carried out thru the whole fair plant as it is adapted to different buildings and their uses.

Most fair buildings are built upon one floor. As there is a limit to the usable height that can be covered in a one-story building, some styles of architecture are out of place when used for fair buildings. Buildings which require two or more stories are not to be used.

### Architecture Varies

English half timber or New England colonial is quite often used in the East and Middle West. Certain styles of Roman or Greek architecture are often in keeping. In the South, Southern colonial makes a fine effect and in the West and Southwest the Spanish style is frequently used with beneficial results.

Whatever style or architecture is used, there are some fundamental principles of fair operation that should be considered. There should be no side windows in fair or exposition buildings. The glare of light shining directly into the face of a patron viewing an exhibit takes away the larger part of the value of the exhibit. Louvers in the roof, skylights with glare-proof glass or factory-type overhead lighting are much to be desired.

### Ventilation Important

A second consideration is ventilation in exhibition buildings. Here

## Cattle Groups Want Opening Of N. Y. Grounds

SYRACUSE, March 22.—Increased pressure on Gov. Dewey and Commissioner of Agriculture DuMond to open the State Fairgrounds this summer developed Friday (14), with the passage of resolutions asking for a 1947 exhibition by two powerful State cattle breeders' associations.

The New York State Guernsey Co-operative, Inc., meeting here, and the New York Jersey Cattle Association, meeting in Albany, adopted identical resolutions with the one adopted previously by the State Holstein-Freisian Association.

The resolutions "favor at least a temporary exhibition at the present State Fairgrounds in 1947" and ask that the "present State Fairgrounds be made available until the State's long-range fair program is determined upon."

again, louvers with ventilators in the ends of gabled buildings and even fans for forced ventilation are often necessary. In view of the body heat brought into a building by large crowds on a hot day consideration of ventilation is a prime necessity. Not only the fair patron but also the attendant at the exhibit expects a reasonable amount of ventilation. Most patrons come from air-conditioned or, at least, well-ventilated offices, stores or homes, and a hot building, poorly lighted and poorly ventilated, is uncomfortable for the exhibitor and irritates the fair patron.

The color for fair buildings is an active subject. Many fair buildings (See *Fair Management* on page 92)

## Calgary's Rangeland Purse Set at \$7,550, Canada's 2d Highest

CALGARY, Alta., March 22.—Calgary's Rangeland Derby—the mad scramble in which four-horse teams tote chuck wagons around a half-mile track—is now Canada's second richest horse race with the announcement that the purse has been boosted to \$7,550, an increase of \$2,000 over last year.

Only the famous King's Plate at Toronto, with its purse of \$10,000 plus the King's 50 guineas, passes the wagon classic of the Calgary Stampede in value.

Total prizes for the cowboy competitions at this year's stampede will be \$21,000, said Dick Cosgrave, recently appointed arena director.

Nearly all events will carry higher purses than last year with the North American saddle bronk riding championship getting the biggest boost in individual events with a total of \$3,000, compared with the \$2,400 offered last year. Calf roping remains at \$2,020; bareback bronk riding has been upped from \$1,590 to \$2,020; steer decorating will carry a purse of \$2,220 instead of \$1,830, and steer riding has been boosted from \$1,580 to \$1,800.

All competitions will again be conducted under the "Go-Round" system introduced for the first time in Calgary last year. Three go-rounds will be staged in each event, which means each cowboy entered will compete three times against the entire field for three sets of prize money.

## Saskatoon To Spend 5G On Race Track Speed-Up

SASKATOON, Sask., March 22.—Saskatoon Exhibition Company will spend \$5,000 this year to make the race track "fast." Tests have been made by the soils department of the University of Saskatchewan and the track will be treated to provide a three to four-inch cushion. A 40-stall race horse barn will be built, possibly this summer, at a cost of \$9,000.

## Fort William Federal Aid Seen Assured

### Plans 300G Improvements

FORT WILLIAM, Ont., March 22.—Canadian Lakehead Exhibition here appeared reasonably sure of financial assistance from the Canadian Government this week following a visit of exhibition execs to Ottawa, where they consulted with Reconstruction Minister C. D. Howe and Agriculture Minister J. G. Gardiner.

The delegation consisted of exhibition President George Wardrope, Directors Don A. Clark and George McComber and Secretary-Manager Wilfred Walker.

Walker said the group was assured by Howe, after consultations with Gardiner, that the two ministers were "most sympathetic" to the program, and since the improvements were to be spread over five years, the ministers believed the federal government would provide the help requested.

### Ont. Aid Looms

A memorandum outlining the different items on which the total \$300,000 would be spent was discussed with the federal officials. The delegation also informed the ministers that T. L. Kennedy, agriculture minister for Ontario, had written the exhibition board, expressing the interest of the Ontario government in the program and that this government looked favorably on granting the financial assistance requested.

Plans call for the total expenditure to be divided three ways between the exhibition, the federal and the provincial governments. In view of the anticipated aid from Ottawa and Queen's Park, plans will be prepared immediately to start work as soon as financing is completed and materials can be obtained.

### Varied Projects

Projects in the improvement program, together with their estimated costs, follow:

Building for conventions, meetings and a dining hall, \$150,000; show building—an inside arena for judging fur shows, cattle and horse shows, dog and poultry shows, and similar events—\$50,000; improvements to main exhibition hall, \$5,000; bandstand, \$10,000; junior farmer building, \$10,000; new cattle exhibit buildings, \$10,000; new horse stables, \$10,000; beautification of the McIntyre River for water sports and aquatic programs, \$30,000; improvements to grandstand stage, \$3,000; improvements to grandstand (concrete revetment wall, placing backs on seats, leveling of terrace), \$10,000; turnstiles (three-gate batteries), \$5,000; landscaping, \$5,000, and repairs to McIntyre River Bridge, \$2,000.

## Hamid Gets Norwich, N. Y.

NORWICH, N. Y., March 22.—George A. Hamid will furnish grandstand attractions at Chenango County Centennial Exposition here August 19-23. Joe Hughes represented Hamid in the negotiations. Association was represented by a committee headed by Frank Zuber, former Norwich mayor, and Fred S. Emmick, association vice-president.

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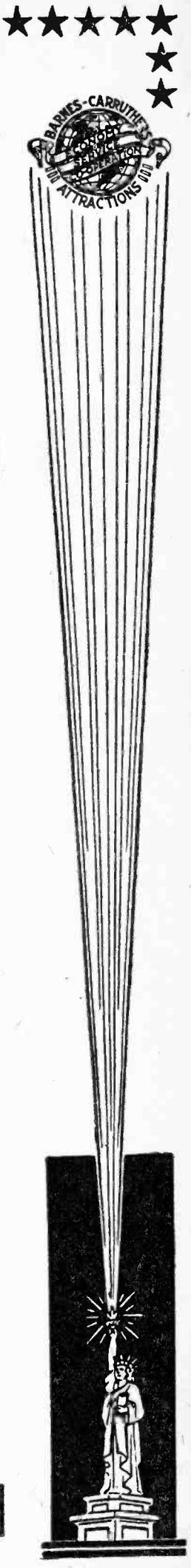
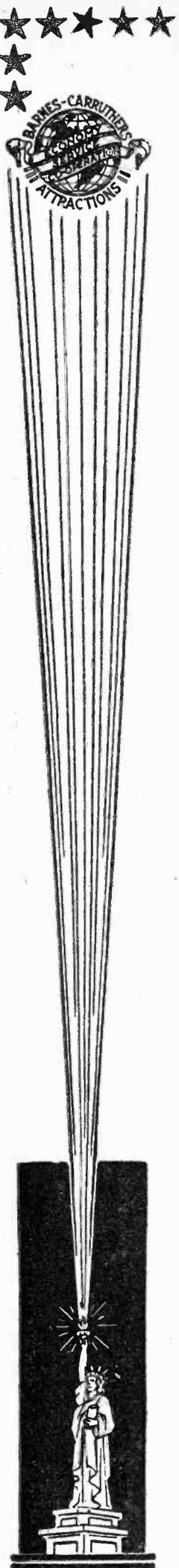
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# CALIFORNIA STUDIES FETES

## Long Range Planning Aims Toward Triple Centennial

**Senate bill to propose 7-man commission to lay foundation—State's 300 fairs, fiestas, rodeos seen as fine background with special events to be worked into program**

LOS ANGELES, March 22.—California's triple Centennial, incorporating observance of the discovery of gold in 1848, the gold rush of 1849 and admission to Statehood in 1850, will get under way officially January 1, 1948. Chambers of Commerce, civic groups and Centennial committees all over the State are awaiting only the go-ahead signal from the Legislature to put into action their various plans for making the three-year event the biggest of its kind ever attempted in the West. One of the first bills to be given consideration by the Legislature probably will be the one (Senate Bill 610) authored by Senator Fred Weybret to create a Centennial commission. This body, to be composed of seven members, would co-ordinate the widespread activities and control expenditure of all money appropriated by the State for Centennial use.

A specific program, outlined in the bill, was given the support of the State Chamber of Commerce at a meeting of the Chamber Board of Directors in Los Angeles, January 10.

### Five-Point Program

Consisting of five major points, the following program was agreed upon:

1—Creation of a Centennial commission of seven members, consisting of five laymen, one senator and one assemblyman.

2—Provision for appointment of an advisory committee of 25 citizens.

3—Governor or commission to have authority to appoint local cooperative committees.

4—State's participation to be limited to events of a Centennial nature of State-wide interest.

5—The State to officially sponsor a limited number of Centennial events, with present plans designating gold discovery, gold rush and Statehood celebrations in this respect.

Senator Weybret, chairman of the Joint Interim Committee of the Legislature on Centennials and World's Fair, worked in close touch with the Centennial Celebrations Committee of the State Chamber of Commerce and the bill he will introduce at this session is the result of certain conclusions reached thru a series of meetings of the two committees with interested groups all over the State.

### Exhaustive Study

In order to determine the type of legislation to be proposed, the Centennial Celebrations Committee met last December 2 to pass upon the findings of the sub committee for final

submission to the Joint Interim Committee. Invited to this meeting were members of the Joint Legislative Committee, and the Legislative Advisory Committee appointed by Senator Weybret. During the discussion an eight-page report was approved.

Featured in the report was a comprehensive review of resources now available for the promotion of fitting observance of the Centennial. Heading the list of resources were the State's 300 or more annual fairs, fiestas, rodeos, etc., including the State fair, all of which are now operating successfully and are adequately financed. This includes the San Bernardino Orange Show, the San Francisco Cow Palace International Livestock Show and others.

The rodeos are privately financed and, so far, have not requested State financing.

### Revive Other Pageants

Old Spanish Days at Santa Barbara, the Tournament of Roses at Pasadena, and other outstanding events have long-established histories of successful operation. The Ramona Pageant, Mission Play and similar productions will probably be revived and should require no financing from Centennial funds.

It is also possible that the Bear Flag Celebration at Sonoma will be repeated yearly at Monterey.

Inasmuch as most of these events will need little if any special Centennial financing, and there is a goodly number of them, the sub committee found that very few additional fiestas of a historical nature need be developed, and these mainly in the half dozen largest cities of the State.

### Want Local Control

Because of past experiences in governmental and State aid in producing (See *California Studios* on page 96)

## A New Twist

SAN BERNARDINO, Calif., March 22.—Radio brings sound and now television puts sound and pictures right into the home. However, according to William Demarest, who emceed the stage production at the National Orange Show, gals are being short-waved or sumpin'.

Moving up to the microphone to announce the Aida Broad-bent Girls, Demarest announced them as the "Aida Bent Broadcast Girls."

## Second Norfolk Plant Announced

**Group buys 40 acres, plans motorcycle, midget auto races—Edwards prexy**

NORFOLK, Va., March 22.—The Norfolk and Virginia Beach Fair, Inc., a corporation organized to sponsor outdoor amusements, has purchased 40 acres of farmland in Princess County and has announced plans to spend \$90,000 in preparing the property for midget auto races, motorcycle races, other sporting events and fairs.

Second such project to be announced here this year, M. F. Edwards, corporation president, said the organization plans to spend about \$90,000 initially in developing the plant. The property fronts on the military by-pass, about a mile from its intersection with the Virginia Beach Boulevard, and is bounded on one side by the Norfolk Southern Railroad tracks and on another side by the eastern branch of the Elizabeth River.

Construction plans, according to Edwards, include erection of standard-type buildings to serve for fairs. Thirty acres will be cleared for parking and carnival purposes, he said.

Besides Edwards, other corporation officers and directors are Col. George W. Banks, vice-president; Richard B. Kellam, secretary-treasurer; H. Warfield Leeke, Vernon A. Eberwine, John B. Dey, W. E. Hudgins, Webster M. Townsend, Blair Eubanks, W. Russell Hatchett, Col. Charles H. Consolvo, Tex Wilroy, R. A. Robertson, W. F. MacGarvie, John D. Corbell, L. T. Cheshire, W. B. Srafer III, J. C. Council, J. C. King, Luther Church, George N. Badran, C. J. White, S. J. Farris, J. T. Gupton Jr., T. P. O'Malley, C. J. Staylor Jr., Dr. Edward Myers and Lieut. Comm. L. H. Brickhouse.

## Seven Early Mississippi Livestock Shows Skedded

JACKSON, Miss., March 22.—Seven county and district livestock shows will be held in Mississippi thru April 18.

Lee County show runs today at Tupelo. W. J. Pernell is secretary.

Others skedded are: Sunflower, March 28, Mrs. W. J. Patterson, secretary; Brookhaven, March 28, James E. Ulmer, secretary; McComb, April 1-3, T. J. Parker, secretary; Carrollton, April 4-5, Richard A. Cooper, secretary; Yazoo City, April 7, W. A. Steinriede, secretary, and Merigold, April 18, J. T. Davis, secretary.

## Fair Men Tutors At Mich. School

**To discuss varied subjects in two-day Lansing course—out-of-Staters are invited**

LANSING, Mich., March 22.—Faculty for the two-day school for fair managers, directors and speed superintendents to be held Monday and Tuesday, April 21-22, here at the Hotel Olds, under sponsorship of the Michigan Association of Fairs, will be composed largely of successful Michigan fair execs, the program, released by the association officers, discloses.

First day topics and speakers will include: *Concession Charges and Contracts*, Les Schrader; *Horse Pulling Contests*, Harry Moxley; *Keeping Fair Accounts*, Rose Sarlow; *Year-around Use of Buildings and Grounds*, H. H. Hungerford; *4-H Department Improvement*, Clarence Prentice; *Why Racing at Fairs*, Joy Davis; *Gate and Grandstand Charges*, Carl Mantey; *Special Events*, Gordon Schlubatis, and *Building Types and Construction*, B. C. Mellencamp.

Second day's program, which will close with a luncheon, includes the following subjects and speakers: *Free Gate or Paid Admission Charge*, Clinton Buell; *Increasing Fair Revenue to Meet Increased Costs*, Clarence Harnden; *Productive Advertising*, E. W. DeLano; *Space Fees, Merchants Building and Machinery Display*, James Peet, and *Electric Light and Hook-up Charges for the Midway*, Harold Sellers.

Two other subjects, *Personal Liability Insurance and Fire Insurance and Effective Fly Control*, will have non-fair men as speakers.

A banquet will be held the first night. Details of the program for this event have not been completed.

The course will be open to fair executives of other States, Hans Kardel, president of the Michigan Association of Fairs, announced. Kardel will preside at the course.

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# DETROIT'S BEST BET ON FAIR

## To Spend 105G On N. J. Plant

Hamid announces improvements planned at Trenton—also still dates skedded

TRENTON, N. J., March 22.—An estimated \$105,000 of last year's announced \$124,000 profit will be turned back into improvements at the New Jersey State Fair here, it was revealed by George A. Hamid, president, following a recent meeting of the directors and board of supervisors. Program will leave the fair with an operating surplus of about \$50,000.

Projects outlined by Hamid include erection of a 36 by 110-foot concrete and steel annex to the 4-H Club Building. The rest cottage will be renovated and new toilets added. Roads will be improved generally and all permanent installations are slated for redecoration. A new fence will be installed along the back of the grounds. Improvements to the grandstand area will include the elevation and leveling of the paddock with a new fence for each end and the sealing of the bottom of the infield lake so it will hold water.

### To Install Heat System

A heating system will be installed in the Coliseum to make it adaptable for all-weather use. Two water wagons will be bought and the police and first-aid departments will be installed in a new building erected last year. Three water fountains and 300 benches will be spotted throughout the grounds. A playground and picnic area is contemplated. A shower room will be installed for livestock attendants. Lighting facilities will be increased and improved.

At the same meeting a heavy attractions program was set for the 1947 annual. *The Grandstand Follies*, a Hamid production, with added circus acts, will be a nightly feature, starting opening Sunday, September 21. Joie Chitwood's thrill show will be featured on Children's Day, Monday. Harness racing will be featured five out of eight days. Tuesday has been designated Grange Day; Thursday, Governor's Day; Friday, Farmer's Day, and Saturday, Fireman's Day. A fireman's parade will be held Saturday and a cavalcade on Wednesday. On the closing Sunday AAA big car championship automobile racing, staged by Sam Nunis Speedways, will be featured.

### First Still April 13

The following still dates were set. April 13, automobile races; May 11 and 25 and June 28 stock car or motorcycle races.

Hamid said reservations for commercial and farm equipment exhibit space are being received in large numbers and that he anticipated the greatest number in history.

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### Around the Grounds

## Neb. State Preps for Hereford Show, Closes for Attractions

Directors of the Nebraska State Fair at Lincoln this week toured the fair plant, inspecting the widespread improvement program now under way, and closed for attractions at the '47 event.

The grandstand contract, both for the revue and acts, was closed by Rube Liebman for the Barnes-Carruthers Theatrical Enterprises, Chicago. National Speedways (Al Sweeney and Gaylord White) were awarded an auto race contract for one day and Leo Overland, representing the Jimmie Lynch Death Dodgers, closed for a one-night thrill show performance. Previously, Hennies Bros.' Shows had been contracted for the midway. Contracts were also closed with National Speedways for a still date auto race meet June 15.

Directors who toured the fairgrounds were impressed with the improvements to the plant. Cattle barns are being expanded greatly to house the many entries for the National Hereford Shows, which this year will be one of the big features at the fair.

*Charles Zemater Sr., Chicago attraction booker, his wife and family, have returned from a trip to Florida and New Orleans. While in Florida Charlie visited the Endy Bros.' Shows and the Florida Amusement Company. He reported that the cold weather in Florida had hurt carnival biz.*

Frank Winkley has closed for two afternoon and one night performance of his thrill show at Oklahoma State Fair, Oklahoma City. . . Billy Lee, of Williams & Lee Attractions, St. Paul, recently closed contracts with fairs at Sibley, Onawa and Algona, Ia.; Hartington and Stanton, Neb., and Blue Island and Willmar, Minn.

First steps in revamping of premium lists for 1947 South Dakota State Fair, Huron, have been completed with revision of the literature classification, Secretary F. L. Hafner said. Awards totaling \$78 will be given in poetry and prose, with three cash prizes to be given in each of the various classifications. Entries will close July 15. Judging will begin immediately after August 1.

*Fairs at Danville and Fairmount, Ill., have been merged into the Eastern Illinois Fair, which will be staged at Danville this year. A drive to raise \$15,000 as an operating fund is now under way in the area which will be served by the event.*

Enthusied over success of last year's revival of Vernon Parish Fair, Leesville, La., after a four-year suspension, execs are mapping plans for the '47 event. The '46 revival netted a profit after paying all bills and for \$2,000 in repairs. Officers are Floyd Jackson, secretary-manager, Simpson; Lovett Word, president-publicity manager, and W. E. Tipton, vice-president, both of Leesville.

Perry (Okla.) Fair, which resumed last year, recently received a grant of a half block of land immediately

north of the fair building and will use it for parking, concession stands, and farm equipment displays, Clarence Paden, secretary, advises.

*E. W. (Deak) Williams, secretary of Delaware County Fair, Manchester, Ia., and of the Iowa Fair Managers' Association, soon may have a new title—that of mayor. He is candidate for mayor and so far no one has come out to oppose him. In addition to his other duties, he also is chief of the Manchester Fire Department.*

Mr. and Mrs. A. R. Patterson (Uncle Hiram and Aunt Matilda) will open in Canada with the Merrick Circus and then play eastern fairs, booked by George A. Hamid. Their son, Hughes, has quit the road to manage two farms near North Vernon, O.

Julius Cahn, the Duke of Luxembourg (Wis.), has returned North after a five weeks' holiday in Florida. He (See *Around the Grounds* on page 98)

## Politics Out On Gov's Form

Sigler's appointee, Hazen Funk, starts as mgr.—early signing of carnival looms

DETROIT, March 22.—Betting is that much of the politics which in pre-war years wracked the Michigan State Fair here will be eliminated by the time the war-idled event resumes August 29 with a 10-day run.

In the meantime, there may be plenty of fireworks, political fireworks, that is.

Kim Sigler, Michigan's new governor, is credited with having won the election because of his ability and reputation as a fighter. And, since assuming that office, he has been fighting over the use of the Michigan State Fair for year-around recreational purposes. This was in keeping with his campaign pledge.

### Surprise Appointment

Six weeks ago he ordered that the \$15,000,000, 640-acre State Fairgrounds be made available for recreation. This week he blasted the (See *Detroit's Best Bet* on page 145)

# Alabama

## STATE FAIR

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WEEK OF SEPTEMBER 29

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**Western Assn.  
Drafts Policies**

STOCKTON, Calif., March 22.—Forty-one members of the Western Fairs Association met here to formulate association policies on legislative matters and general as well as specific long range fair programs.

There was intense interest in each of the 127 bills affecting fairs which have been introduced in the California Legislature, now in session. There was a definite feeling fair men were thinking in terms of the broad scope of all public benefit fairs, not just "our fair," according to E. G. Vollman, Stockton, WFA president, and Lou Merrick, Sacramento, general manager.

Broad views were:

1—Liberalize by law the uses of fairgrounds for purposes other than fairs.

2—Provide for every safeguard to insure continuation of racing and tighten every bolt in the fair engine to prohibit promotional type of racing at fairs.

3—Oppose every effort to make inroads, steals, grabs of fair and exposition funds by all associations,

**Everywhere But--**

SAN BERNARDINO, Calif., March 22.—With more than 1,000,000 oranges used in the displays at the National Orange show, the supply was, evidently, exhausted if the fruit salad served in the cafeteria is any criterion.

The salad had everything from bananas to apricots.

But, you guessed it, no oranges.

groups or agencies, no matter from what source or by what device.

4—Assure continuation of fair and exposition funds for achievement of five-year program of building, improvement, and rehabilitating plant facilities.

5—Approval in principle of a method to allocate fair funds on the basis of quantity of exhibits.

6—Disapproval of special grants to fairs.

It was the general consensus that fairs should meet in mid-November of this year to set dates for 1948. The WFA office has received over 90 requests by firms which would exhibit at fairs if early dates were selected, it was reported.

**Young Sets Grandstand  
Shows at Five Annuals**

CHICAGO, March 22.—Ernie A. Young announced the signing of contracts to present grandstand attractions at five more annuals—Missouri State Fair, Sedalia; State Fair of Texas, Dallas; Mid-South Fair, Memphis, and county annuals at Beaver Dam, Wis., and Perham, Minn.

Young also announced he is booking all acts for Tom Packs's Shows at New York; Columbus, O.; Cincinnati, Louisville, Indianapolis, Birmingham, Nashville; Evansville, Ind.; St. Louis, Knoxville and Pittsburgh.

**Reading, Pa., Annual Ups  
Horse Purses by Nine G's**

READING, Pa., March 22.—Reading Fair here has upped its purses by \$9,000 for the five-day Grand Circuit harness horse race meeting at the fair, September 8-22.

Sixteen-event card, which includes six early closing events with an overall value of \$15,000, totals \$38,700 in purses.

CROSBY, N. D.—Officers of the Divide County Fair Association here are J. N. Power, Crosby, president; Ole Sletten, Stady, vice-president; A. Ingwalson, Crosby, treasurer, and Vernon Nichols, Crosby, secretary.

**Our Pat Agrees**

SAN BERNARDINO, Calif., March 22.—Last Monday was St. Patrick's Day and also election day here; which meant that the taverns were closed because of the election—not St. Patrick. There was one audible squawk registered. This was by a loyal son of old Erin, Pat Treanor, who was putting in his 29th year as a concessionaire at the National Orange Show.

"Imagine," Treanor said, voicing his disapproval of man-made laws, "not being able to buy a drink on St. Paatreek's Day."

**BLEACHER SEATS**

Approximately 3000 seating. (11 rows high—16 ft. sections.) Like new.  
**JACK BERIN**  
c/o PALACE GARDENS  
3924 Finney Ave. St. Louis, Mo.  
(Phone: Newstead 6241)

**Illinois County Execs  
Gird To Beat Bill  
For Free State Fair**

SPRINGFIELD, Ill., March 22.—County fair executives of Illinois who gathered here yesterday for the start of a two-day instruction course on State regulations governing fairs and on how to make out forms for State aid, voiced indignation at the progress of a bill now before the Legislature which would turn the Illinois State Fair here into a free fair.

The bill has survived second reading in the Senate, but judging by the expressions of fair men here, a determined fight will be waged to kill the bill in the House. Mounting opposition against the measure is evident, and it is now believed that the bill will be killed.

County fair men contend that a free State fair would deal a severe blow to all county fairs in the State, hitting most those near Springfield. C. C. Hunter, secretary of the Illinois Association of Agricultural Fairs and secretary of the Taylorville fair, is one of the leaders in the fight to have the bill killed. His fair is one of the closest to Springfield, but he pointed out that a free gate at the State fair would hurt all of the county fairs.

Definite steps to defeat the bill are expected to be taken by the county fair men before the two-day session closes here today.

**AVAILABLE FOR FAIRS  
in Indiana, Michigan and Ohio**

**AL JONES'S  
RODEO AND CIRCUS**

Over 20 Feature Rodeo and Circus Acts.  
Contact Immediately.  
Want to hear from Cowboys, Cowgirls and Circus Acts.

**AL JONES**  
730 S. Main St. Greencastle, Ind.

**WANTED**

TO CONTACT CARNIVAL FOR WEEK'S STAY IN LOUISIANA, SEPT. 29TH THRU OCT. 5TH, 1947.

At least 10 Shows, 8 Rides and 35 Concessions. Contact or write

**VERNON PARISH FAIR**  
LOVELL WORD, President  
1908 5TH ST. LEESVILLE, LA.

**J. C. MICHAELS ATTRACTIONS**

—FAIR BOOKERS for 37 Years—  
SENSATIONAL ACTS—REVUES—THRILL SHOWS and Famous BIG CITY GRAND STAND CIRCUSES for  
FAIRS—CELEBRATIONS—EXPOSITIONS

Chicago Offices: 64 W. Randolph St. Chicago, Illinois Phone: DE 3770  
Kansas City Offices: Reliance Building Kansas City, Mo. Phone: W 0382

**VALLEY MOUNT RANCH RODEO**

One of the best all around complete Rodeos in the country. Can show now any place, any time. 300 head of Rodeo Stock—Brahma Bulls, Bucking Horses, Dogging Steers, Brahma Roping Calves, Trick and Fancy Ropers, Trick Riders, Comedy Clowns, High School Horses and many other Featured Acts.  
No Show too large or too small. Best of equipment in Bronc Saddles and Bucking Rigging.  
Own transportation—Contact at once.

**BEN KRAUS**  
VALLEY PARK, MO.  
(Phone: Valley Park 191)

**DISPLAY FIREWORKS**

Free program catalogue in color for all sizes of fairs and events from \$39.00 and up.  
**J. C. COOK**  
ERIE, KANSAS

**WANT CARNIVAL**

FOR 79TH ANNUAL COUNTY FAIR  
August 20-23, 1947.  
A. M. MONSERUD, Secy., Waukon, Iowa.

★ **The RADIUM RAYS** ★

..... **ROLLER SKATERS Supreme**

★ YOUNG

★ CLEVER ACROBATICS

★ BEAUTIFUL COSTUMES

★ STROBOLITE EFFECTS

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*Featured Act Contracting  
1947 Season*

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HOLLYWOOD  
STAGE AND SCREEN**

Lou Caglia  
**"HOLLYWOOD SINGING RANGER"**  
and  
**CHIEF "THE WONDER HORSE"**

\$5000.00 Silver Saddle.  
\$2500.00 Outstanding Wardrobe.  
Indoor or Outdoor Theaters, Parks,  
Fairs, Circuses or Wild West Shows.

**LOU CAGLIA**  
229 S. Columbia Ave. Glendale, Calif.

**CONCESSIONS - WANTED - SHOWS**

**COVINGTON SPRING FAIR**

BONA FIDE AGRICULTURE AND STOCK SHOW  
ANDALUSIA, ALABAMA, APRIL 7-12

\$3,000.00 IN PRIZES **FREE ACTS** 1947 FORD GIVEN AWAY

PARADE—EXHIBITS—BARBECUE—FIREWORKS  
25,000 TO HEAR GOV. JIM FOLSOM SPEAK

Need two Flat Rides, Tilt, Cat, Whip. All Concessions open except Bingo.  
If I know you, come on; will place you.

**PAUL TALBOT** POST 3454, V. F. W. ANDALUSIA, ALA.

## Veteran Virginia Executive, Stock Judge, Active at 88

LYNCHBURG, Va., March 22.—Enough reminiscences to fill the proverbial five-foot shelf—if put on paper—are stored in the keen and active mind of 88-year-old Francis (Frank) Alexander Lovelock, veteran newspaperman and livestock fair association general manager, who celebrated half a century of consecutive employment with the Glass newspapers in Lynchburg January 18. Thru his years of newspaper association Lovelock never lost his deep interest in fine bred livestock and poultry, acquired when he first came to America from England and was associated with his father, Thomas Lovelock, in the raising of cattle at Gordonsville, Va. For 33 years he was active in farm shows and fairs. From 1892 until 1908 he served as expert judge of cattle, sheep, swine, goats and poultry at over 200 fairs in 11 States and Canada, including the Queen's Jubilee Exposition in Montreal in August, 1897.

Elected secretary of the Lynchburg Fair Association in April, 1905, Lovelock continued in that capacity until the dissolution of the association in September, 1937. Between those years he assumed the added offices of treasurer and member of the board of directors.

### Born in London

Born in Hornsey, a northern suburb of London, May 10, 1858, he was educated in London schools and served as a cadet in the London Rifle Brigade of Volunteers before setting sail for the United States in November, 1873, aboard the Allan Line steamship Hibernian, which arrived in Baltimore the 18th of that month.

He proceeded to Gordonsville with his father, who had settled in this country the previous year, and assisted in operating a farm on which were raised many varieties of purebred livestock and poultry. He became a naturalized citizen of the

United States about 1882 while still at Gordonsville.

In 1900 he was made vice-president of the National Livestock and Dairy Association and in 1913 was president of the Virginia Fair Circuit.

### Published Judges' Guide

In 1893 he published *Lovelock's American Standard of Excellence*, a work which for many years was used by expert judges of livestock and in some agricultural colleges as a textbook.

January 18, 1897, saw Lovelock move to Lynchburg to take charge of *The Daily Advance* and today he proudly displays the letter sent him by the late U. S. Senator Carter Glass, employing him. Letter, dated January 15, 1897, is among his choicest possessions.

In spite of his age and long years of active service, Lovelock still has his finger on the pulse of current events as each day he sits at his desk to edit and arrange his column of Virginia news. He says he expects to be right there in his accustomed place when his 89th birthday arrives next May.

Also among his treasured possessions are innumerable programs of fairs and farm shows which he has

## Longview, Wash., Has 20G To Start Plant

LONGVIEW, Wash., March 22.—Cowlitz Valley Fair Board has approximately \$20,000 on hand as result of State and county allocations. This will permit construction of the initial unit of a planned layout of buildings on the new fairgrounds here.

Fund included \$10,000 allotted by the State Development Board, \$4,629 in county funds left over from last year and \$5,360 budgeted by the county this year.

Plans are to have one major building ready for use during the fair which will be held this fall on the new grounds.

## New Setup for Naming Indiana Board Members

INDIANAPOLIS, March 22.—Effective after the 1947 Indiana State Fair, fair board members will be determined by a new method following the recent enactment of a bill by the State Legislature.

The governor will appoint five, instead of three members as heretofore, and members will be elected by representatives of county fairs, farm bureaus, breed associations, etc., in each of the agricultural districts set up under the bill. Such elections will be held prior to the annual meeting of the Indiana Association of County and District Fairs. Up to now 13 members were elected at the annual fair convention by representatives of fairs, breed associations, etc.

saved and cherished thru the years. His keen mind is still full of stories of events that occurred on his show tours, some humorous, others pathetic.

## NOW CONTRACTING ACTS FOR 1947

SUITABLE FOR  
CIRCUSES, FAIRS AND  
PARKS

### ERNIE YOUNG

155 No. Clark St.  
CHICAGO, ILL.

## CAN USE NEW STANDARD ACTS

### FAIR SECY'S • PARKS "SAVE WITH SUN"

- SENSATIONAL "HIGH ACTS"
- REVUES • RODEOS
- RADIO SHOWS • CIRCUS
- "TOP" NOVELTY ACTS

CONTACT IMMEDIATELY!

**GUS SUN** BOOKING AGENCY  
SUN'S REGENT THEATRE BLDG.  
SPRINGFIELD, OHIO

## RIDES WANTED

Want to book several independent Rides, preferably Merry-Go-Round and Ferris Wheel, for

### JOHNSON COUNTY FAIR

Sept. 18, 19 and 20

Address:  
JOHN N. MOSTOLLER, Paintsville, Ky.

## FRANK & BOBBIE SAVILLA

Two Acts—Man and Woman.  
Head and Hand Balancing, Comedy Novelty, Slack Wire, Clown Gop for come-in. Address:  
FRANK SAVILLA, 318 Geyer Ave., St. Louis, Mo.

# UTAH 1947 Centennial

OPENING MAY 30 FOR 135 DAYS

## SOLD

BINGO — PHOTOS — ARCADIA —  
JEWELRY — SCALES — HEAD LINES —  
LONG AND SHORT SHOOTING GALLERY  
— KIDDIE BOAT RIDE — HIGH STRIKER  
— WHEEL OF FORTUNE — PONY RIDE —  
DIGGERS — DERBY RACE — HAM AND  
BACON — SKI BALL — SHOWS.

OTHER CONCESSIONS AVAILABLE.

NO FLAT OR ROLL DOWN

## ★ WANTED ★

FREAKS, CRIME SHOW,  
UNBORN SHOWS,  
TEN IN ONE ★ ★

Located State Fairgrounds, Inside City Limits  
on Highway 40.

WRITE, WIRE OR PHONE FOR  
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Home of **PRINCESS ANNE SPEEDWAY**

**A. J. GRAY**  
President

**H. J. BURKE**  
Production Mgr.

**OPERATORS OF FOLLOWING FAIRS**

**Twin-County Fair, Norfolk, Va.**  
(September 22-27)

**Hampton Roads Dist. Fair, Hampton, Va.**  
(September 15-20)

**Six-County Fair, Elizabeth City, N. C.**  
(October 5-10)

Some Concession Space Available—Write Now

Already booked for season: Midget Auto and Motorcycle Races, Horse Shows and Horse Races. Paramount Expo. Shows booked for all Fairs.

**WANTED—EXPERIENCED MAN TO HANDLE GENERAL PROMOTIONAL ADVERTISING FOR 40-WEEK SEASON.** Earnings limited only by ability.

**NOW BOOKING—Thrill Shows, Rodeos, Circuses, nationally known hillbilly or any meritorious attractions that can work in front of 10,000-seat grandstand.** Nothing too big.

**CONTACT FOR OPEN DATES**

Home Office: **AGRICADE, INC.**

Rt. 2, Box 217 (Princess Anne County), Norfolk, Va. (Phone: Norfolk 5-1571)

**Fair Management**

(Continued from page 86)

are old, drab and weather-worn. One aggressive fair manager corrected this condition in a very interesting manner during the 1946 season. The buildings were all spray-painted in pastel shades, none loud or gaudy, but all harmonized. The result was extremely effective and pleasing.

**Plastic Flooring**

Colored plastic floors for fair buildings are very outstanding and will last indefinitely. Even concrete floors, with a pound of lamp black mixed with a cubic yard of concrete, gives a fine slate gray color, which is very restful to the eyes and will set off the exhibits better than a pure white concrete floor, which is difficult to keep looking clean.

Arrangement of fair buildings around open courts, with these courts opening out upon one large central court, is very attractive if the buildings can be joined by covered passageways to provide traffic ways for the fair patrons to keep them away from sun or rain. The buildings should be so arranged that an entrance can be made from one end or side of the adjoining building thru a covered passageway so that the fair patron can enjoy visiting a series of exhibits in various buildings without stepping out from under a roof at any time.

Certain types of exhibits need only a roof covering, surrounded by a strong fence, for night protection. This type of building can be built without much trouble. Canvas or awnings should be provided to keep out the sun or rain along the sides but the building proper can be constructed very economically.

Livestock buildings should be so designed that either pens or stalls head into a feed alley which might be not over four or five feet wide. This not only provides a place to feed the animals but it provides a place for a place for cots to be used by the herdsmen. This arrangement keeps the aisle open from litter and makes a much better appearance over the entire building.

**Materials Available**

The present, past and apparent future shortage of building materials may cause many fair managers to sit down and wait until building materials are plentiful again. It seems as if that time is a long ways off.

The next best thing then is to use the available building materials, such as cinder and cement blocks, with concrete columns to support roof trusses. Cement and cinder blocks can be made waterproof by means of a spray paint which fills in the crevices and prohibits the entrance of moisture.

For trusses it should be possible to obtain prefabricated aluminum alloy trusses, cast to design. If the wing spans of a B 29 can be made to hold up 25,000 feet over Tokyo, the same type of trusses can be made to hold up fair buildings. Aluminum roofs and aluminum window sash and framing are available everywhere. The writer has no brief for aluminum except that it is one type of building material that is available and the manufacturers of aluminum are looking for new outlets for the extensive use of their products.

The careful designing of fair buildings, especially exhibit buildings, is just as important as the correct design of the fairgrounds. In an exhibit building both the fair patron and the exhibitor must be satisfied for both of them provide funds to operate the fair and without satisfaction the funds will not be provided.

Eternal vigilance for the comfort and satisfaction of these two groups is the price the successful fair manager must pay for his place in the fair world.

**ACTS WANTED**

for

**OUTDOOR CELEBRATIONS, PARKS AND FAIR DATES FOR 1947!**

**RAY S. KNEELAND**

**AMUSEMENT BOOKING SERVICE**

75½ West Chippewa St.  
Buffalo 2, N. Y.

- ATTENTION, FAIR SECRETARIES for New York, Ohio, Pennsylvania and Canada: Have a Complete Show for Your 1947 Fair!
- PARK MANAGERS: Contact me now for 1947 Season!

**ORANGE COUNTY'S**

**GREAT**

**FAIR**

MIDDLETOWN, N. Y.

**August 11-16 Inc.**

**1947**

Day and Night

We are way ahead in concession bookings right now. Let us hear from you while good locations are available.

Write to  
**ALAN C. MADDEN, Secretary**  
BOX 33  
Middletown, N. Y.

**BOOKING NOW FOR 1948**  
★ **STANDARD ACTS** ★  
**35 OR MORE WEEKS**  
WITH  
**POLACK BROS.' CIRCUS**  
WESTERN — EASTERN  
**OFFICIAL BOOKING AGENT**  
★ **ETHEL ROBINSON** ★  
**ATTRACTIONS**

155 NORTH CLARK ST. CHICAGO, ILLINOIS  
Suite 413. Phone: FRAnklin 5381

**Greatest horse act ever imported from EUROPE!**  
**THE GENUINE ARABIAN DANCING WONDER HORSE**

**"AGAB"**

Ridden by LINE VALTY, 25 years old, and the first high school rider of THE GRAND PALACE of the CHAMPS ELYSEES of Paris. Miss Valtv offers \$1,000.00 to any male rider who can do the same stunts as SHE does on "AGAB." This outstanding performing horse sells himself to the public to create spontaneous word of mouth advertising. Reference: Mr. Caine, Manager, Denver Stock Show, where "AGAB" was presented Jan. 10 thru 18 for the first time in the U. S. YOUTH, BEAUTY AND DARING HORSEMANSHIP.

For open dates write PAUL VALTY, Box 137, Sta. C, Montreal, Canada.

Bring them in with **POSTERS!** Immediate service

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FOR PROVEN RESULTS CONTACT

**Posters INCORPORATED**  
5 CHERRY ST. PHILA., PA.  
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**FAIRS CELEBRATIONS**

**CONTACT BOYLE WOOLFOLK AGENCY**

203 NO. WABASH AVE. CHICAGO

CAN ALWAYS USE GOOD ACTS

**WANTED FOR THE TAYLOR COUNTY FAIR**

BEDFORD, IOWA  
Independent Rides, Shows and Concessions, August 11th to August 16th, inclusive. Would consider a good, big Carnival. Two other spots following us the next two weeks that have not contracted. Not over sixty-mile jump.  
**SID P. WEBB, Sec.**  
Taylor County Fair Bedford, Iowa

# Orange Show Smacks Record; 500,000 Gate Seen for Run

(Continued from page 86)

night following their broadcast from a local college. Show was originally skedded to be broadcast from the show but was nixed because of acoustical conditions. Eddie Bracken, Olga San Juan, Betty Hutton, Marylyn Maxwell, Virginia O'Brien, Billy DeWolfe, Diana Lynn, Sonny Tufts, Alan Ladd, William Bendix and Joan Saulfield were among the movie personalities making appearances.

Going heavily on the Hollywood glamour angle, the show pulled 123,526 admissions, including passes the first four days. The run in 1941 was 191,000 for 11 days.

### Big Tops Expectations

Crafts 20 Big Shows with rides from the Exposition show were on hand to form the midway south of the building. The combined shows had a line-up of 13 rides, including a new Looper; 15 shows and 80 concessions. Business was better than expected, with line-ups on Sunday for every ride and show. Crafts 20 Big moves into Pomona following the engagement.

Pat Treanor had the novelties in the main building. Harry Taylor had the ice cream concession and John Backman brought his glass-blowing attraction out of the moth balls for a showing. Jewel and Bill Hobday had their mentalists act between the midway and the display building.

Smith presented a Fanchon & Marco attraction produced by Russ Stapleton. There were three shows with Jean Arnold, Aida Broadbent Dancers, St. Claire and Darrell, Will and Gladys Ahern, Walter Nilsson, Val Setz, Wiere Brothers and Deep River Boys on the first show for the first four days. The second show, which opened Monday for four days, included Jean Arnold, Whitey Roberts, Russ Clark, Broadbent Dancers, the Rogers Dancers, Morro and Yocannelli, Billy De Wolfe and the DeWaynes. The third and closing show included the Juvellys, Al Gordon and His Dogs and Fred Sanborn in addition to some of the acts appearing on the second show. William Demarest emceed and Ben Lasky and his orchestra (16) appeared on all three shows.

### Well Conducted

Show was well conducted with the turnstile method of checking being used. Change booths for turning the folding money and change into silver dollars were well placed. Admission was on dropping a buck into the slot. Despite the increase to a dollar over 50 cents for the 1941 event, attendance will almost triple. Directions to the rest rooms were conspicuous and the rooms clean. Cleaning service for the grounds and rest rooms were well maintained. Ample benches were on hand for those who wanted to rest outside the display building. Drawing much praise here was the cafeteria which offered good food at reasonable prices.

Local talent played an important part in entertaining between the professional shows. The F&M productions went on at 2 p.m. and 8 p.m. for 90 minutes.

### PCSA Has Day

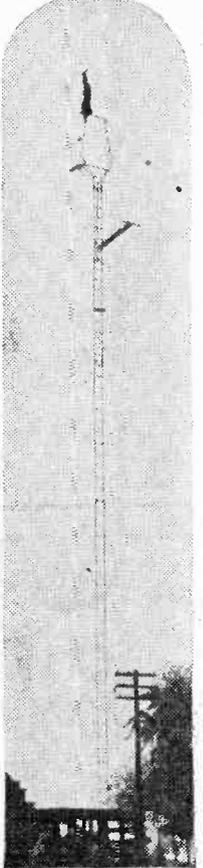
Tuesday was Pacific Coast Showmen's Day with Orville N. Crafts playing host. Admission was by membership cards, with cars affording transportation to and from Los Angeles. A buffet lunch was served at Jimmie Lynch's stand.

Fair men visiting the Orange Show included Ernest Hulick, Fred Sandusky, C. B. (Jack) Afflerbaugh, D. V. Stewart, Dick Washburne, Tevis Paine, Louis S. Merrill, R. L. Stuart, Ken Waters, Bill Hitchcock and Sam Kramer.

Show's publicity was handled by Chet Crank agency with Vince Elliott, the unit man.

Already plans are being made to enlarge the building, Smith said. An additional 580 linear feet will be added. The building is 132 feet wide. Upon completion, the ceiling will be hung with decorative tin foil as in the main building. The cost of this for the present building was said to be \$63,000.

**HERE I AM AGAIN!**  
**CAPT. ROY SIMMS**  
**THE MAN WHO WALKS ON THE SKY**



ONLY 90 FT. (Measure It) But What An Act!

They Ask For Me Because I Really Draw The Crowds!

Get Your Bid In Early.

I Carry Everything—Special Lighting For Flash at Night.

Many New Ideas For Coming Season.

FOR THE BEST SEE I

PERSONAL REPRESENTATIVE  
**CHARLES ZEMATER**  
54 W. Randolph St. Chicago, Ill.

**Tom and Tiny TWIST**  
America's Most Versatile Novelty Team  
**Acrobatic**

- With Small Dogs
- Hand to Hand
- On 30 Ft. Rigging

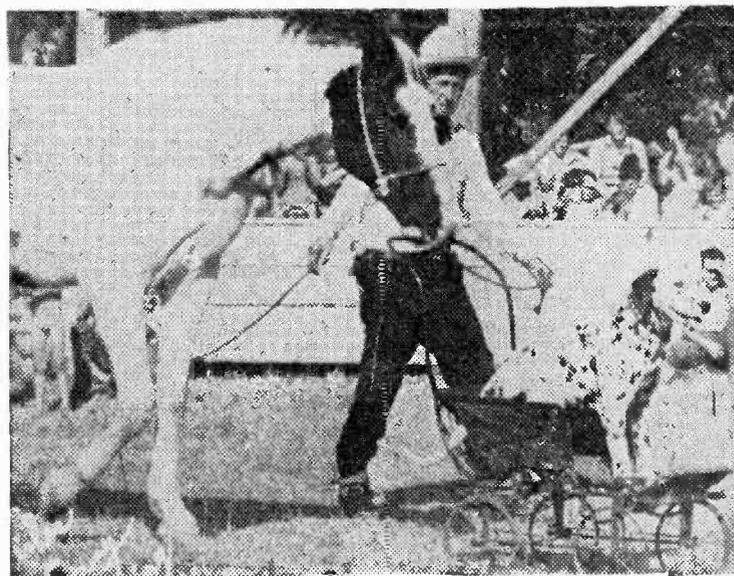
**FAIRS PARKS CELEBRATIONS**  
thru  
J. C. Michaels Attractions  
Rellance Building  
Kansas City, Mo.

**BANQUETS NIGHT CLUBS**  
thru  
Larry Kenneth Attractions  
Keenan Building  
Pittsburgh, Pa.



## ★ KING ★ "THE WONDER MOVIE HORSE"

A Horse that does everything  
with his (Coach) Dog Pal "Keeno"



Presented By

**JOHN SONNEY—Hollywood Trainer**

**OFFERED FOR THE FIRST TIME TO  
FAIRS — EXPOSITIONS — PARKS —  
PERSONAL APPEARANCE—VODVIL, ETC.**

For Further Details—WRITE OR WIRE

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Phone: Sunset 2-1070

**ATTENTION**  
**CIRCUS — FAIRS — PARK**  
**AND INDOOR EVENTS**  
HAVE SOME OPEN TIME FOR 3  
(6 People) TEETER BOARD ACTS

- ★ THE SIX ERVINGS
- ★ THE PAULANES
- ★ LANG TROUPE

**USEFUL — THRILLING — FLASHY**

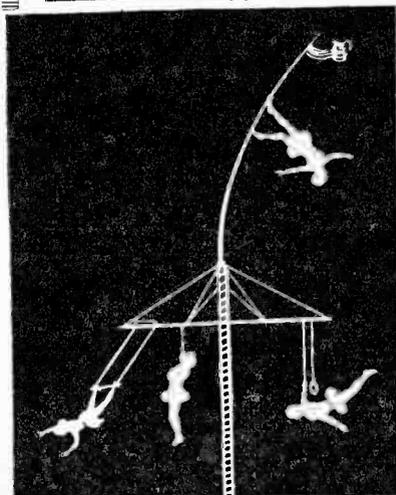
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1623 SAEMAN AVENUE

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★ LEE SLADE (Owner) ★



**SKY  
PRINCESS**

(MICKEY DUVAL)

**Dainty Miss Performing  
Unusual and Daring  
Feats in the Sky**

Personal Representative

**CHARLES ZEMATER**

54 W. RANDOLPH ST., CHICAGO, ILL.

### B. C. Gets \$13,500 Grant; After More

VANCOUVER, B. C., March 22.—Grants totaling \$13,500 were made by the provincial government to British Columbia Fair and Racing Breeders' Association in 1946, it was reported at the association's annual meeting here March 7 by W. J. Bonavis, secretary-treasurer.

A resolution was unanimously passed to have a committee call on Hon. Frank Putnam, minister of agriculture, to seek a further grant for the association.

T. W. Currie, Cloverdale, was re-elected president; T. K. Berry, Langley, first vice-president; E. M. Whyte, Victoria, second vice-president; A. H. Peppar, Ioco, third vice-president, and William J. Bonavia, Victoria, continues as secretary-treasurer.

Directors elected were M. S. Sugre, Courtenay; George C. Hay, Kamloops; H. G. Bridle, South Barnaby; J. W. Wardrop, Vancouver; Mat Hassen, Armstrong; A. Gibbard, Matsqui; J. B. Dennis, Chilliwack; R. Martin, Abbotsford; C. F. Leslie, Port Alberni; E. R. Freeman, Milner; Rev. C. W. McDiarmid, Ladysmith, and N. C. Jorgenson, Lillooet.

### Not Forgotten

CHICAGO, March 22.—C. Graham Anderson, district agriculturist of Calgary, Alta., recently wrote the outdoor editor of *The Billboard*:

"Thank you very much for giving me the present address of Billy Lorette, the very lovable clown who performed for many years on the Western Canada Fair Circuit; and thru your letter I have been able to write him a letter which I am sure will help him along in his illness, knowing that thousands of people in Western Canada have often inquired for him as he brought happiness and amusement to countless numbers of our rural population who attended these shows, particularly the Calgary Stampede."

### Jordan, Minn., Books

JORDAN, Minn., March 22.—Scott County Good Seed Association has booked midway shows and rides thru William Wolf, of St. Paul, and free attractions thru Williams & Lee, also of St. Paul, according to Herbert G. Strait, secretary.

### Two-Car Giveaway For Wapakoneta, O.

WAPAKONETA, O., March 22.—Two new automobiles will be given away at the Auglaize County Fair here August 24-29, Secretary Harry Kahn announced.

Attractions booked include B. Ward Beam's International Congress of Daredevils, one afternoon; Circle Arrow Show, booked thru Bill McCluskey, WLW Attractions, one night; Amos Selby's Wild West Rodeo, two nights; Hoosier Hop, booked thru Harry Smythe, WOWO, Fort Wayne, Ind., one night, and harness races, three afternoons and under lights two nights.

### Abbotsford, B. C., Groups Unite To Expand Annual

ABBOTSFORD, B. C., March 22.—R. H. (Dick) Martin, president of the Abbotsford and district Chamber of Commerce, has been named president of the Central Valley Fair Association. Chamber of Commerce and fair board members joined forces to elect officers approved by both groups.

Union followed a request that the Chamber of Commerce lend its assistance to the fair board to stage a "bigger and better" annual in Abbotsford in 1947.

### New Illinois Biz Boss Takes Office

SPRINGFIELD, Ill., March 22.—Conrad Becker, newly named business manager of Illinois State Fair, assumed the recently created position here Monday (17). Becker, who lives in Red Bud, Ill., is a former State treasurer. Appointment was made by Governor Green.

William V. (Jake) Ward will continue as manager of the fair, devoting his attention to attractions, promotions, etc. Becker will handle finances, tickets and the grounds.

THE CROWDS ACCLAIM...

WHAT AN ACTION!  
Selden  
THE STRATOSPHERE MAN

TRADE MARK.

THE WORLD'S HIGHEST AERIAL ACT

...featuring the unmatched 35-ft. arc swaying handstand atop a 138-ft. pole. This spine-tingling feat is preceded by daring balancing, perch and trapeze acrobatics and is climaxed by the spectacular "SLIDE FOR LIFE."

Missouri State Fair

Minnesota State Fair

Iowa State Fair

Kentucky State Fair

35 Consecutive Weeks... 312 Successful Performances.

PERMANENT ADDRESS  
% The Billboard  
CINCINNATI 1, OHIO

**Jimmie MARK**  
THE ANEMIC BUM  
AND Lucille  
COMEDY CYCLING!  
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**Maybe the Editor Was Head-Hunting; Troops Save Troupe**

LANCASTER, Pa., March 22.—It's been a hard winter, but the tops in difficulties for trouping shows probably goes to the band of performers headed and booked by Harry Cooke, of the Harry Cooke Agency here, into the recent Central Florida Exposition in Orlando, Fla.

The group, which included Catherine Behney's Winter Garden Girls, Cody and Cody, Pal Costa, Harry (Tex) La Rose and Layton's Hollywood Dogs, took off from Lancaster in a severe blizzard. Thirty miles north of Baltimore, the snow drifts were so deep it was impossible for cars to proceed further.

Attempting to double back, the troupe found the roads impassable and were forced to stop at a service station. There they were marooned along with 300 other motorists. Soon the service station ran out of food. Their plight became desperate. Calls were put thru to the Maryland Highway Commission. The answer: "Nothing can be done until the storm abates." Another call was put thru to the Pennsylvania Highway Department; the marooned travelers were only four miles from the Pennsylvania line. But the reply was: "Sorry, it's not in our State."

Al Cody, of Cody and Cody, un-

**Major Keatinge Named Head Of Portola, Calif., Fete**

SAN FRANCISCO, March 22.—Maj. O. J. Keatinge, formerly director of special events and of governmental participation in the 1939-'40 Golden Gate International Exposition here and general advisor to Chicago's *A Century of Progress*, has been appointed executive director of the Portola festival committee.

Under Keatinge's direction, a survey of local festivals thruout the nation will be conducted. He will also manage the committee's drive for funds. It is planned to revive the Portola pageant next October.

**Bloomfield, Conn., Elects**

BLOOMFIELD, Conn., March 22.—Robert L. Long has been elected chairman of the Tunxis Grange Fair to be held here October 4.

daunted by these rebuffs, finally succeeded in putting thru a call to *The Baltimore Journal-American*. The editor in turn contacted the commanding officer of the army post at Fort Mead, Md. Orders were given. Six hours later troops arrived in bulldozers and supply trucks.

Twenty-one hours after being marooned the show troupe resumed its trip and it arrived, sleepless for 72 hours, in Orlando, just a short time before the show was scheduled to start. And the show did start—on time.



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**\* Midwestern Hayride**

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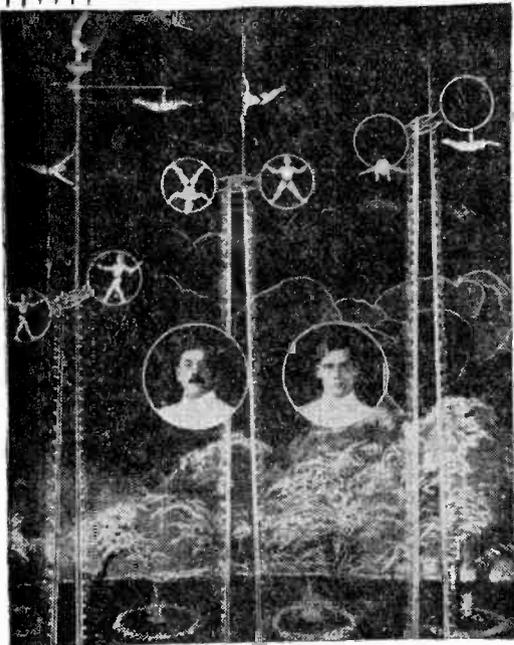
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CROSLEY BROADCASTING CORPORATION

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# California Studies Fetes; Plans for Triple Centennial

(Continued from page 88)  
 tions of various kinds, some cities will be loath to ask for State participation. One principle which the report suggested be established is: "The conduct of city, county or community celebrations should be left in the hands of local people."

However, when an application for funds is made plans should be submitted which a competent committee could analyze to determine the possibility of their being self-liquidating and thus protecting the investment or loan.

Another point which the subcommittee stressed was that all of the strictly 1948, 1949, 1950 events must be co-ordinated with existing events so as to avoid conflict of dates. The Western Fairs Association performs this function for fairs and cooperates with rodeos. Rodeos co-ordinate their dates thru the Rodeo Association of America. The commission would assume this duty in connection with all centennial events.

### Three-Function Committee

With relation to finance it was recommended that in some instances, such as the proposed Cavalcade, a traveling pageant, it may be necessary to use State money entirely. This would be particularly necessary if it was decided that admission would not be charged. In other cases, only partial financing would be required. In still other instances, projects requiring no financing might benefit by the endorsement of the commission. Therefore, the commission should be empowered to have three functions: (a) producer; (b) sponsor; (c) endorser.

Next in the report was consideration of the type of event which should logically be financed in whole or in part by the commission. Usually such financing is primarily concerned with pageants or shows, but a number of proposed projects having to do with historical background of the State, should be considered as legitimate expenditures, the report stated.

### Whole or Partial Finance

Items suggested in this category included the following, to be completely produced and financed by the State:

A traveling cavalcade, or a State historical festival.

An educational motion picture in color portraying State history.

A State-wide song festival, to be produced by schools, 15,000 to 20,000 voices, including pageantry by the physical education department—to be held in Olympic Stadium at Los Angeles, University of California Stadium at Berkeley, to be aired internationally; theme song contest; Centennial song book.

An art contest in high schools and colleges for best designs for stamps and coins.

Any special exhibits of an historical nature deemed necessary to supplement celebrations. Special booklets to aid in exploitation of the State's historical resources, museums, etc.

### Sponsorship Ideas

Under projects to be partially financed and sponsored by the State, the report proposed:

All county, city and community celebrations especially designed for production based on the theme of the the period, history of the county, city or community.

Special events and certain contests where these events cannot be made a financial obligation of any one celebration. These would include sports—track, field, crew, Olympic games tryouts, basketball, etc.

Special events such as Pony Express race from the Middle West,

hard rock drilling, pioneer dancing, bicycle races, bowling, archery and similar contests.

### Moral Aid Only

Finally, the report advocated endorsed events requiring no State financing, such as all events put on during the three years when sponsors express a desire to be identified with the Centennial celebrations and which, after investigation, are considered sound and worthy. These would include private ventures such as theatrical plays, musicals, etc.

Recommendations involving sponsored financing stressed that every city, county or community desiring State assistance should be prepared to make an initial investment. The amount of this investment in comparison to the total cost, and the estimated revenue should be made in advance for presentation to the commission. Funds approved should be on a matching basis and whether dollar for dollar or on some other basis, should be used only to defray any deficit incurred and only up to the amount agreed upon.

It was also suggested that a clear-cut policy be formulated as to the class of events which should qualify for sponsored financing and to guard against:

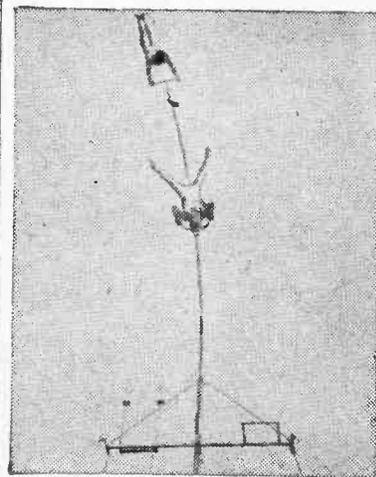
1—Those events which have as their objective the raising of funds for financing certain group activities.

2—Tent shows, carnivals, etc., which might contract with a community for a show, and then induce the community to apply for sponsored financing.

★ ★ ★ THE ★ ★ ★

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 HEAD AND HEADSTAND  
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- ★ THRILL ACT! ★
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# Canadian National Uses Extensive Flack Campaign

TORONTO, March 22.—After a five-year lapse in operation, due to its big plant having been taken over by the Department of National Defense for troop-training purposes, the Canadian National Exhibition is rolling again. An army of skilled tradesmen now is engaged in rehabilitating the \$25,000,000 property and buildings which had been transformed for the use of the fighting forces. The cost of the job will be almost \$2,000,000. Opening August 22, the show will run two weeks thru September 6. Demand for display space is fantastic and all of it has long since been sold. Requests for display areas have been three times the amount available and more than that in some buildings. A most ambitious program of expansion has been prepared but obviously cannot be undertaken at this time.

Advertising and publicity will follow the pattern which has been successful in other years but with variations and innovations indicated by current trends. The appropriation for the purpose is greater than ever before. The media to be employed include 300 daily and weekly newspapers; national magazines, elaborate booklets and folders for direct mail, motion pictures, radio, billboards and a wide variety of lithography for outdoor display.

### Heavy School Play

More than 700,000 grade school children in Ontario will receive tickets for Young Canada's Day on which the attendance averages more than 200,000. The Canadian National Exhibition is particularly fortunate in having permission of the Department of Education for this distribution. It is estimated that these invitations and complimentary tickets go into almost half a million Ontario homes.

Railway, steamship, air and bus lines extend their co-operation in many practical and efficient ways, the CNE being a civic enterprise and not operated for private gain.

Foreign trade commissioners of the

### Auto, Cycle Races, Thrill Show for Sioux Falls, S. D.

SIoux FALLS, S. D., March 22.—Al Halverson, secretary of the Sioux Empire Fair here, announced the closing of auto racing, motorcycle racing and thrill show contracts for the '47 event. John A. Sloan will present two afternoons of auto racing, Frank Winkley one afternoon of cycle racing and B. Ward Beam two afternoons of automobile and motorcycle stunts.

Department of Overseas Trade publicize the exhibition around the world and assist exhibitors interested in exploiting home and foreign markets.

Foreign buyers coming to Canada make their visits coincide with the dates of the exhibition. Trade publications and other periodicals are used for exhibition advertising in the United Kingdom and elsewhere.

It should be remembered that the CNE is primarily an industrial exposition combining art, music, education, sport, pagentry and other attractions which make it an extraordinarily diversified whole. Stunt publicity is reserved for a couple of months preceding and during the run.

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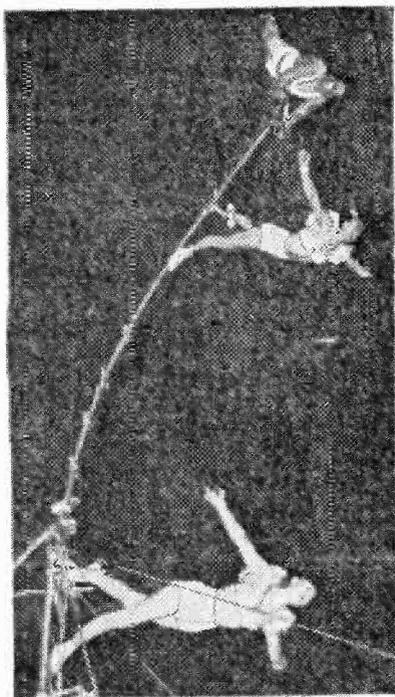
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# SKYLARKS

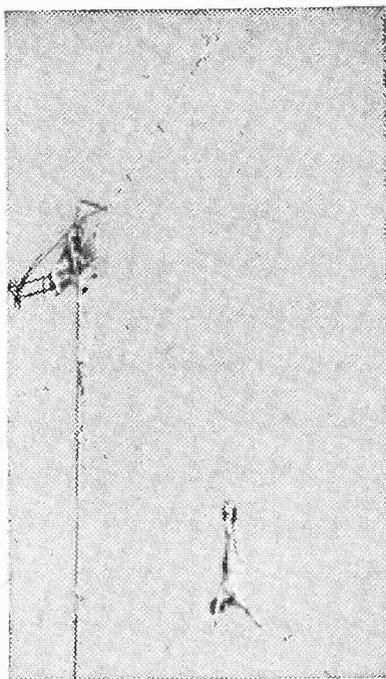
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EXCLUSIVE REPRESENTATIVE

CHARLES ZEMATER, 54 West Randolph Street, Chicago

# AROUND THE GROUNDS

(Continued from page 89)  
 visited the Pinellas County Fair, Largo; Florida State Fair, Tampa; Dade County Fair, Miami, and the Fort Lauderdale Tomato Festival.

Genesee County Fair, Batavia, N. Y., will pay a \$4,000 rental during its run August 11-16 and will not be permitted to stage either auto races or thrill shows, biggest revenue sources of the past, under terms of a lease. Bondholders on the grandstand foreclosed last year, and the plant in turn was bought in by the Genesee-Monroe Racing Association, which operates pari-mutuel harness racing at the track.

Mower County Fair, Austin, Minn., this year will have the Minn.-Iowa Vocational Agricultural Livestock Show, the Minn.-Iowa Red Poll Cattle Show, and the Midwest Beef, Lamb and Market Hog Show, P. J. Holand, secretary, advises. World of Today Shows have been booked for the midway. Among attractions skedded are *WHO Barn Dance*, in for one night; a Gus Sun revue, three nights; motorcycle and horse races, one afternoon each; thrill show, one afternoon and night, and a Western and gaited horse show.

Brooklyn (Conn.) Fair, which was never in better financial condition than now, will raze its half-century old cattle sheds and replace them with a modern structure and will install modern rest rooms. Officers are president N. Earl Andrews, Woodstock, and Secretary Edmond J. Keane, Putnam.

Ward (Flash) Williams, retired

auto stunter, is touring Europe looking for ideas and attractions. He writes from Paris that, among other things, he and Mrs. Williams visited the Cirque Medrano and the Cirque D'Hiver, reporting: "The Cirque Medrano has the Stegarros, table rock; Le Trio Barrios, dancers; the six Raspini, an outstanding, unusual ladder act; Arnie Fontenay, singing trapeze star, and some very good clowns. The Cirque D'Haver features the Caroli Troupe. They do four or five acts, going in for everything from a riding act to comedy. Show is run by the four Bougione brothers, one of whom works a Liberty act. Also on the bill are Les Robbins, acrobats; Tex and Dolores Hylton, whips; Les Barisons, acrobats, and a spectacular airplane act in the top of the building named De Riaz."

Grandstand troubles continue to plague Madison County Fair, Brookfield, N. Y. Last year part of the grandstand blew down and it was rebuilt as a 4,000 seater at a cost of \$12,000. On March 2 the roof went down under 18 inches of snow. President Burt Bacon is already preparing to replace it. Cost will be about the same as the rebuilding job last year.

Most prized possession that Ben Allen, of Posters, Inc., carries in his wallet is a pocket-sized Christmas card presented to him by General Patton at the time of the Third Army counterattack in December, 1944, during the Battle of the Bulge in Belgium. It contains the personal signature of the famous general. Ben served under Patton in three campaigns and under General Hodges in two, including the initial crossing of the Rhine at Remagen.

## The Nation's "SWING" Sensation

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Something NEW and DIFFERENT for your Event!

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**AL MARTIN AGENCY, Hotel Bradford, Boston**

# NEW LOS ANGELES FUNSPOT

## Ponchartrain Opens April 19

Management expects to hit one of best years in '47—lead gallery added

NEW ORLEANS, March 22.—This city's biggest playground, Ponchartrain Beach, will open April 19 for a 21-week season. While the 1946 season was big, despite the polio scare, the management expects to hit one of its best years in 1947.

Major changes at Ponchartrain Beach are being considered in an expansion program by the Orleans Levee Board which owns the property. Details have not been publicly announced and the program will not affect operations this year.

Playland Amusement, Inc., which operates the rides, concessions and acts, has made a number of changes, including general improvements and beautification to the midway and grounds.

A lead gallery was added this year to the long midway. The A. B. T. gallery also will operate this year.

Two rides have been sold and two new ones installed, and addition of a third new ride is being considered. New rides are a Caterpillar, replacing the Fly-O-Plane, and a Flying Scooter, replacing the Stratosphere Ship. Other attractions are Scooter, Zepher Roller Coaster, Laff-in-the-Dark, Octopus, Ferris Wheel, Fun House and Merry-Go-Round.

Playground Amusements will operate its own concessions again this year. They number about 20. The policy of two free acts each week during the season will remain in effect, and the p.-a. system for music on the beach will be operated. Opening acts will be Ben Mouton, high act, followed by the Milanos, stage act.

Harry J. Batt is general manager and Richard J. Batt is director of operations. Gar Moore handles publicity. Frank Kramer is in charge of rides and general superintendent and Edward Soles is in charge of concessions. The bath houses are run by the Levee board.

## Carroll's Spot Opens Wk.-End Stint April 5

AGAWAM, Mass., March 22.—A new air conditioning and heating system has been installed in the bowling center at Riverside Park here in preparation for the opening, for week-end operation only, April 5. Park will open on a full-time basis May 3.

Edward J. Carroll, owner and manager of Riverside, says a new kitchen has been built and new equipment added, the roller rink remodeled, new Rocket Ships added and there has been a general reconditioning and redecorating of the entire park.

Other members of the executive staff are Harry Storin, public relations; Vernon A. Trigger, superintendent; Thomas E. Morrissy, games; William E. Stevenson, chief cashier; Lawrence J. Thomson, chief steward, and John Symanczik, auditor.

Spot has 20 picnics signed so far, Carroll said, but nothing definite has been done regarding name bands for the ballroom.

## Sitting 'Round the Table

(Editor's Note: It's a long time until next December when the annual convention of the National Association of Amusement Parks, Pools and Beaches will be held, but now is the time to let NAAPPB officials know what you like or dislike about the convention plans, program, etc. Up for discussion soon in this column will be the question, "What bugs should be taken out and what improvements do you suggest for the NAAPPB winter convention and also the NAAPPB trade show?" Send in your pros and cons on the convention now, so NAAPPB officials will know the general sentiment. In the meantime, here are some more answers to the discussion on "Are fireworks and/or free acts necessary in parks?")

### Pay Dividends

We have used fireworks and free acts in our promotional program since 1940. We have made studies of the attendance and the reaction from our patrons and find they have paid dividends in attendance and dollar volume and the reaction of the customers has been almost entirely favorable. It should be remembered, however, that the park charges admission at the outer gate, which varies from 25 cents for single admissions to 6 cents for evening and daily admissions on season tickets.

The amusements in the park are operated by concessionaires, as are the refreshment stands, restaurant, cafeteria, etc., and all the concessionaires favor the use of these attractions. They, too, have made studies to note the increase in business on those days and the times when free vaudeville, dancing, circus acts and fireworks are used.—MEREDITH LEE, Superintendent, Ocean Beach Park, New London, Conn.

### Gamache in Favor

It is our experience that fireworks bring extra people to our park, providing they are not run weekly, only on holiday eves, holidays or on very special occasions.

It is our experience that free acts are a good attraction for the park, providing they are good acts. Of course, it does not bring out extra

people in the afternoon, but will bring them for an evening performance.—ROLAND S. GAMACHE, Public Relations Director, Lincoln Park, North Dartmouth, Mass.

### Fireworks Draw

We use fireworks for special celebrations but we run them immediately after dark to get rid of the dead heads. Fireworks seem to be largest drawing attraction. Free acts are used with individual picnics. When used as a special attraction too many patrons ignore them. Free movies have been used with special promotion to good advantage.—J. L. COLEMAN, Riverside Park, Indianapolis.

## Illions Spends 41G for Rides, Cars at Celoron

JAMESTOWN, N. Y., March 22.—Three new rides, costing \$31,000, have been added to Celoron Park here. Spot will open week-ends May 15 and will open daily May 30, Owner Harry A. Illions says. The new rides are Miniature Train, Kiddie Water Ride and Moon Rocket. In addition, \$10,000 has been spent on new Skooter cars.

Three changes have been made in the executive staff, Illions said. He named Henry Shearman, assistant manager; C. Withian in charge of cashiers, and Elna Bond. Other members of the executive staff are Mrs. Ella Swank, executive secretary, and Robert Olson, office.

Picnic reservations are running about the same as a year ago, Illions said, with 15 made to date.

Ballroom will continue its policy of playing name bands and Illions named Victor Lombardo, Tony Pastor and Guy Lombardo as bands already contracted.

Henry Hoyer is park superintendent. Ride foremen are Charles Carson, Skooter; Bill Smith, Roller Coaster; Armanda Llauguet, Whip; Paul Dennis, Carousel; Bob Slagel, Caterpillar; Skip Henderson, Magic Carpet; Slim Logan, Rocket Ships; Tom Kersetter, Moon Rocket; Al Johnson, kiddie rides, and Stevenson and Lee, speedboats and water activities. O. H. Zimmer is in charge of Skateland roller rink and L. S. Henry has charge of the ballroom.

## 37 Picnics Signed So Far By Lee for Marcresan Beach

UNION CITY, Pa., March 22.—C. Max Lee, owner of Marcresan Beach Park here says he has signed 37 picnics for his spot so far this year. This is 19 more than he had for the entire season of '46, he said.

Lee says improvements made for this season include enlarging of the beach and bath house; added rooms for guests; addition of free playthings for kiddies and general improvements, such as filling in lowlands and general landscaping.

## Group Grabs Venice Site

John L. Lorman gets lease, city permits—80 acres to be devoted to enterprise

LOS ANGELES, March 22.—A new funspot for Greater Los Angeles will be opened this summer and will be operated on a 52-week basis, it was announced here by John L. Lorman, former Chicagoan who has made his home here for the past two years.

Lorman announced that Ocean View Park, the name chosen for the new spot, will be located on an 80-acre tract in near-by Venice, overlooking the ocean, which is almost a portion of Los Angeles proper.

After three public hearings before the zoning and licensing commissions, all permits were granted for the new enterprise; and Lorman said the surprising feature of the hearings was that there was not a dissenting voice raised against the project.

Fifteen months ago Lorman and his associates withdrew a petition for licenses at Santa Monica after leading members of the near-by Malibu Beach film colony raised objections. He announced to Los Angeles newspapermen at that time he and his group were not interested in any location which would not meet with the hearty approval of the populace, and evidently that is what they received at Venice.

A 10-year lease with an option has been signed for the property.

Lorman explained that the 80-acre location will be utilized as follows: 20 acres for parking, 20 acres for picnic grounds, 25 acres of water for boating and aquatic sports, and 15 acres for an amusement zone. Spot is accessible, having bus and trolley service, and is located on a six-lane superhighway.

Most riding devices will be booked, and first to sign contracts were Elmer and Curtis Velare for much of their equipment. Negotiations are under way with Harry A. Illions for his two big rides, the Bozo and Over-the-Rapids.

Lorman announced that a complete staff list will be available soon, the announcement being withheld at this time to enable department heads to fill their rosters.

## Ocean View Has 50 Picnics Set

NORFOLK, Va., March 22.—Ocean View Park here, opening April 5, has 50 picnics signed so far, Albert Miller, manager, announces. Miller said three new rides have been added this year, including a Moon Rocket, Fly-o-Plane and Cuddle-Up. A new building for the Cuddle-Up has been constructed.

Free acts and fireworks will be used at Ocean View on Sundays and holidays.

Members of the executive staff, in addition to Miller, are U. S. Miller, general superintendent, and Anna E. Dudley, secretary and office manager. Foremen include Leon Nelwers, maintenance; A. W. Howell, rides; Billy McKean, Scooter cars; Silas Danu, Roller Coaster, and Filbert Butler, painting department.

## Fly-o-Plane, Whip Added to Line-Up At Ramona Funspot

GRAND RAPIDS, Mich., March 22.—Ramona Park this year will boast a total of 19 rides, two more than in 1946, Don Williams, vice-president of the park, said in reporting the addition of a Whip and a Fly-o-Plane. Whip, Williams said, was purchased for \$6,000 and the Fly-o-Plane for \$12,000.

Only a year ago, Ramona Park officials expended \$47,000 on improvement. Another innovation is the streamlining of all buildings. Concessions, 28 in number, will be operated, Williams said, by L. A. Anderson, of Miami.

Park plans to use free acts, fireworks and balloon ascensions as special events on Sundays and holidays.

Officers of the park, in addition to Williams, are L. J. DeLamarter Jr., president, and Fred J. Barr Jr., manager.

## Forest Park, Hanover, Opening Set April 13

HANOVER, Pa., March 22.—Forest Park will bow for the season here April 13. All rides have been overhauled and repainted and the skating rink has been remodeled. Spot plans to use band concerts, free-acts and fireworks as features.

# '47 WILL BE REGULAR PICNIC

## Reservations On Increase

Ops report listings for clubs, churches, etc., are running far ahead of '46

CHICAGO, March 22.—People who seek their entertainment at amusement parks this year will literally have a regular picnic.

At least that's the idea you get after scanning thru a pile of park questionnaires sent to park owners and operators thruout the United States by *The Billboard* to find out, among other things, what will be done at their parks this year in the way of picnics.

Amusement spots thruout the country which have the facilities for picnics are going out for them in a big way. During the war years there was a noticeable lapse in this picnic business. But with the war over and families more or less settled down, the old idea of packing a family lunch and going outdoors to eat it, especially on Sundays and holidays, is coming back with a vengeance.

Almost without exception, park men report a sizable number of church, school, club and industrial picnics already signed for 1947. In most instances, the number is far ahead of the entire total staged in their parks all last year. And most of them added, "We expect to sign a lot more before the season opens."

Lagoon Park, located between Ogden and Salt Lake City, Utah, brands Sunday as "family picnic day," and encourages families, by advertising, to pack a lunch and come to Lagoon Park to eat it and enjoy the day.

There is no doubt that picnics bring plenty of business to all concerned in a park. Statistics will show that parks which encourage picnics, especially on Sundays and holidays, notice the jump in business from this sort of promotion. Many park owners have invested plenty of money in setting up picnic areas to lure the basket lunchers.

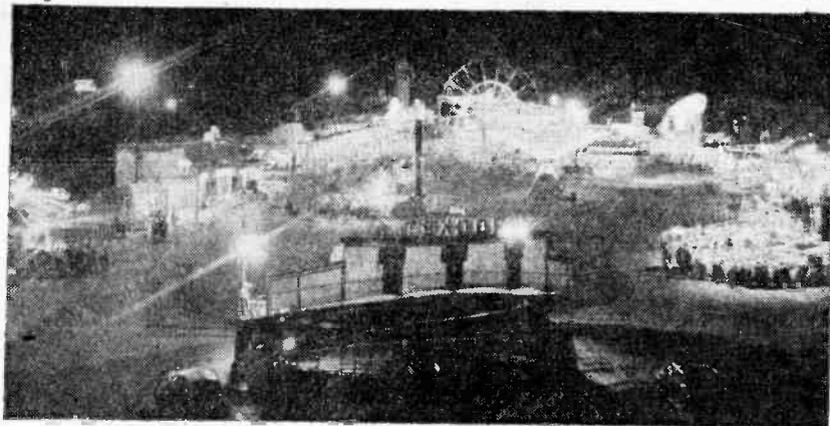
Like the white shirt, which was as scarce as hen's teeth during the war but which is now back on the counter, picnics are back and park men are going after them in a big way.

When the year 1947 ends, the records will show, no doubt, that the season was a regular picnic for park owners and operators.

## Eyes Weather for Early Olympic Bow

IRVINGTON, N. J., March 22.—Olympic Park, catering to heavily populated Newark, N. J., and its suburbs, is set for an early opening, weather permitting. Officially May 17 is set for daily operation, but fun spot will open week-ends as soon as weather is favorable.

Henry Guenther, owner, is planning several new rides altho the spot added numerous rides and attractions and underwent a thoro post-war face-lifting prior to last season's opening. New rides will include a Caterpillar, an Octopus and a Looper—and possibly a Helicopter.



THIS IS A NIGHT VIEW of the spacious midway of State Fair Park, Dallas. Layout affords plenty of elbow-room for the customers.

## Plenty of Neon Will Add Flash At West View

PITTSBURGH, March 22.—Plenty of neon will help add flash to West View Park this year, according to George M. Harton, president, in talking about changes and improvements at the spot this year.

All rides and games will be neonzized this year, Harton said. Among other improvements made are enlargement of the administration building, new radio tower and enlargement and modernization of the dance hall.

Other members of the park's executive staff are Dick F. Newman, vice-president; Walter C. Fenker, secretary; C. N. Kountz, treasurer; Edward A. Vettel, park superintendent and assistant general superintendent; J. P. Hickey, picnic booking manager; C. L. Beares Jr., refreshment stands manager; H. C. Howell, games manager; C. Mohny, arcade manager; Jack Stoll, ballroom manager; Eddie Krahn, rink manager, and Harry Kodinsky, public relations.

Spot will continue its policy of using name bands.

## Motorboat Races Are Planned for Iowa's Riverview

DES MOINES, March 22.—Outboard motorboat races and fireworks are planned as special events to lure the trade to Riverview Park here Sundays and holidays, Robert A. Reichardt, president and general manager, says.

Park, which opens for the season May 14, added a Cuddle-Up and a Kiddie Airplane to its list of amusement devices for this year. New sidewalks will be installed, new sod planted, glass brick fences installed on the Coaster and Chute rides and new boats purchased for the Chutes ride.

Lester Bookey is vice-president of Riverview; W. E. Kooker, secretary-treasurer, and Bartlett E. Kooker, assistant manager. Spot employs about 140 persons. Department heads are Harry G. Ryer, promotion manager; Joan Meachan, refreshment manager; Irven Woolery, ground superintendent; George Mathen, ride foreman, and James Colga, maintenance foreman.

## Lakewood Signs 4 Name Bands So Far

MAHANAY CITY, Pa., March 22.—Lakewood Park, located midway between Tamaqua and Mahanoy City on Route 45, has signed four name bands to date for its ballroom. They are Vaughn Monroe, Tex Beneke, Elliot Lawrence and Eddy Howard. Spot will open for week ends May 30.

Among the features or special days this year will be Lithuanian Day August 15. In addition to having 25 concessions, Lakewood has 10 rides, Carrousel, Lindy Loop, Coaster, Heyday, Dodgem, Kiddie Coaster, Motorboats, Miniature Train, Ferris Wheel, Kiddie Whip and kiddie moving boats.

## Statons Re-Sign Garrigan Ork For Third Year

OKLAHOMA CITY, March 22.—Jimmie Garrigan's Romance in Rhythm Orchestra has been signed for the third consecutive season for the ballroom of Springlake Park here, Co-owners Roy and Marvin Staton announced.

To date, the Statons say, 15 picnics have been signed for the '47 season. While this is about the same number as was signed at this time last year, the Springlake owners look for an increase this year.

Spot, which had a disastrous fire last May 26, is still making repairs and improvements, especially to the Roller Coaster, Fun House, Scooters, shooting gallery and shelter area. Park opens for the season May 30.

No special plans have been made for Sundays and holidays, the Statons say, and it will all depend on the need for a business stimulant as to what features they will have.

Before the war, Springlake's swimming pool was host to the annual Oklahoma State AAU meets each year. Whether these will be resumed this year at Springlake, the Statons do not know, but they are planning on it.

In addition to the Statons, Weldon Brown is on the executive staff. Employees, ride foremen, etc., include Bill Vaught, J. E. Wreyford, Robert Rogers, Nellie B. Thomas, Loretta Staton, Mary Brown, Mr. Frederick and Jimmie Garrigan.

## Mission Beach Will Use Local Bands This Yr.

SAN DIEGO, Calif., March 22.—Mission Beach Amusement Center here, which at present is using name bands for one night Saturday stands, will change its policy this summer and will use local bands, Frank J. Guthrie announced.

Spot, which is open 11 months out of the year, now boasts a motorcycle speedway, a newsreel theater and a miniature golf course, all new additions this year. Fireworks will be used on holidays, Guthrie said.

In addition to 91 concessions and the ballroom, Mission Beach has five rides, Merry-Go-Round, Scooter Auto, Tilt, Silver Streak and Ferris Wheel.

The executive staff, in addition to Guthrie, includes Tom Haynes and Warner Austin. Thomas McGillin is manager of the ballroom and Harold Shields heads the skating rink.

Mission Beach's swimming pool will again be the site of the Sportsman's Show, which officially opens the summer season at the park, May 10-18.

## Howard Snyder Buys Equipment for Spot In Eminence, Ky.

MOBILE, Ala., March 22.—Howard Snyder, of Eminence, Ky., has purchased equipment of the Alabama Amusement Company, which operated in Alabama and Mississippi, and will use it in setting up a park in Eminence. Snyder recently closed the deal with Mrs. Marie K. Smucker, head of the Alabama Amusement Company.

George Desak, who will be superintendent of rides for Snyder, will move the equipment to Eminence. He will be accompanied by his wife and daughter. Mrs. Smucker also is slated to go there for a short period to assist Snyder in setting up the spot.

Berney Smuckler will continue with the Florida Amusement Company. Mrs. Smuckler plans to leave Eminence in early part of the summer and move to Phoenix, Ariz.

## Bollingers Spend 19G on New Rides

PORTLAND, Ore., March 22.—Oaks Amusement Park has spent \$19,600 this year on new rides, Robert Bollinger, vice-president, announces. Spot this year will have a new Kiddie Whip, \$2,100; Baby Auto Ride, \$2,000; Kiddie Airplane, \$2,000, and 20 new 1947 Auto Skooters, purchased at a cost of \$13,500.

In addition to the new rides, Bollinger says, two additional free kitchenettes and 100 new tables have been built for picnickers and five more acres of new parking space added. To date, 20 picnics have been signed, which is five more than last season.

Oaks will open for week-end operation May 3 and May 17 has been set as the date for daily operation.

In addition to Robert Bollinger, the executive staff consists of E. H. Bollinger, president; Ira Shellenberger, treasurer, and K. A. Holloway, secretary. William W. LeRoy is park superintendent.

# Brydon Arranges Set for Hermine Midgets in Chi

CHICAGO, March 22.—Ray Marsh Brydon announced Tuesday (18) that he has completed arrangements for the presentation of Bob Hermine's Midgets as one of the feature midway attractions at Riverview here this season, and talked long and eloquently on the merits of this troupe and the way it will be framed.

"I've got Hermine's Midgets, who have worked the last three years for George Hamid at the Million Dollar Pier in Atlantic City, contracted for the entire season at Riverview. I just came in from Mississippi to confer with G. G. Botts (secretary and comptroller at Riverview) on this new show I'll put in out there," Brydon said.

Brydon stated that Riverview has allotted the iron lung building to him for the midgets. It has been extended 20 feet and all the carpentry work has been finished. It will seat 450 persons and dressing rooms have been built under the seats.

"I'll have a large banner line right alongside of the building," Brydon went on. "I'll have an illuminated billboard with a large pictorial display. Inside there will be plenty of lights, and the bally platform and everything will be ready when the park opens May 14."

There are 16 persons in the Hermine's troupe and Brydon plans to add his midgets, who have been in his *Palace of Wonders* at Riverview as ticket sellers, talkers, etc.

"These midgets are dynamite," Brydon said, getting back to talking about the troupe. "In addition to having an 11-piece band, they do a double wire act, acrobatics, dance numbers, boxing and juggling acts. And they do an iron jaw, single traps, perch and Spanish web."

Brydon said Hermine's troupe would play fair dates, including the Texas State Fair at Dallas, after Riverview closes.

## R. L. McMann Is New Miss. Valley Prez

DAVENPORT, Ia., March 22.—R. L. McMann is the new president of the Mississippi Valley Amusement Park, Inc., here, replacing C. G. Scholle, who is moving to California. Otherwise the staff remains the same: Julius Geertz, vice-president; Roy R. Fisher, secretary; Raymond C. Thoms, treasurer, and Herbert Gettert, park manager.

Spot may make a slight change in policy this year, according to Thoms. "We have featured midget car races on several Sundays in the past, but this year we may run them at night and leave Sundays entirely for picnics," Thoms said.

Improvements include two new rides, a Ferris Wheel and a Tilt. The grandstand has been repaired. Spot has 10 picnics booked and has inked Tom Owens's ork for the ballroom.

Opening date has not been decided, but probably will open for week-end operation, at least, early in May.

## To Convert Mispac Beach

### Into an Amusement Spot

ST. JOHN, N. B., March 22.—Mispac Beach, on the Bay of Fundy Shore, will be converted into an amusement park. About 13 acres of beach frontage will be purchased from the War Assets Corporation by the Municipal Parks Commission. A building is included in the negotiations.

The commission operates Dominion Park, at the St. John River mouth, having taken it over two years ago. Recent improvements include a new road, sanitary building and a restaurant. A baseball and softball field and tennis courts will be provided. The commission is seeking authority to float a bond issue of \$50,000 to cover costs at Mispac and Dominion. Mispac had been used by the Canadian Navy and Army during the war years.

## Whalom Opens For Week-Ends Late in April

FITCHBURG, Mass., March 22.—Whalom Park will open for week-end operation the latter part of April and the official opening is set May 30, Henry G. Bowen, president, announces.

A Whip has been added to the ride line up for this season. Other rides, in addition to the Whip, are Roller Coaster, Merry-Go-Round, Aeroplane Swing, Bug and Custer Cars. There also is a Kiddieland.

Late in 1946, Whalom added a Fun-house, built new men's and women's rest rooms, did considerable work on the grounds, including the paving of part of the midway and work is under way on a new front for the dance hall, Bug and refreshment stand. Also in the process is the building of a new refreshment stand and another will be rebuilt.

Bowen says no particular plans have been made for special events this year, but added, "We probably will have some fireworks on holidays."

In addition to Bowen, members of the executive staff include Harold D. Gilmore, manager, and George Page, superintendent.

## Cedar Point Sets Opening June 14; Optimism Reigns

SANDUSKY, O., March 22.—Cedar Point-on-Lake Erie will open its season June 14 and will continue thru Labor Day, it has been announced by Edward A. Smith, president and general manager of the G. A. Boeckling Company, the operating firm.

While some resort owners have expressed the thought that business will not touch the peak reached in '46, Smith is optimistic over the outlook and freely predicts the ceiling has not been reached.

The customary steamer service will operate between Cedar Point and Detroit, Toledo and Cleveland, and one new steamer, the LaSalle, will be added to the Cedar Point-Cleveland run.

Attractions here include Hotel Breakers, the amusement circle, grand ballroom, Green and Silver Grill, a sandy beach and a variety of sports.

## Plenty of Improvements On Tap at Oakland Beach

OAKLAND BEACH, R. I., March 22.—Plenty of changes and improvements are being readied here at Oakland Beach Midway, which will open for week ends Easter Sunday and for full-time operation Decoration Day. The Merry-Go-Round is being redecorated; new arcade machines will be installed; a new International De Luxe Mutoscope machine added; the shooting gallery is being redecorated and the front beach is being improved by the city of Warwick.

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**Name Band Fees Too Tough;  
“Brassy, Jam-Type” Is Out**

(Continued from page 15)

brigade averaged slimmer skeds but the bulk of these, totaling nearly 50 parks, add up to sufficient dates to warrant concern of major agencies and orks.

While the vast majority of park lads kicked about '46 prices for the '47 season, some few exceptions were raised to make things brighter for bookers. Santa Monica Pier in California, which features saddle-beat crews of the Spade Cooley variety, foresees no change in a price policy which was \$2,600 weekly on a one-or-two-band-for-whole-season sked.

Utah Amusement Park in Salt Lake City “expects to pay considerably more for our bands provided we can secure name bands.” Latter conditions optimism, however, with the caution that “cost of the band must be in proportion to this section of the country” and quotes no figures as to pay roll outlay in the past year. Riverview Park, Des Moines, also hopes to use more names in '47. Ken-nywood Park, Pittsburgh, which had a big 95-day season for top namers in '46, aims on using the same number of one-nighters during the com-

ing spring and summer months. A handful of others make no comment about fees, limiting their '47 park-band prospects to type and quality of ork music wanted.

**Sweet in Demand**

So far as type of band goes, the survey indicates that nary an op is looking for a swing, rhythm or jump band, and the majority flatly come out for sugar orks. Territorial faves and semi-namers look to be in for the biggest break in many a year with ops hurling ultimatums at agencies and orksters that more locals and lessers will be hired if the current scales stay put. Many of the parks already are giving locals three days out of five or six; others are marking week-ends for names only with accent on “experiment.” If takes don't hold up, back to the locals, say the ops.

The survey also shows that rather than the bulk of parks leaning toward any “top ten” ork, an amazing diversity among box office leaders marked '46 bookings. A good 20 or 30 orksters popped as best crowd-drawers. But while the “spread” showed to be the greatest in years for park band users, the “sweet” and “corn” trend was again highlighted by the almost complete absence of jumper crews in the favorite listings. The infrequent Stan Kenton mention was greatly outnumbered by the Guy Lombardo, Eddy Howard, Spike Jones and Sammy Kaye votes.

Spike Jones adherents, particularly, echoed the old call for orks that could put on a show or offer some reasonable relief from the perfunctory playing of pop tunes.

Survey, boiled down, can be summed up in three words. The ops want 'em (the bands) “cheaper, sweeter and showier.”

**Conneaut Lake  
Spruces for '47**

CONNEAUT LAKE PARK, Pa., March 22.—Several major improvements have been made at Conneaut Lake Park for the 1947 season, including the rebuilding of 600 feet of the boardwalk and installation of a sprinkler system in the hotel. Other improvements include rebuilding of the rest rooms; repainting of all rides, concessions and buildings; erection of a new stand for free acts, additional arcade equipment, new kitchen equipment for the hotel, and purchase of new frozen custard and ice cream making equipment.

Park, which opens May 24, has added a Merry-Go-Round to its list of rides, which gives it 17 all told, including the six rides in Kiddieland. Rides are Merry-Go-Round, High Ride, Dodgem, Tumble Bug, Whip, Sea Plane, Pretzel, Miniature Train, Fun House, Ferris Wheel and Flying Scooter.

Conneaut Lake will have free acts every other week, with fireworks scheduled on Decoration Day, July 4 and Labor Day.

H. W. Johnson, general manager, says the annual women's swimming meet, which was staged in the park from 1937 thru 1941, at which time it was interrupted by the war, will be resumed, in all probability in 1948. The meet, he says, pays off financially and gets Conneaut Lake plenty of advertising.

E. E. Freeland is president of Conneaut Lake, C. C. McAdoo is general superintendent, and W. G. Glasgow is maintenance foreman.

**Horse Shoe Lake,  
Still in Building  
Stage, Bows June 1**

SUCCASUNNA, N. J., March 22.—Horse Shoe Lake Park here, still under construction, will bow June 1, Harry A. Chesler, owner, reports. Chesler says to date he has put \$200,000 into the park, which covers 200 acres. Completed are the restaurant, a tap room and a ballroom, the latter having a floor space of 60 by 120 feet.

As soon as he can obtain rides, Chesler plans to install a Merry-Go-Round, Ferris Wheel and Caterpillar for a starter. A 50-acre lake, shaped like a horseshoe, has three diving boards, a boat dock and two floats.

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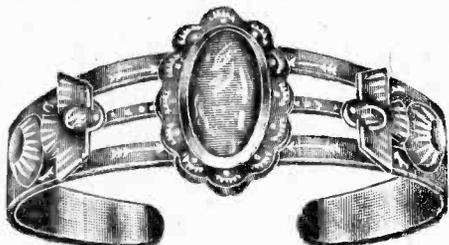
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No. 4595. Per Gross \$18.00



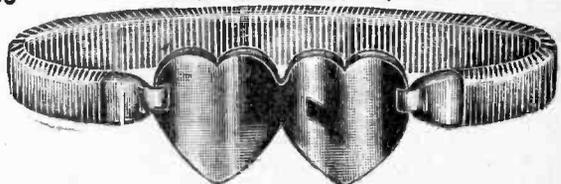
No. 4X1. Pink. Per Gross \$21.00  
No. 4X8. White



No. 11X51. Per Doz. \$4.50



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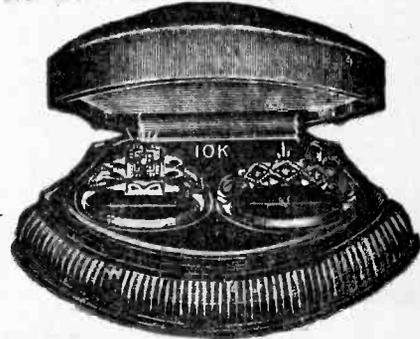
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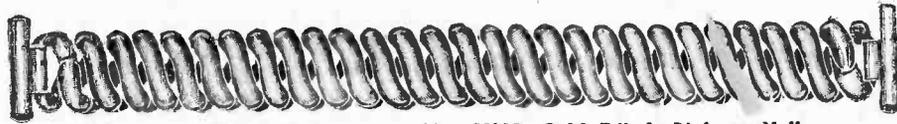


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No. 4R208 Per Doz. \$9.00



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No. 5R156 White Per Doz. \$18.00



No. 4R149 Per Doz. \$3.00



No. 4R8 Per Doz. \$3.75



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Lash Whips. Gr. .... 13.50	Ass't Plastic Earrings. Gr. .... 3.00
Yellow Flying Birds. Gr. .... 12.00	Carded Lead Airplanes. Gr. ... 2.50
36" Doll Sticks. Per H .... 2.00	Ass't Animal Slum Plaster. Gr. 1.25
Swords. Dz. .... 3.50	Lead Horse Shoes. Gr. .... 1.60
Decorated Trumpets W/Handle. Gr. .... 15.00	Plastic Ships. Gr. .... 2.50
Plastic Tooters Carded. Dz. ... 1.25	Plastic Thimbles. Gr. .... 1.00
Washable Toys—Clowns, Dogs, Boys, Girls. Dz. .... 4.20	Pocket Combs. Gr. .... 2.50
Large Chenille Dolls, 24", Dz. 16.50	Tape Measures. Gr. .... 2.00
Small Chenille Dolls, 18", Dz. 15.00	American Flag Lapel Pins. Gr. .25
All Plush Bear, 34". Ass't colors. Dz. .... 48.00	Fancy Plastic Spoons & Forks. Ass't colors. Gr. .... 3.00
Boudoir Dolls. Each .... 3.00	Aluminum Coasters. Gr. .... 3.00
Boudoir Bride Dolls. Each ... 3.25	Septic Pencils. Gr. .... 1.10
Boudoir Spanish Dolls. Each ... 3.25	Crickets (lithographed). Gr. ... 2.00
#500 Smoke Stand. Each .... .85	Imp. Crickets. Gr. .... 1.00
Kitchen Stools (all white). Each .... 1.50	Jumping Beans. Gr. .... 1.15
Everedy Kitchen Fryers. Wooden handles. Each .... 1.40	Ass't Plastic Airplanes. Gr. ... 1.25

**WRITE FOR 1947 FREE CATALOGUE**  
**KRAVITZ AND ROTHBARD**  
 720 E. Baltimore St. Baltimore 2, Maryland

**AGENTS & DISTRIBUTORS**

**GET LATEST SELLING PROPOSITIONS**—Your name inserted many manufacturers' lists, 25c. Clifford Jones, 1210H Dudley, Utica 3, N. Y.

**GREETING CARD MONEY MAKERS**—BIRTHDAY, Relations, Everyday, Mother's Day. Write for folder. Greenport Art Co., Dept. 243B, Brooklyn 15, N. Y.

**HOUSE NUMBERS THAT GLOW IN THE DARK** Luminous Pictures, etc. Large mfr. wants factory representative. Wonderful new product. Fast seller. Free samples. Madison Mills, 303 4th Ave., New York City.

**INDIAN ARROWHEAD PIPE HOLDER**—Army or Navy. Your 2 initials in gold-plated letters. Send 25c for sample. Thomas Levitin, P.O. Box 245, Bristol, R. I.

**INVESTIGATE NEW NOVELTY CIGARETTE Dispenser**. Makes excellent gift or prize. Generous profits, small investment. Reed Brothers Wood Products Co., Dept. B3, Thomaston, Me. mh29

**LIL BRINGS PROFITS**—11 INCHES OF EYE-opening Letter Opener. \$1.00 brings samples, prices. Petell, 1610 S. Third, Maywood, Ill. ap5

**LORD'S PRAYER, TEN COMMANDMENTS, OR Crucifixion**, reproduced on a real penny, individually carded, \$9.00 gross. Sample assortment sent prepaid, \$1.00. Perkins, Dept. B, 1109 Lawrence, Chicago. ap5

**MARVELOUS LUCRATIVE OPPORTUNITY**—Distributors and agents wanted for amazingly fast selling cosmetic line. Proven amazingly profitable, full co-operation for sales promotion, exclusive territories guaranteed. Stephanie Limited, 1280 Ontario Ave., Cleveland, O.

**MEN, WOMEN—TO SELL BEAUTIFUL ARISTOCRAT Salt and Pepper Sets**. Retail \$1.00. Attractive discounts. Sample free. Nu-Designs, 1500 Trails End, Kalamazoo 26, Mich.

**MIDGET RADIO RADAR CRYSTAL NOVELTY**, \$10.95. Retailer collects \$3.00, we collect balance. Sample, \$8.95. Gadgets, 210 5th Ave., New York 10, N. Y.

**MORE PROFITS FROM ERNIE AUTOMATIC Tire Inflator** (16 ft.), retail \$1.95. Sells itself. State distributors wanted. Sample, \$1.00. Details free. Kramer Industries, Box 3505, Cleveland 18, O.

**NEW PATENTED INVISIBLE BELT—KEEPS shirttail in**. Men, women: Unlimited earnings, sells easily, millions prospects. Free particulars. Invisibelt, BB4, Box 26, Elmwood Station, Omaha 6, Neb. mh29

**NYLONS! NYLONS! NYLONS! NYLONS!** We sell for less. Write for money saving prices before buying anywhere. Simms, Warwick, N. Y.

**OVER \$20.00 A DAY! SELL SOLID HEAVY brass Name Plates for houses**. Big season starts now. Write National Engraving Co., Dept. 10, 212 Summer, Boston 10, Mass. mh29

**SALESMEN, SALESWOMEN, AGENTS—SEE our display ad for agents in Merchandise Section. Glass and Brass Miniatures. Sells on sight. BB, Box 581, RPK Station, Detroit 32, Mich. my24**

**SEA SHELL JEWELRY, TRAYS, TURTLES**, Indian Heads with sea shell feathers. Art Goods. Wholesale. A. F. Shultzberger, Tyrone, Pa.

**SEA SHELL JEWELRY WORKERS—METAL Pinbacks Safety Catch, one inch, \$3.25 gross. Metal Ear Screws, \$2.75 gross. Abalone Pearl Sea Shell Rings, sterling silver, \$6.75 dozen, \$9.00 and \$12.00 dozen. Joseph Fleischman, 1535 E. Broadway, Tampa, Fla.**

**SELL PERSONAL INITIALED INDIVIDUAL ized Belts, Buckles, Cap Badges, Tie Holders, 2,000 emblems to choose. Fast profits. Repeats. Write today special outfit offer. Hookfast Specialties, Box 1425, Providence, R. I. mh29**

**SELL POPULAR \$3.00 FIRE EXTINGUISHER**; wholesale or direct; exclusive territory to producers. "Fire-Killer," Syracuse 1, N. Y.

**SOCIAL SECURITY OPERATORS—BIG BUY**. 300 Social Security and Identification Plates, \$14.00. Samples, \$1.00. F. Bonomo, 860 Broadway, Brooklyn, N. Y. ap26

**TABLES LAMPS—\$12.00 A DOZEN. TALU Novelty Mfg., 366 E. 148 St., New York City. ap12**

**GLOWS IN THE DARK WALL PLATE**



**PEERLITE MFG AND SUPPLY CO. SAN FRANCISCO, CALIFORNIA**

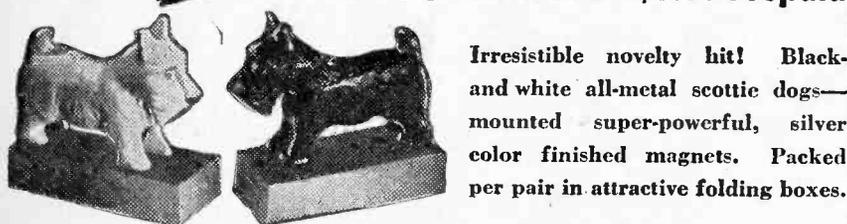
Earn \$25.00 daily. Sell and install "Peerlite" glows in the dark wall plates, made with phosphorescent powers. The do not require electric current. Send \$9.00 for a sample kit containing 72 plates. You can get 35c for each plate you install.

**PEERLITE MFG. & SUPPLY CO.**  
 178 Fifth St. San Francisco 3, Calif.

**MORE PROFITS FOR YOU**

**THE ORIGINAL TRICKY DOGS**

**No. 866 NOW ONLY \$13.50 GROSS SETS**



**JOBBERS! Write for Quantity Prices!**  
**H. FISHLOVE & CO.**  
 714 N. FRANKLIN ST. CHICAGO 10, ILL.  
 "Since 1914 — Manufacturers of Novelties That Amuse"

**WILSON "WALKIES"**

These self-walking miniatures—no springs, no strings, no gadget things to get out of order—they walk on their own power. Eight Current Characters, all 4 1/2 inches (or more) in height. **JOHNNY PENGUIN, LITTLE RED RIDING HOOD, RED CROSS NURSE** (with movable arms, a real year 'round dolly), **PA BUNNY and MA BUNNY**, their cars "ride" in any style; **CIRCUS CLOWN**, with the funny face; **MAMMY** of pancake fame and the **OLD CIGAR INDIAN**, and here are the astoundingly low prices: Any two, \$1.00; the entire set of eight, packed in two colorful cartons, including demonstrating device, \$3.20 a full dozen, \$4.20 packed as above with demonstrating device—**ALL POSTPAID**. Where can you match these values. **THEY CANNOT TALK, BUT THEY WALK IN ANY LANGUAGE**. Dealers price: Half gross, \$15.50; a full gross, 144, \$30.00 prepaid to your door; this latter makes them cost only 21¢ each delivered. All orders shipped the day received—lose no time—say what you want and send remittance in full—no C. O. D. orders accepted—none outside the U. S. A. proper. You can still get a good play on Easter Bunnies if you hurry.

**WILSON "WALKIES," 16 Wilson Bldg., Crestline, Ohio**

**TO CLOSE: 17 BOXES (51 DOZ.) MAGNETIC Tricky Dogs, \$3.45 per box. 12 Smokers Fun nop, \$1.20 each. 32 cards Cigarette Loads, 45 cards Explosive Book Matches, 22 cards Bitter Cigs. (12's); 20c per card, \$90.00 for all. 1/4 down, balance C.O.D. Valley Merchandise Co., Box 1115, Staunton, Va.**

**VENDORS, JOBBERS—PLACE OUR CARDED Nuts and Candies on your locations**. Big profits, repeat sales. We carry a complete line of vendor supplies. Write: Jolly Hop Nut Company, 5404 Second Ave., Pittsburgh 7, Pa. mh29

**WAGON SALESMEN, OPERATORS AND DISTRIBUTORS**. Small investment. Big profits. Acme Sales Co., 1133 B Milwaukee, Chicago 22, Ill. mh29

**WANTED—LIVE WIRE AGENTS AND DISTRIBUTORS** for fast-selling scientific Proven Easi Plyed Auto Polish. No hard rubbing. \$1.00 brings sample and details. Q. & T. Products Co., Bradford, Pa.

**ZIRCONS—THE DIAMOND'S ONLY RIVAL** again available. Expert Watch and Jewelry Repairing. All makes reconditioned Watches, no pin levers or cylinders. Catalogue free. Bluebonnet Jewelers Exchange, 2500 Carter, Ft. Worth 3, Tex. ap12

**10,000 FEMS' JEWELRY, COSMETIC, MEN, Women, Johnson Powder, popular brands, retail 25c-1.50 each. Send \$1.50 for 12 samples. Box 23, Elkhart, Ind.**

(Classified Ads cont'd on page 114)

#14 Cat Head Balloons. Per Gross . . .	\$10.50
#13 Cat Face Balloons. Per Gross . . .	9.50
#9 Paddle, Assorted Animal print on both sides. Per Gross . . .	5.50
#13 Assorted Animal print on both sides. Per Gross . . .	8.50
#9 Paddle, Plain. Per Gross . . .	5.00
#13 Plain Paddle. Per Gross . . .	8.00

All items come in assorted colors, and all Grade A Balloons.

Cathead Worker Write SHIPMENT—DATE ORDER RECEIVED. Terms—1/3 down with order, balance C. O. D.

**PETER HERMAN**  
 118 W. BURNSIDE PORTLAND, ORE.

**RING DEMONSTRATORS**



**HERE IS FAST MOVING COUPON DEAL ADVERTISING MAT FREE**

You Will Sell Thousands at \$1.00 Each. Sterling silver engagement set, with finest imported dentelle open-back whitestone. Also in yellow gold finish on sterling at same price. Buy white and yellow.

Solitaire, \$45.00 Per Gross. Wedding, \$27.00 Per Gross. Gross Lots Only. 15% Deposit With Order.

**HARRY MARREN CO.**  
 116 W. 34th St., Room 257  
 Herald Square Hotel Bldg., N. Y. 1, N. Y.

**PLAY BALL 14 INCH RUBBER INFLATION**

**Ideal for Indoor and Beach Play ASSORTED COLORS**

**ORDER YOUR SUMMER STOCK NOW!**  
**\$9.60 Doz. GROSS LOTS \$9.25 Doz.**  
 1/2 Deposit—BAL. C. O. D. F. O. B. Newark  
 Sample, \$1.25 Postpaid

**DAN CAR NOVELTY CO.**  
 482 Broad St. Newark 2, N. J.  
 Market 2-5738

**ATTENTION, USERS OF WHITESTONE RINGS!!!**

We have a nice selection of sterling silver WHITESTONE RINGS for ladies and men. **LOW PRICES!! IMMEDIATE DELIVERY!!**

Send \$10.00 for samples.

**MAJESTIC BEAD & NOVELTY CO.**  
 307 Fifth Ave., New York 16, N. Y.



**It Glitters**  
**BUTTERFLY SET**  
 Proven the fastest selling shell item ever made; comes in all colors. One color or asst. colors. They all glitter. Made from Gar Fish Scale and Shells. Makes a very good flash. Per Dozen .....\$10.80

**GAR FISH SCALE SETS**  
 These Gar scale sets are made in a solid back. Will not break.

8x1 Daisy Design. Boxed. Per Doz. \$10.80  
 8x4 Rose Design. Boxed. Per Doz. 9.00  
 8x5 Dahlia Design. Boxed. Per Doz. 9.00  
 8x6 Zinna Design. Boxed. Per Doz. 9.00  
 8x7 Cactus Design. Boxed. Per Doz. 9.00  
 Above is Pearlized Assorted Colors.  
 Sample assortment of above, postpaid \$5.00

**NAME ON SUNSET SHELL**  
 A quick money making item.

Sunset Shells. Per Gross .....\$ 2.25  
 Sunset Shells. Per 1,000 ..... 13.00  
 Metal Pins. Per Gross ..... 2.25  
 Plastic Pins. Per Gross ..... 1.75  
 Coral Colored Letters. Per Lb. .... .50  
 Cement, 2-Oz. Tube, 15¢; 4-Oz. Tube .25

Shells and supplies for making shell jewelry.  
 Send for late price list.  
 Money back guarantee.

**RUSS RENAUD NOVELTY**  
 7956 N. E. 2ND AVE., MIAMI 38, FLA.

**BUSINESS OPPORTUNITIES**

**AAA POPCORN CANDY MFG. BUSINESS**—\$100.00 profit on \$10.00 investment. 30 delicious, fast-selling varieties. Complete Course, \$1.00. LaPlant, Menominee, Mich.

**ANGORA RABBITS—NEW BUSINESS.** READ exclusive magazine. Reliable information, dollar year. Sample, 20c. Angora Rabbit Magazine, South Park Station, Buffalo 20, N. Y.

**ARCHERY RANGES—FOR PARKS, BEACHES.** 8 Shooter Range, \$98.00. 4 Shooter, \$50.00. Stan Johnston, 515 Clinton, Jamestown, N. Y. ap5

**AT HOME—YOUR OWN MANUFACTURING** business. Making popular \$1.00 novelties. Cost you 3c to 15c. Everything supplied. Write So-Lo Works, P-622, Loveland, O. ap5

**BOAT RIDE RENTAL, BAIT AND FISHING** Tackle Concession. Investment required. Contact Sellhorn's, Sarasota, Fla. mh29

**COUNTY DEALERSHIPS AVAILABLE FOR** Marvel Automatic Kill-Fyr Extinguishers. Fights fires alone. Low in price, good profits, sells on demonstration. Immediate shipments. General Machine Co., B1, Dept. 88, Camden, N. J.

**CURIOS FROM OLD MEXICO, CHINESE IMPORTS.** Southwestern Indian Crafts. This booklet lists sources of supply, \$1.00 postpaid. Buyers Importing Guide, Sta. A, Box 3201, El Paso 3, Tex.

**DO IT WITH SEA SHELLS—ATTRACTIVE** Jewelry, big profit, instruction free. Werts, 1429 56th Ave., Oakland 3, Calif.

**DOUBLE YOUR INCOME—INVEST \$20.00.** take in \$600.00. Repeat investment, build tremendous business. Salesmen's Special Service, 1609 Manchester, Middletown 22, O.

**EARN \$25.00 DAILY ANYWHERE, ANYTIME.** I did. Plan and proof, 25c. Commonwealth, 5708-B Carothers, Cincinnati 27, O.

**ESTABLISHED WHOLESALE HOROSCOPE** Business. Profitable. Approximately 600 active accounts. New York area. No machinery. Distribution and assembly only. Excellent writing and printing connections. \$20,000.00. LaTour Publishing Co., 382 Marlborough Rd., Brooklyn 26, N. Y.

**EXCEL POPCORN MACHINE—POPS \$4.00** worth corn per hour. Send for circular. Also used Advance and Burch Machines, \$100.00 up. Poppers Supply, Box 838, Atlanta, Ga. ap19

**FOR SALE—GOING BUSINESS CONSISTING** of manufacturing and sales of Coin Counting Machinery. Price, \$50,000. Products have been manufactured and sold since 1916 and enjoy national reputation for dependability and accuracy. All assets, including tools, dies, fixtures, parts, raw materials for sale. Box C-153, Billboard, 25 Opera Pl., Cincinnati 1, O.

**FOR SALE—8 HARDWOOD REGULATION** Bowling Alleys, including Cleaning Machine and 20-foot Neon Sign, \$6,000.00 F.O.B. Thomas Bowles, Roxboro, N. C.

**FROZEN CUSTARD STORE—ROCKAWAY** Beach. Newly equipped. Electro Freeze Machine. Gallagher, BE-16 Harbor 5-4947.

**GET 200 MONEY MAKING DEALS—BUSINESS** Plans, Unusual Items, Quality Formulas, Schemes, Folio free. Formico Mill, Box 572, Dayton, O. ap5

**GOT \$24,500.00 USING "SCHEMES" FROM** "Schemes" Magazine, Alliance, O. 49th consecutive year, and three special copies for only 25 cents. ap5

**LEARN THE ART OF METALIZING BABY** Shoes. Complete instructions written by one of country's leading metal-finishing consultants. Select Gifts, Box 214, Chillicothe, O.

**MAIL ORDER COUNSEL LETTER—NATE** Katz, 4254 N. Kimball (HB), Chicago 18, Ill. You can gain from his experience in the mail selling field. Counsel letter, \$3.00. Sales letter, \$3.00 per page. Let him have your problem now!

**MAKE YOUR OWN JEWELRY! FINDINGS IN** metal and plastic; Ear Wires, Pinbacks, Cameos, Stones, Beads, Clasps, Sprays, Combs, Hair Bars, plastic and metal Chains. Hobby Art Corp., P.O. Box 276, Dept. 12, New York 18, N. Y. my3

**PERSONAL HITLER RELICS—2 HEAVY,** showy Silver Trays, Hitler Initials, Crest, from Eva Braun love nest. My legit souvenirs. Build trophy exhibit these attractions, use vet organization sponsorship, clear \$500.00 cost overnight. Route 1, Box 197, Columbus, Ga.

**PROFITABLE HOME BUSINESS—MAKE NU-** All-Purpose Spot Remover. Big demand. Formula with full details, \$1.00. Smitjab Enterprise, Dept. BK, 4400 S. Wabash, Chicago 16.

**PROMOTIONAL PLANS, IDEAS, MONEY MAK-** ing Opportunities galore in every issue of "Timely Time Journal," Paulding, O. 19th year. \$1.00. Sample, 10c. Trial four months, 25c.

**PUBLISH THE "MAIL SALE ADVERTISER,"** an up-to-date mail-order publication. Sample copy, 10c. Spencer A. Stine, Seat Pleasant, Md.

**READY-MADE MAIL-ORDER BUSINESS**—Start now. Samples of ten ads to use, stamp. Quakenbush, Big Flats, N. Y.

**RESEMBLES \$300.00 MAN'S DIAMOND RING.** Sterling silver, \$15.00 dozen. Jewelers, 264 5th Ave., New York. ap12

**SANDWICH SHOPS, SODA FOUNTAINS,** Cafes. Double your business with "Texburcer," the sandwich that is different. Really creating a sensation everywhere sold. No smoke, no grease. A "winner" for establishing new business. Haskell D. Boyer, P.O. Box 1486, Fort Worth 1, Tex.

**SECRET INVENTION—MILLIONS MOTORISTS** buy on sight. Easily made at home. Huge profits. No competition. We co-operate. Instructions, \$1.00. Write Advertising, P.O. Box 201, Marion, Iowa.

**SELL PIN-EARRINGS SETS, NOVELTY JEW-** elry. \$2.50-\$5.00 sellers. Order assortment, \$15.00 dozen. Manufacturer, 264 5th Ave., New York. ap12

**SPECIAL!!! INCH DISPLAY ADVERTISE-** ment "Mail Order World," year, \$24.00. Wood's Popular Advertising Service, Atlantic City, N. J. ap5

**START A FURNITURE FACTORY—WITHOUT** machinery. We can furnish machined parts, so all you have to do is assemble it. Of if you prefer to be one of our salesmen or distributors we can use you. For all above details send 50c in coin or stamps. Black Mfg. Co., Keene, Tex.

**STREET PHOTOGRAPHY GROSSED \$35,000** 1946—Five DeVry converted Cameras, Automatic Printer, Stineman Developers, Film, complete. Huge profits. Natural for midways, fairs. \$2,400.00 takes all. 230 Stanton Pasadena, Calif. Phone SY 4-9771.

**TAVERN JOBBERS AND DISTRIBUTORS TO** sell 5c and 10c carded Boneless Herring, Pretzels, Cheese Crackers and other tavern items. Write for details. Queen Supply Co., 2015 N. Halsted St., Chicago, Ill.

**"THE MAIL ORDER NEWS" (54TH YEAR)—** Shows you money making opportunities in every issue. Sample copy, 25c. Veterans Business Publications, Charleston 5, Ill. mh29

**TOY MANUFACTURING—METAL CASTING** Outfit (excellent condition) to make 4-pc. Train Set, Fire Truck and Wheels., 225 lbs. Metal, Instructions. Sample, \$1.00. Select Gifts, Box 214, Chillicothe, O.

**TRAILER PARK—39 SPACES, WATER, ELEC-** tric, sewer connections, modern showers, rest rooms, laundry. 10-room house, furnished, gasoline station and groceries. Lot 219 feet by 428 on U. S. highway, half mile Nashville, Tennessee. A money maker for \$25,000.00. Roots Trailer Court, Phone 2-5768.

**WHY WORK FOR OTHERS? START YOUR** own route, Sanitary Wash Room Vending Machines. Also have openings for Resident Salesmen. For complete details write Modern Sanitary Sales, 620 W. Saratoga, Ferndale, Mich. ap6

**WHY WORK FOR OTHERS? MAKE AND** sell own products. Bigger profits. Free literature. Jackson, Box 111, Newberg, Ore. mh29

**WORKING FOR OTHERS? START A PROFIT-** able home business. Amazing tested folio reveals how. \$1.00 postpaid. Maestro Enterprises, P.O. Box 2453, New Orleans 16, La.

**YOU CAN SELL BY MAIL—LEARN HOW, GET** new book, "How to Be a Successful Mail Dealer." Your only cost, 6c stamps. J. A. McKittrick, P.O. Box 58-B, Mt. Vernon, Ill.

**100 4 TO 9 IN. TINTED PLASTER NOVEL-** ties for concessionaires, \$6.00. Cash with order. Rubber Mold price list free. Irons, 204 Maple, Terre Haute, Ind.

**1947 GIGANTIC DIRECTORY OF OPPORTUN-** ities, Advertisers, Supplies Sources, Trade Information, Mail Order Ideas, Products, Wholesalers, Valuable Tips. Just published. Descriptive literature free. Wilkin & Co., Dept. B, Hillsboro, O.

(Classified Ads cont'd on page 116)

**FIREWORKS**  
**ATTENTION**  
**WHOLESALE DEALERS**  
**BUY DIRECT**  
**WHOLESALE FIREWORKS AND DISPLAY SHOWS OF ALL TYPES**  
**JOBBERS AND RETAILERS, WRITE FOR SPECIAL PRICE LIST AND CATALOG!**  
**Write or Wire Orders to**  
**RICH BROS.' FIREWORKS CO.**  
 Dept. C, Box 514, Sioux Falls, S. D.

**LEADING SELLERS IN FUR COATS**  
**LOW JACKETS PRICES CHOKERS & SCARFS**  
**ALL GENUINE FURS**  
 Our new 1947 Line is our greatest variety of best sellers for you! Latest styles. All sizes. Write for FREE NEW COMPLETE CATALOG! Satisfaction guaranteed or money refunded. Prompt deliveries.  
**H.M.J. FUR CO.**  
 150-B W. 28th St., New York 1

**ATTENTION**  
**Appliances Available for IMMEDIATE DELIVERY TOASTERS**  
 2-Slice, Each .....\$ 1.80  
 4-Slice, Each ..... 2.85  
**IRONS**  
 Non-Automatic, AC-DC, Each .....\$ 2.45  
 Automatic, AC, Each With Cord ... 5.65  
**ELECTRIC STOVES**  
 2-Burner, 3-Heat, Enameled .....\$ 9.00  
 2-Burner, 3-Heat, Chrome ..... 10.75  
 Thermo-Broiler, Life-Time Guarantee 11.00  
 These appliances are fully guaranteed. Each item packed 6 to a carton. Minimum order accepted—6 of any item. Individual sample orders, add 10% packing charge.  
 25% Deposit, Balance C. O. D.  
**ECONOMY SALES CO.**  
 5435 12TH ST. DETROIT 8, MICH.  
 Phone TYler 8-3050-1  
 Wholesale Distributors of Housewares. Visit our permanent display at above address. Many Other Items. Send for New Price List.

**MOTHER'S DAY CARNATIONS**  
 Made of Lustrous Plastic on Green Wrapped Stem With Foliage.  
 Packed 100 in Box, No Less Sold.  
 PINK or WHITE. Specify Color Wanted.  
**PRICE, \$4.00 PER BOX**  
**KANT NOVELTY CO.**  
 323 Third Ave. PITTSBURGH 22, PA.

**CASEY FOR ALL NEW ITEMS — WRITE FOR OUR COMPLETE PRICE LIST**

**BINGO ITEMS!**

**CIRCUS! CARNIVAL! STREETMEN! —SPECIALS!**

**SLUM CLOSEOUTS!**

**BEACON BLANKETS, IN CASE LOTS, FROM \$2.60 to \$ 3.75**  
**8-PC. CUT GLASS PUNCH BOWL SETS, IND. BOXED, DOZ.**

Aluminum 1 1/2" Round Roasters, Doz.	11.40
Aluminum 4-quart Covered Sauce Pan, Doz.	13.20
Aluminum 6-cup Dripolator, Doz.	17.80
Aluminum 9" Frying Pan, Doz.	5.40

**FUR JUMPING MONKEY, BRIGHT COLORS, DOZ. \$ 7.00**

Pin Wheels, at a Close-out, Gross	5.50
Lancaster Batons, red-white-blue, w/bells, Gross	19.50
Spanish Hats, Gross	30.00
Mexican Chalos, Gross	27.00
Cowboy Hats, Gross	39.00
Swaggers, Gross	10.50
Large Toss-Up Balloons, Gross	9.50
Small Toss-Up Balloons, Gross	6.50

**WE HANDLE ALL OAK HYTEX BALLOONS—ALSO WHIPS, BUTTONS, PENNANTS AND ALL CIRCUS ITEMS.**

Choose Your Game, Gross	.30
Earrings, carded (Reg. \$5.00 Gr.), Gross	3.00
Garden Tools, Gross	.80
Hub-a-Tune Metal Whistles, Gross	.90
Assorted Plastic Charms, Gross	1.44
Engraved Wedding Rings, Gross	.80

**THOUSANDS OF OTHER SLUM ITEMS.**

**25% DEPOSIT MUST ACCOMPANY ALL ORDERS, BALANCE C. O. D.**  
**TELL IT TO Casey YOUR DEPENDABLE SOURCE OF SUPPLY**  
**1132 S. WABASH AVE. CHICAGO**

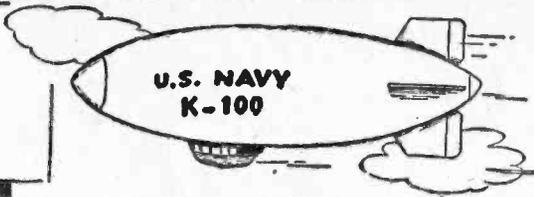
**ENGRAVERS!**  
**EXTRA SPECIAL SIGNET RING VALUE**  
**NEWLY DESIGNED**  
  
**BOYS' AND GIRLS' SIGNET RINGS IN ASSORTED SIZES. HIGHLY POLISHED IN 14K GOLD OR NICKEL FINISH.**  
**\$1.25 Doz. \$13.50 Gross**  
 25% DEPOSIT, BALANCE C. O. D.  
**FRED P. VENDITTO**  
 2542 Hartford Ave. Providence 9, R. I.

**DEALERS! ARRANGE NOW FOR FIREWORKS FOR THE HOLIDAY TRADE!**  
 We are distributors for every kind of fireworks; catering to jobbers and retail outlets. **WHOLESALE ONLY.**  
**ACME SALES CO., Inc.**  
 Dept. 2, 781 Marietta St. ATLANTA, GA.

**AMBER COLORED COMBS**  
 For Demonstrating Purposes. Samples and prices sent upon request. Other combs for jobbing trade.  
**AMBERLITE COMB CO.**  
 Box 101 Leominster, Mass.

**AMERICA'S GREAT TOY AIRSHIP**

**\$16.00**  
Per Gross  
Free Worker With  
3 Gross Order.



Jumbo Size—Inflates 40 inches.  
Complete with Cabin and Fins, packed individually in attractive envelopes.

**SPRING SPECIALS**

- Lash Whips ..... \$13.50
- De Lute Lash Whips, With Whistle Handles ..... 19.00
- Red, White & Blue Batons, With Bells, Beautiful Finish, Tinsel Will Not Come Off ..... 18.00
- Swagger Canes ..... 10.50
- Solid Maple Walking Canes, Crook Handle, Special ..... 48.00
- Spanish Hats, Special ..... 26.00
- Mexican Hats ..... 24.00
- Cowboy Hats ..... 30.00
- Yellow Flying Birds (Whistler) ..... 12.00
- Composition Dolls ..... 16.00
- Feather Backs for Dolls ..... 8.50
- Colored Pennant Sticks, Per 100, \$2.00; Per 1,000 ..... 17.50
- Magnetic Dogs ..... 16.00
- Religious Plaques (Round Glass Tops) ..... 9.00
- Swords With Sheaths ..... 42.00
- Swords With Sheaths, Individually Boxed ..... 48.00
- Runnings Mice ..... 14.00
- Jacko Monkeys, Per Dozen ..... 12.00
- Plastic Face Character Dolls, Cellophane Wrapped, Dozen ..... 12.00
- Plastic Pin Wheels ..... 7.00
- Double Propeller Pin Wheels ..... 7.00
- Plastic Western Jewelry ..... 10.80
- Metal Artistic Western Jewelry, Per Doz., \$1.90 ..... 21.00
- Metal Indian Head, Pin Back ..... 9.00
- Glass Boat Ashtray, Chrome Sails, Doz. ..... 1.75

**BADGEBOARD ITEMS**

- 46 Ligne Comic Buttons, Per 1000 ..... \$ 9.00
- 50 Ligne Buttons: Circus, Rodeo, Comic, American Flag, Welcome Home, Legion, Fireman, Welcome Buddy, Army and Navy, Per 100, \$1.75; Per 1000 ..... 16.50
- 50 Ligne Picture Buttons: Gene Autry, Roy Rogers, Per M ..... 20.00
- 70 Ligne Comic Buttons, Also Circus, Per M ..... 35.00
- 4-Inch Comic Buttons, Per 100 ..... 9.00
- Metal Slum: Guns, Anchors, Skull Heads, Scotties, Boxing Gloves, Bugles, Per Gr. ..... 1.25
- Plastic Crucifix ..... 1.25
- 6-Inch Guided Rifle With Fixed Bayonet ..... 9.00
- Metal Trumpets, Gold Finish, Pin Back ..... 4.50
- Plastic Scotty Dog, Pin Back, Special ..... 4.00
- Plastic Whistles ..... 4.35
- Guided Shamrock, Pin Back ..... 4.00
- Plastic Key Chains, Assorted: Skull Head, Horse & Horseshoe, Elephant, Baby Shoe, Field Glove, Boxing Glove, Heart ..... 4.50
- Rabbit Feet, Per 100 ..... 4.00
- Rabbit Feet Key Chain, Per 100 ..... 6.00
- Bullet Key Chains, 30-45 Caliber ..... 9.00
- Metal Badges: Police, Fire Chief, Sheriff, Miniature Gun & Holsters ..... 8.50
- Large Gun Holsters: Rodeo, Circus & Cowboy ..... 14.00
- American Bow Flags ..... 1.25
- Miniature Metal Swords ..... 1.50
- Plastic Tooters ..... 13.00

**BALLOON SPECIALS**

- Dart Game Balloons ..... \$ 2.00
- #5 Round Balloons, Asstd. Colors ..... 2.35
- #6 Round Balloons, Asstd. Colors ..... 2.85
- #7 Round Balloons, Asstd. Colors ..... 3.80
- #9 Round Balloons, Asstd. Colors ..... 6.00
- #315 Long Balloons ..... 2.85
- #418 Long Balloons ..... 3.00
- #524 Long Balloons ..... 8.00
- #14 Cat Head Balloons With Ears ..... 10.50

1/4 Deposit With Order, Balance C. O. D.

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**IDENTIFICATION BRACELETS**

DIRECT FROM MANUFACTURER

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| MEN'S IDENT. EXTRA HEAVY, GOLD PLATED ..... \$ 7.50 Doz.<br>85.00 Gross                | LADIES' IDENT. WITH STAINLESS STEEL TAG ..... \$ 5.50 Doz.<br>62.00 Gross   |
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**NEW CHATELAINE ENGRAVING JEWELRY**



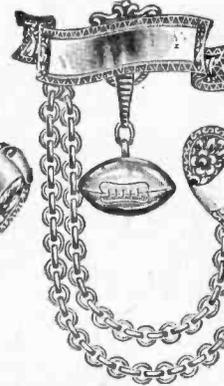
No. 2068  
**\$6.75 dozen**  
Polished yellow mirror-like finish.



No. 2056  
**\$4.20 dozen**  
Polished yellow mirror-like finish.



No. 2051  
**\$4.20 dozen**  
Polished yellow mirror-like finish.



No. 2048  
**\$4.20 dozen**  
Polished yellow mirror-like finish.

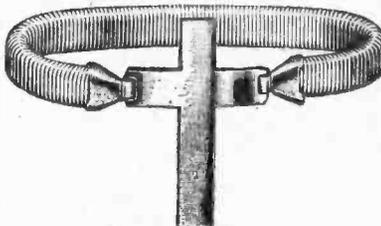
**TEEN-TAG STAINLESS STEEL IDENTIFICATION BRACELETS**



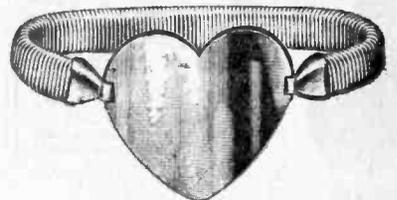
No. 2070  
**\$6.00 Dozen**  
Double heart plate wire expansion bracelet.



No. 2071  
**\$6.00 Dozen**  
Oblong plate wire expansion bracelet.

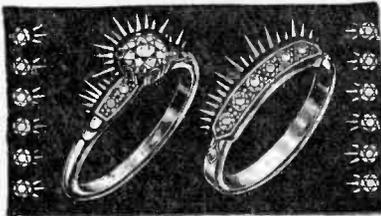


No. 2086  
**\$6.00 Dozen**  
Cross style plate wire expansion bracelet.

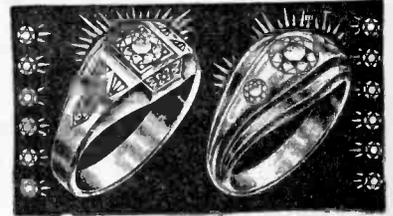


No. 2085  
**\$6.00 Dozen**  
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Sterling Silver  
No. 2R203  
**\$5.25 Dozen**



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**\$9.00 Dozen**



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Polished white finish.  
No. 123V  
Polished yellow finish.  
**\$3.40 Dozen**  
**\$30.00 Gross**



No. 118W  
Polished white finish.  
No. 118Y  
Polished yellow finish,  
**\$2.90 Dozen**  
**\$33.00 Gross**



No. 123W  
Polished white finish.  
No. 123V  
Polished yellow finish,  
**\$3.85 Dozen**  
**\$42.00 Gross**



No. 126W  
Polished white finish.  
No. 126Y  
Polished yellow finish,  
**\$1.65 Dozen**  
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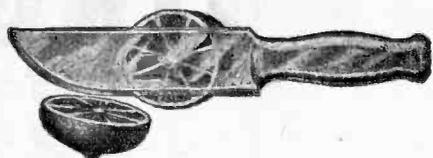
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I am made of glass and will not stain or discolor; THEREFORE I AM CLEAN, STAINLESS, SANITARY AND ODORLESS.

I am as KEEN as a RAZOR, ideal for slicing tomatoes, oranges, lemons, grapefruit and especially constructed for separating the meaty parts of grapefruit from its rind. I will not punch a hole through the rind.

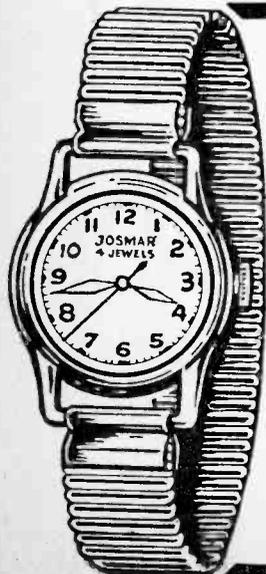
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### OUTSTANDING VALUES! SWISS WRIST WATCHES

Unbreakable Crystal, Stainless Steel Back, Fancy Radium Dial, Sweep Second Hand, Leather Strap. **\$3.93** Each

SWISS POCKET WATCHES . \$3.50 EA.

4 JEWEL SWISS WRIST WATCHES

With STAINLESS STEEL OR PLASTIC BANDS

• Sweep Second Hand • Luminous Dial • Unbreakable Crystal • Stainless Steel Back. **\$6.86** Ea.

25% Deposit With Order, Balance C. O. D.

Live Wire Merchandise Salesman, we have some territory open—write.

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New York 27, N. Y.

Phone Monument 2-7373

### COIN-OPERATED MACHINES, SECOND-HAND

NOTICE—Only advertisements of used machines accepted for publication in this column.

A-1 STAMP MACHINES FOR SALE. WE BUY and sell. Multiply Folders. Write U. S. P., 100 Grand, Waterbury 5, Conn. ap5

A-1 CIGARETTE AND CANDY VENDING MACHINES. All makes, models, lowest prices. What have you to sell? Mac Postel, 6750 N. Ashland, Chicago. my17

AMERICAN EAGLES, MARVELS, SPARKS, Tickette, King Six, Puritan, \$7.50. Penny Packs, Reel-Spot, Reel 21, Centasmoke, \$6.00. 1c Mills Q.T., \$15.00. All A-1. Peerless Novelty Co., Spooner, Wis.

ARCADE CLOSING JULY 1ST—ALL MODERN equipment for sale. Over 100 Arcade Machines, three Lead Galleries, Truck, new Rifles, plenty Shorts, Neon Signs, Panoramas, Photo Booth. (List.) Low prices. Pop's Arcade, Anniston, Ala.

BALL GUM WILL MAKE MORE MONEY—One good-as-new reconditioned machine and 500 Balls Gum, \$10.50. 1/2 cash. Thomas Novelty Co., Paducah, Ky. my3

BALL GUM—80c PER POUND, PACKED 225-lb. barrels, F.O.D. Dallas. 1/2 deposit. D. F. Hyles, 808 W. Page St., Dallas, Tex.

BALL GUM—FRESH, BEST QUALITY, Limited supply. P.O. Box 364, Hollywood, Fla.

BIG MONEY IN VENDING MACHINES—Smallest capital start brings immediate profits that build permanent profitable business. Starting instructions free. Becker Vendors, 105-W Dewey, Brillion, Wis. mh29

BUBBLE BALL GUM FOR SALE. ALSO Challengers, Big Game Hunters, Kicker & Catchers Imps, Marvels, American Eagles, 50 round base pipe Stands. Send for low prices. Albert Gerry, Box 6435, Philadelphia 45, Pa. mh29

CHALLENGERS, \$20.00 EACH. 100 NORTH-western 33 Porcelain Bases, no locks, 60c each. 20 Columbus Model B 1c Peanut Machines, no globes or locks, as is, \$1.50 each. 50 Columbus A Brackets, 40c each. 1/2 deposit. D. F. Hyles, 808 W. Page St., Dallas, Tex.

CHARMS! CHARMS! CHARMS! BUY DIRECT and save money. These charms are made on brand new molds. Completely different. Write for free samples and prices. Adams-Fairfax Corp., 5721 W. Jefferson Blvd., Los Angeles 16, Calif. mh29

"CHARMS" DOUBLE, TREBLE PROFITS FOR peanut vendors! Write quickly for details, samples, and start getting more "take" from cashable commotion "Charms" create for your machines. Becker Vending Service, Brillion, Wis. ap19

COIN STACKERS FOR PENNIES AND nickels, \$1.00 postpaid. Trays for stacking coins, \$3.00 each for pennies and nickels. Agents wanted. Heineman, 656 Selden, Detroit 1, Mich.

EIGHT KONTEST POKERS, TWO GENCO Play Ball, two Texas Leaguers. \$600.00 takes all, or will sell separately. Good working condition. R. M. Torrey, 241 N.E. 1st Ave., Miami, Fla.

FIRST \$45.00 AND \$90.00 C.O.D. RECEIVES 2 5c Vest Pocket Mills, and 5 1c Exhibit's Card Vendors. All in good working condition. Money order or certified check accepted. Shipped F.O.B. Ross Island, 89 State St., Seneca Falls, N. Y.

FOR SALE—ONE PANAMA DIGGER, 1c OR 5c, hand operated, good condition. First \$60.00 takes it. Glenn Smock, Box 32, Winchester, Ill.

FOR SALE—59 USED 1-CENT VARIETY Shop Machines. Good condition. Highest bidder takes one or all. Reason for selling: leaving State. Arthur L. Amundson, 217 N. Winnibago St., Rockford, Ill. ap5

FOR SALE—4 KEENEY SUPER BELLS, convertible 5c play, \$129.50 each. 4 High Hands, \$85.00 each. Jungle, Victory, Bosco, Snappy, High Hat, Duplex, \$25.00 each. Satisfaction guaranteed or money back. Eastern Sales & Service, Meriden, Conn.

(Classified Ads cont'd on page 118)

### — HEADQUARTERS —

### CHENILLE BEDSPREADS

FIVE GREAT VALUES

\$4.75 - \$5.50 - \$6.00 - \$6.50 - \$7.50 Each

Terms: 25% with order, Balance C. O. D., F. O. B. Rome, Georgia.

Flashy, thickly tufted Chenilles with gorgeous multicolor flowers—all spreads full size—90"x105". Assorted color backgrounds—blue, rose, peach, green, gold, orchid.

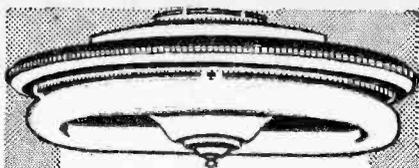
We guarantee you will be delighted with these beautiful designs or just return purchase within five days for full refund.

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Manufacturers of Chenille Products  
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FLUORESCENT FIXTURES  
Write for Catalog BB-322

OUR NEW LOW 1947 WHOLESALE PRICES ON FLUORESCENT FIXTURES WILL MAKE BIGGER PROFITS

For Agents, Dealers, Concessionaires

TWO BULB FIXTURES \$3.75 EA. IN LOTS OF SIX SAMPLE \$7.00

THREE BULB FIXTURES \$5.85 EACH LOTS OF SIX SAMPLE \$11.70

Larger Quantities Available at Proportionate Price Reductions  
JOBBER, WRITE FOR SPECIAL DEAL

ALL PRICES LESS BULBS—F. O. B. PHILADELPHIA.

WRITE FOR ILLUSTRATED CATALOG AND PRICE LIST OF COMPLETE LINE

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### GOLD WIRE ARTISTS

We have a wide selection of hand-made, adjustable Bangle Bracelets and Wire Knot Rings in rolled gold plate. Also Hoop Earrings and other designs for pierced and unpierced ears. We also supply wire artists with findings such as Crosses, Anchors, Stone-Set Hearts and Stars, Jewel Sets, Swivels, Springrings, Jump-rings, Chains, Square and Round Rolled Gold Wire, etc.

Write for \$5 sample order with price list. Deposit, \$2, bal. C. O. D.

**EMROW JEWELRY CO.**  
Box 92, North Station, Providence 8, R. I.

### BINGO SUPPLIES AND EQUIPMENT

IMMEDIATE DELIVERY!

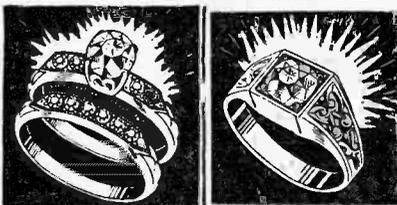
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*John A. Roberts*

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STERLING SILVER \$5.00 Per Doz.  
ROLLED GOLD PLATE \$9.00 Per Doz.  
\$6.00 Per Doz.  
SIZES 5 to 10

Man's Massive Sterling Silver \$9.00 Per Doz.  
A Special Value  
SIZES 7 to 12

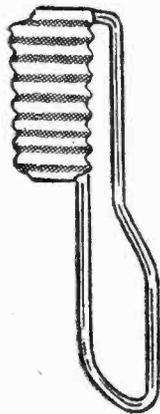
Write for information on our "SIZE PLAN."  
**CLARK RING CO.**  
188 W. Randolph St. CHICAGO 80, ILL.

Nat K. MORRIS Proudly Presents Sensational New

# All Metal Set of Kitchen Gadgets!



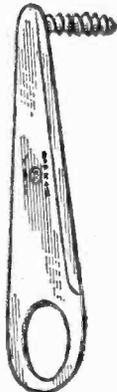
7—TWIN CURL CUTTER



6—GARNISHING KNIFE



5—GRAPEFRUIT KNIFE



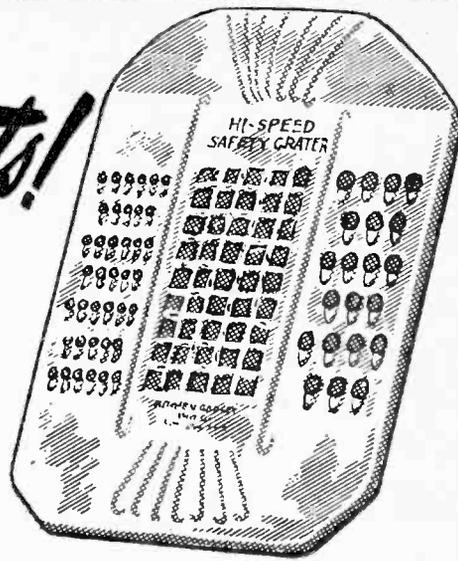
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3—JUICER



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2—Hi-Speed Grapefruit and Vegetable Corer (works with perfection).

3—Hi-Speed Duraluminum Juice Extractor.

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Write or wire at once for samples and special price lists—available on request to gadget workers.



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YOU CAN'T MISS WITH  
**AMERICA'S NEWEST-CHEAPEST—**  
**BASEBALL** OFFICIAL SIZE & WEIGHT.

AVIATION PRODUCTS CO.  
**SPECIAL LEAGUE**  
NO. 525 OFFICIAL SIZE-WEIGHT CUSHIONED CORK CENTER

Write for Special Discounts To Quantity Buyers

TO RETAIL FOR **69¢**

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BEST QUALITY—ALL COLORS

No. 75—Carnation. \$40.00 Per 1,000. Per 100 .....\$4.50  
Prepared Green Fern for Carnations. Dozen Bunches ..... 6.00  
Three bunches Fern required for each 100 Carnations.  
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Send for New Price List of All Flowers and Fast-Selling Items for Spring and Summer. 50% Deposit, Balance C. O. D.

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IN THE INTEREST OF

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**AND FOR THE PROTECTION OF OUR JOBBERS!**

Any Distributor selling below the established dozen lot price will NOT BE GUARANTEED FUTURE SHIPMENTS.

PATENT #2240906

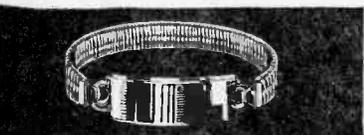
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**EXPANSION CROWN BRACELETS**

All Stainless Steel Studded with 25 Glistening Stones—Gold or White.  
**\$18.00 DOZ.** Samples \$1.75 prepaid.

**CHATELAINES TO MATCH CROWN BRACELETS** .....\$24.00 Doz.



**NEW! — DIFFERENT!**

Expansion Identification Bracelet, Stainless Steel—Will not tarnish or rust. Nameplate of soft stainless steel, engraves easily.

**\$7.20 DOZ.** Samples 80¢ ea., prepaid.



**WOMEN'S EXPANSION WATCH BANDS**

Non-Tarnishable, in pink or yellow gold plate and white.

**\$12.00 DOZ.**

SPECIAL PRICES IN GROSS LOTS. Samples, \$1.00 ea., prepaid.

25% WITH ORDER, BALANCE C. O. D.

**Riel Manufacturing Co.**  
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**FOR SALE—THREE-WAY SUPER BELLS,** \$1195.00. Triple Entry with Totalizer, \$75.00. J. Krentz, 119 Poplar Ave., San Bruno, Calif.

**FOR SALE—TWO CLOWN HEAD BALL GAMES,** \$35.00 each; two Airplane Bumper Joints, \$40.00 each or best offer. All in perfect condition. 25% deposit. J. Grix, Gen. Del., Foley, Alabama.

**FOR SALE—125 PENNY ARCADE MACHINES.** Good variety in normal condition. Albert H. Kramer, 1906 Hanover Ave., Allentown, Pa.

**GLOBES TO FIT COLUMBUS VENDORS.** BUY direct from manufacturer. \$10.00 per dozen. Adams-Fairfax Corp., 5721 W. Jefferson Blvd., Los Angeles 16, Calif. mh29

**IF YOU ARE INTERESTED IN STAMP MACHINES** it will pay to become acquainted with K. Huntington, the specialist. 312 Asbury Ave., Evanston, Ill. Repairs, new and used machines, folders with or without advertising.

**LOCKS FOR NW 39, NW 40 AND NW BALL GUM MACHINES.** 85¢ each, \$10.00 per dozen. Adams-Fairfax Corporation, 5721 W. Jefferson Blvd., Los Angeles 16, Calif. mh29

**MECHANIC WANTED ON MUSIC, PINS AND arcade.** Steady year round. Write or wire. A B Amusement Co., Margareville, N. Y.

**NEW MASTER NOVELTY VENDERS,** \$13.50. Charms from \$1.95 per thousand. Get our price lists. Master Sales Co., R. 8, Box 689, Dallas 11, Texas.

**PENNY ARCADE USED EQUIPMENT FOR sale.** Estatement 150, 1c. 5c Coin Machines. Sell for actual value. R. C. o/o Box 9133, West Huntington 4, W. Va. ap19

**PENNY MASTERS, PORCELAIN,** \$7.50. 1c Jennings In-a-Bag Vendors, \$7.50. A.B.T. Fire and Smoke, 10-shot guns, \$25.00. Hanson Penny Weighing Scale and Case, \$15.00. Al Hoff, 1920 Rose St., Baltimore 13, Md.

**PHOTOMATIC OUTSIDE LIGHTS—A-1 CONDITION,** bargain, \$400.00. 1/2 down, balance C.O.D. Fun Palace, 201 S. Jefferson, Peoria, Ill.

**PHOTOMATIC, \$850.00; PHOTOMATIC,** \$625.00; Shoot-to-Tokyo, \$95.00; Photomaton, \$600.00. R. B. Hodges, 820 E. 7th St., Washington, N. C.

**SACRIFICE—50 MACHINES, ROAD ARCADE,** special made 24x50 Tent. Up twice. Complete. No crating. Chet Whetstone, 1103 Waverly, Sandusky, O.

**THREE PANORAMS (TWO CONVERTED) IN A-1 condition,** with Film, \$295.00 each. Raymond Thayer, Gassaway, W. Va. ap12

**PLAQUES HIGH QUALITY**

Retail \$1.50; New Designs. NOVEL Deer-head, Flying Duck, Dog, Horse Heads, Pickaninies, Religious, etc. 100 Painted Sample Pieces, \$50.00. Our Choice—Your Bargain. Send Money Order Only.

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Mfrs. of Superior Novelties  
 2540 Park Ave., Detroit 1, Mich.

**SPECIAL—50 5c CASH TRAY VENDERS,** lots of 6, \$7.00 ea. 4 1c Post Card Vendors, with stands, \$15.00. 1 5c Johnson Coin Counter, \$40.00. 1 1c Stand Johnson Coin Counter, \$60.00. 25 5c Asco Hot Peanuts, like new, \$30.00. Wanted: Candy, Cigarette Machines. Cameo Vending, 432 W. 42d, New York.

**STAMP MACHINES—10 SHIPMAN TRIPLEX,** 20 Victory Duplex. Machines are brand new and still in crates. Also 4 used Victory. \$700.00 takes all. Mesarik, 922 Lincolnway East, South Bend, Ind.

**START VENDING MACHINE ROUTE — RE-conditioned Advance, Columbus, Northwestern, Silver King or Victor, with 5 lbs. Peanuts, \$9.50.** Machines are perfect, refinished and look like brand new. 1/2 with order. Thomas Novelty Co., Paducah, Ky. mh29

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**WANT — CONVERTED PANORAMS.** WILL trade 4 Goalea, 1 Sky Fighter, 1 Air Raider, 4 Victory (Genco Pin). McLarty Music Co., 402 15th, Lubbock, Tex. mh29

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**WANTED — ERIE DIGGERS, HAND OPERATED,** any quantity, any condition. No packing. We pick up. National, 4243 Sansom St., Philadelphia, Pa.

**WE BUY, SELL OR EXCHANGE DIGGER Machines** of all makes. Hand-operated Eries, Panamas, Iron Claws, Mutoscopes, Treasure Islands. Let us know what you have in diggers. National, 4243 Sansom St., Philadelphia, Pa.

**WELL ESTABLISHED SCALE ROUTE IN Southern Florida** resort city. Two hundred Watlings and Kirks. Owner retiring. Box C-169, Billboard, Cincinnati 19, O. ap5

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**4 CHALLENGERS, 2 MODEL F, BLUE, EACH,** \$17.50. Reinforcement Plate for Challenger Playing Field, sample, \$1.00; doz., \$5.00. 200 Penny Machines. Write for low prices. 1/2 dep. American Mach. Co., Effingham, Ill.

**6 POKERINOS, LONG RANGE SHOOTING Gallery,** Penny Arcade or any of its machines. Send for list. Chet Nowok, 78 Littlefield, Buffalo, N. Y. ap3

**20 ASCO HOT NUT MACHINES—GOOD CONDITION.** First \$30.00 each or best offer. Shapiro, 108 Ledgecrest, New Britain, Conn.

**25 POPCORN VENDORS—5c OR 10c PLAY.** Real bargain. Owner has other connections. Live wire can make decent income from a route of these. P. K. Sales Co., 507-509 Wheeling Ave., Cambridge, O.

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(Classified Ads cont'd on page 120)

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- STAINLESS STEEL EXPANSION BANDS ..\$ 2.95 Doz.
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- COMPACTS—Beautiful, high grade .. 12.00 Dz. & Up
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- MERCHANDISE FOR ALL CONCESSIONS**
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  - Punks, Heavy Grade, 15 inches tall, each .. 1.95
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  - Apex Darts, best quality, per dozen .. 1.35
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  - Daisey Cork Guns, each .. 5.95
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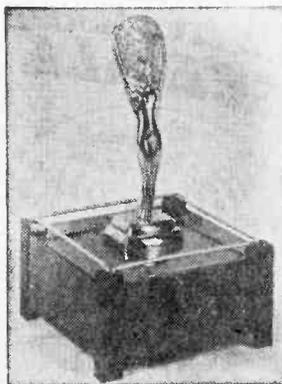
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 Everybody wants one.

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ORDER TODAY: It's easy to merchandise this item. You know the way to bring in the profits. Orders for one dozen or more requires 25% deposit, cashier's check or money order, balance C. O. D. Send \$2.00 for SAMPLE, cashier's check or money order.

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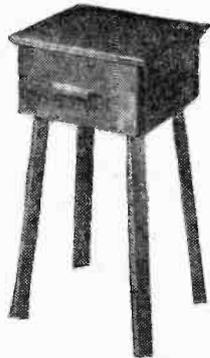
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NO STRINGS—NO SPRINGS—NO WIRES—NO ELECTRICITY

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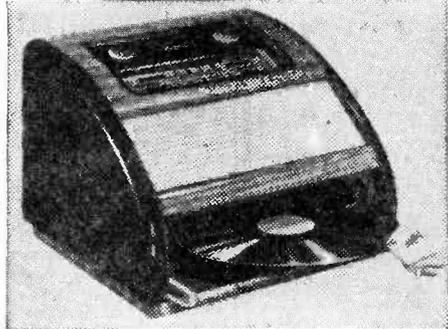
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**COSTUMES, UNIFORMS,  
WARDROBES**

ALL-BRAIDED CELLOPHANE WAISTBAND Hula Skirts with Leis, \$7.50. Oriental and Strip Costumes, \$12.50. Net Chorus or Strip Pants, \$1.35. Bras, 75c. Rhinestone G-Strings, \$7.50. Bras, \$2.50. Metal Spangles, all sizes. Folder. C. Guyette, 346 W. 45th St., New York 19. Tel. Circle 6-4137.

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ABOUT ALL DIFFERENT MAKES POPPERS available. Fifty all-electric or gas-heated machines cheap. Burch, Advance, Cretors, Dunbar, others. Candy Corn Equipment, 120 S. Halsted St., Chicago. ap26

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TWO ELEC. POPCORN MACHINES—ONE small, one large. Good working shape. Ernest A. Wolfe, Forest Park, Hanover, Pa.

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(Classified Ads cont'd on page 122)

**COMPARE PRICES**



then—  
**SEE US**  
STERLING SILVER LADIES' SOLITAIRE WITH SPARKLING SIDE STONES

**\$5.00** Per Doz.  
Per Gross, \$57.00  
Same Style, 14K Gold Over Sterling  
Per Doz. - - \$ 5.25  
Per Gross - - 60.00  
Ladies' Sterling Silver Whitestone Solitaires—  
Per Doz., \$4.00. Per Gross, \$45.00.  
Sterling Silver Wedding Bands—  
Per Doz., \$5.00. Per Gross, \$57.00.  
Wedding Bands, 14K Gold over Sterling—  
Per Doz., \$5.25. Per Gross, \$60.00.  
Gold-Filled Wedding Bands—  
Per Doz., \$5.50. Per Gross, \$63.00.  
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Per Doz., \$8.00. Per Gross, \$90.00.

Men's Sterling Silver, massive mounting, Whitestone Solitaires—  
\$9.00 Per Doz. \$102.00 Per Gr.  
Same Ring, 14K Gold over Sterling Silver—  
\$10.00 Per Doz. \$114.00 Per Gr.

25% Deposit with Order, Balance C. O. D. Also large variety of Ladies' and Men's Whitestone or Colored Stone Rings. No catalog. If samples are desired, send \$10.00 for assortment.

**STERLING JEWELERS**  
WORTHINGTON, OHIO

**NOW DELIVERING  
NEW  
BINGO  
BLOWER**

**HEAVY DUTY MOUNTED  
BINGO CARDS**

3000 To Set  
Also a complete line of P. A. SYSTEMS, RECORD CHANGERS & other BINGO SUPPLIES  
SEND FOR CATALOG  
**MORRIS MANDELL, INC. - Dept. B**  
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**BUBBLE GUM!**

IMPORTED

BOX OF 120 . . . . . \$1.30.

25% deposit with orders, balance C. O. D.

CASE OF 32 BOXES . . . \$38

F. O. B. DENVER

**ATLAS NOVELTY CO.**

920 17TH ST. DENVER 2, COLORADO

Headquarters for  
**COUNTER CARD**  
**MERCHANDISE**  
**NOTIONS-SUNDRIES**  
FOR IMMEDIATE DELIVERY

**LEE RAZOR BLADES**  
Write for Price List  
**LEE PRODUCTS CO.**  
437 WHITEHALL ST. S.W.  
ATLANTA 2, GA. Dep.

Marion Flyer  
Fireman's Red & Ivory Trlm. Dealer's Sample . . . \$12.00  
3 to 12 . . . . . 11.00  
25% Deposit, Balance C. O. D.  
Cash In Full, 2% Discount, Jobber's Price in Quantity Lots.  
Jobber's Exclusive Territory. Used on Salesboard Deal.  
**MARION COMPANY** Wichita, Kansas

**ATTENTION, ROADMEN**

THE BIGGEST LAMP HIT OF THE SEASON  
**A REAL MONEY GETTER**

CUPID DOLLS, 13" High, Movable Arms

Tough Composition Material  
WRITE FOR FREE CATALOGUE  
Salesmen Wanted  
on Commission Basis

**ALISTO MFG. CO.**

DEPT. B  
222 MAIN ST. CINCINNATI 2, OHIO



**OLD FORGE STATUARY**

HAS MOVED TO ITS NEW LOCATION

814 MOOSIC ROAD

OLD FORGE, PA.

Plenty of stock on hand to fill orders immediately. No orders too large or too small for us. We deliver or ship. Our previous customers, get in touch with us. We'll be able to take care of you.

Phone: Day—Moosic 661; Evenings—Moosic 493.

**STREET PHOTOGRAPHERS**

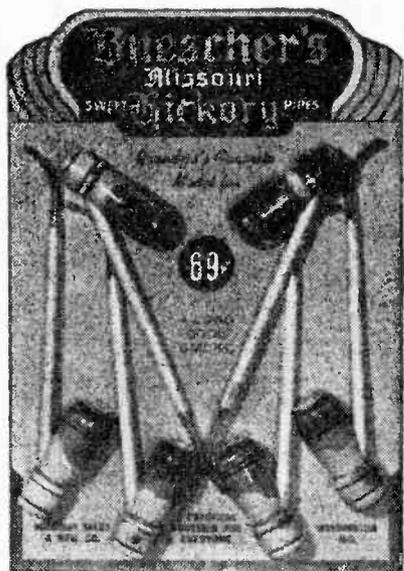


Do you want to be busy at your next "doing"? Then order the KEYSTONE MOUNTS. Our beautiful assortment of designs and sayings will make every day a "big day" for you. NO SHORTAGE OF STOCK AT THE KEYSTONE. Blackbacks, mounts and folders for the One Minute Men. Mounts and folders for the 4 for a Dime. Orders are filled promptly and correctly. Send for our samples. Enclose 10¢ for handling and mailing charges.

**KEYSTONE FERROTYPE CO.**

734 South St. Philadelphia 47, Pa.

# NOW - NAME IMPRINTS ON BUESCHER'S SOUVENIR PIPES



Approximate pipe length 11". Card size approximately 12"x17".

BUESCHER'S products are sold to more than 3,000 wholesale tobacco, candy and specialty jobbers throughout the world.

## NEWS FOR ALL SHOW BIZ!

Hear Ye! Hear Ye! CARNIVALS—CONCESSIONS—CONVENTIONS—AUDITORIUMS—CITIES—TOWNS—RESORTS—PARKS—GAMES! That's right. SUPPLIERS TO ALL SHOW BUSINESS! Here's opportunity. BUESCHER'S are now furnishing the famous Souvenir Grandpa Pipe with Name Imprints. Your name or your slogan in fancy script or other type on this best selling souvenir pipe:

Don't wait. The time is now. We're ready. Present orders and sales indicate that BUESCHER'S Grandpa Pipe will be more popular than ever in 1947. Prices and details available immediately. Phone, wire, write or cable BUESCHER'S INDUSTRIES, Washington, Missouri.

### SAMPLE OFFER!

Sample card of six Buescher's Grandpa Pipes (without imprint) \$3.00 postpaid.

## Buescher's Industries

MANUFACTURING DIVISION

formerly Missouri Sales & Manufacturing Co.

WASHINGTON, MISSOURI

## LAMPS by Harris...



**SPECIAL OFFER**  
**SWEETHEART DOLL LAMP**  
Mounted on Wood Base. 8" Acetate Pleated Shade. Doll Dresses in Rose, Blue, White. Shades to Match. Height, 15" Overall. Individually Boxed.  
**\$42** Doz.  
Packed 1 Doz. to Carton.

**JUG LAMP**  
16 Oz. Stone Ware Jug in Brown and White. 8" Ship or Hunt Print Shade. Height, 13" Overall.  
**\$24** Doz.  
Packed 2 Doz. to Carton.



**S. HARRIS** 476 BROOME ST. NEW YORK 13, N. Y.

F.O.B. N. Y.

## WHY NOT

BUY DIRECT and SAVE?

NEW!

AMAZING!

PERPETUAL MOTION!



**DIPPY, THE ANIMATED PENGUIN**  
Dippy is made of glass. Painted in contrasting black and white, red and white, and blue and white colors. Complete with drinking glass.  
**\$15.00** Per 6 Dz. Lots **\$18.00** Per 1 Dz. Lot

Minimum shipments of 1 doz. lots. 25% deposit, balance C. O. D.



**GLUB-GLUB THE DRINK UP DUCK**  
Duck comes in yellow fuzz covered glass. Precision made. Real feather tail. Overall height, 8 inches. Complete with drinking glass.  
**\$18.00** Per 6 Dz. Lots **\$21.00** Per 1 Dz. Lot

**GLOBE DIST. CO.** 1169 BROADWAY, NEW YORK 1, N. Y.

## GLASS AND BRASS MINIATURES

Ideal for Concessioners—They Sell Themselves on Sight.

Write for sales plans.

### SALESMEN SALESWOMEN AGENTS

Establish your own all-year-round business. Tremendous demand sweeping country for glass animals and brass miniatures. Sells on sight everywhere—homes, offices, stores, shops—everyone a prospect. Exceptional earning opportunity, large profits, quick turnover. Write for convincing details.

**MIRROR PLATEAUS**  
**BEAUTIFUL DISPLAY CASES**  
**MAGIC POLISHING CLOTH**

B. B. BOX NO. 531, ROOSEVELT PARK STATION, DETROIT 32, MICH.

HEADQUARTERS FOR NOVELTIES—TOYS—GAMES JEWELRY—PERFUMES FIREWORKS—BALLOONS

# SLUM

TREMENDOUS SAVINGS

**JOSEPH FRENKEL CO.**

1360 E. VERNOR HIGHWAY

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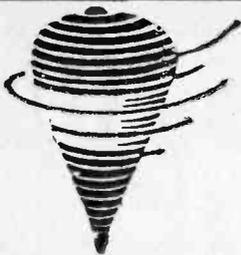
DETROIT 7, MICH.

## DEAL DIRECT WITH MANUFACTURERS

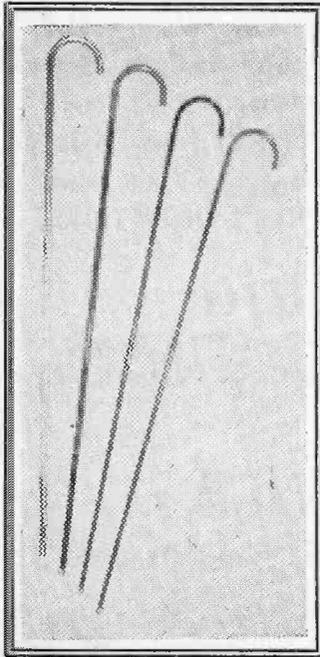
FAST SERVICE FLASHY DESIGN WE MAKE UP SPECIAL PENNANTS TO ORDER

- COMIC HAT BANDS, Felt—20 Sayings ..... \$15 Per 1,000
- FELT PENNANTS: Circus, Size 12"x30" ..... \$16 Per 100
- Rodeo, Baseball, Fairs, Size 9"x24" ..... \$13 Per 100
- Colleges, Air Races, Etc. Size 4"x9" ..... \$40 Per 1,000
- BASEBALL PENNANT SETS—American and Natl. League Sets, Size 4"x9". 100 Sets (800 Pennants) .... \$32.00
- SHRINE FEZ .. \$16 Per 100 | OVERSEAS HATS .... \$13 Per 100  
1/3 Deposit Required.

**ADVERTISING FLAG CO.—FRANK F. SMITH**  
415 S. CLARK ST. CHICAGO 5, ILLINOIS



WE TOP 'EM ALL WITH VALUES



LADIES' AND GENTS' CANES

Exclusive with us—these durable, tubular chime-proof, crook-handled steel canes. Each style 37 inches long. Burnished steel tips. Attractive two-tone enamel finish. A winner in a walk! Minimum order: Gross lot of either number. Act right now—to insure early shipment!

LADIES' 1/947-A \$37.50 PER GRO. GENTS' 1/947-B \$39.00 PER GRO.

Buy These Popular Items!

ALL SIZES OF OAK BALLOONS ACT ON THESE! SPECIALS Worth Cov. Bbbls. \$2.50 Doz. R. W. B. Batons & Bells \$19.50 Gro. Asst. Puzzle Cut-Outs \$2.50 Gro. Asst. Key Chains \$4.50 Gro.

Don't fail to request copy of our new 47-A Catalogue. Pages chock-full of timely offerings, nationally established demand items, appealing housewares, Bingo items and novelties for the amusement trade. Each priced to favor your pocket-book!

Terms: 25% deposit with order, balance C. O. D. express

HOFFMAN SALES & DISTRIBUTING CO. 45 South Ave., Rochester 4, N. Y.

FOR SALE—SECOND-HAND SHOW PROPERTY

A BIG NEW SELECTION OF 35MM. SOUND Films now available. Send stamp for list. Standard Film Service, Box 782, Charleston, W. Va. mb29

A NEW CATALOGUE 35MM. MOTION PICTURES, any type of picture you want we have it. Medicals, Roadshow Attractions, Comedies, Westerns, Spooks, Serials. Low prices. New prints. Bussa Film Exchange, Friendship, O. my81

AIRPLANE CONCESSION—8'x10'. NEW PIN hinged white pine frame. New canvas. Two airplane boards. Lots of stock. Write John A. Kirkpatrick, 7121 Brooklyn, Kansas City, Mo.

"BOB HOPE REPORTS"—1 REEL 35MM. Sound. Laboratory Print, \$2.50. Dealers welcome. Savarese, Woodcliff Lake, N. J. mh29

CALLIOPE BARGAINS—HAVE FEW FACTORY rebuilt instruments for immediate delivery. Reasonably priced. National Calliope Co., 134 W. 8th St., Kansas City, Mo.

CHAIRPLANE—WITH POWER UNIT, RIDE mounted on wheels, all A-1 shape, \$850.00. This ride is at 501 Grandy Ave., La Grande, Ore. Address mail to Clarence H. Jensen, 625 S. Main, Council Bluffs, Iowa.

CHAIR SCALE—CHATILLON, COMPLETE with flash jacks, shelves, wiring, bally, sign, etc.; \$125.00. Anchors, 10'x10' four-way top with 3/4" webbed awnings and frame, nearly new, \$100.00. Howard, 11658 Wyoming, Detroit, Mich.

COMPLETE R.C.A. 16MM. AUTOMATIC SOUND Projector with self-winding reel. A-1 condition. \$275.00. R. Thayer, Gassaway, W. Va. ap12

DeVRY 16MM. SOUND PROJECTORS—1947 models. Used 5 hrs. \$450.00. Others from \$150.00. Have Powers, Simplex, Kolograph, Holmes 35mm. complete Booths from \$350.00 up. Write us your needs. Butler Movie Supply, 117 E. Main St., Danville, Ill. ap5

DONUT MACHINE, AUTOMATIC OR HAND type. Little Beauty Merry-Go-Round. Ferris Wheel. Chairplane Swing. Caterpillar. Tilt-a-Whirl. Fun House or Walk-Through Shows. Kiddie Rides. Skill Games. Batter Up. Walking Charlie. Donkey. Hi-Striker. What have you? Esther Tinker, 507 A St., S.E., Washington, D. C.

EIGHT GORK GUNS, SIX NEW; NEW TAN and red 10x12 Top and Frame. A real outfit, should be seen. Worth \$500.00. Highest offer takes. Ill health reason for selling. Leslie Bradley, Vienna, Md.

ENTIRE FREAK SHOW—INCLUDING GAZELLE boy, 7 freaks and 16-foot banner, \$150.00. Complete Punch-Judy Show, 8 characters, script, \$100.00. Magic-Illusion Show (cost \$227.50), sacrifice, \$100.00. Magician, Box 971, Philadelphia.

EXCELLENT VALUE—COMPLETE BOOTH Equipment for 600-seat theater. Movie Supply Co., 1318 S. Wabash, Chicago. mh29

FIRST \$1,000.00 BUYS COMPLETE CARNIVAL in miniature that is a mechanical show that makes good money. First time in West. See operating at Suker Meyer lot, Firestone and Compton Aves., Los Angeles. Acknowledge wire collect. R.F.D. 1, Box 557, Saugus, Calif. Phone Newhall 8716-R-4.

FOR SALE—CONCESSION BUS. CAN BE used to sell popcorn, hot dogs, cold drinks or ice cream. Room for living quarters also. Will send photo. Priced right. C. Morrison, 1027 Maine, Quincy, Ill.

FOR SALE—CUSTARD TRAILER, COMPLETE with Bastian & Blessing Custard Machine, including front cabinet, \$2,100.00. Frank Kuba, Dupont, O.

FOR SALE—DRAMATIC END KHAKI TENT, fifty by ninety. Good condition, no holes or patches. Seats for five hundred. Proscenium, marquee poles and stakes. Light plant, cookhouse, trucks. Ed Myhre, 1341 First Ave. N., Fargo, N. D.

FOR SALE—KOHK CUSTARD, REBUILT with new compressor, \$1,500.00. Freezing Cabinet, \$175.00. Wilbur Miller, S. Dixie Hwy., Lima, O.

FOR SALE—LIGHT PLANT, 15 KW., DC., 110 V., \$250.00. 18-horse Merry-Go-Round, with motor, \$1,500.00. Oswald Reiche, Norfolk, Neb.

FOR SALE—TWO TENTS, 25x40, 50x50, FINEST pre-war material and workmanship. Condition excellent. Stoneman's, Albany 1, N. Y.

FOR SALE—PIT SHOW ATTRACTION. PAIR of "Human Face Live Chickens" with gimmick, specs, lecture, costumes, banner, feeding instructions. First \$100.00 takes it. Lee Marvin, R. R. 5, Portland, Ind.

FOR SALE—TWO 12-WATT NEW PORTABLE Sound Systems complete. One with horns, one with divisional speaker cases. A bargain! H. W. Stewart, 20062 Stratford Rd., Detroit 21, Mich.

FOR SALE—ONE 40-FT. PARKER MERRY-Go-Round Top, first class condition, no rips, no tears, no patches, used only 3 weeks, price, \$175.00. Will buy Wurlitzer Band Organ, must be reasonable and in good condition. Ralph Brown, Port Penn, Del.

FOR SALE—EVANS SHOOTING GALLERY ON two-wheel trailer, 32x6 tires, steel side walls, tent, counter, frame, five Winchester automatic rifles, four cases ammunition. Complete, \$1,000.00. Kirkpatrick Bros., 7315 Montgall, Kansas City, Mo.

FOR SALE—TENT, 45x65, COMPLETE WITH Seats; Chevrolet Truck, House Trailer, two new Concession Tents, 10x14; String Game and Tent, Candy Floss Machine and Tent, Peanut Warmer, Cork Game. F.O.B. Pete Stafford, 959 Texas St., Mobile 20, Ala. Phone 8-1438.

FOR SALE—35MM. PICTURE, "WINGS OVER Africa." Excellent condition. Joe Ruzicka, Box 122, Burchard, Neb.

FOUR EVANS AUTOMATIC ROLL DOWNS—Used a few weeks. Sacrifice, \$155.00. James Cappola, 39 Newkirk St., Jersey City, N. J. Call Journal Square 2-7178.

FUNCARD BOOKLETS—5 GROSS, \$5.00. Jewelry, carded, 335 pieces, \$10.00. Closeout. W. Wooley, Peoria, Ill.

GIRL IN FISH BOWL—LENS WITH DIRECTION to make, \$20.00. Two DeVry with Amp., 35mm. sound, slightly used, \$775.00. Home Co., 97 Arch St., Butler, N. J.

GOVERNMENT SURPLUS THEATER SOUND Projectors, Arcs, Rectifiers, Chains, Drapes, Screens. Catalog mailed. S. O. S. Cinema Supply Corp., 449 W. 42d St., New York 18.

HIGH STRIKER MAULS—MADE OF GUM wood and hickory handle, \$3.50. J. B. Aley, 5951 Branch Ave., S.E., Washington, D. C.

JENNY MERRY-GO-ROUND, BABY ROCKET Ride, 3-in-1 Side Show complete, five Concessions complete, Ground Cable, Switch Boxes, and Office Truck. James Barber, Box 481, Monroe, Wash.

KIDDIE AIRPLANE SWING—WITH GOOD transportation. Practically new motors in each plane. J. Wiggs, 546 25th St., Rock Island, Ill.

LEAD GALLERY ON 1939 INTERNATIONAL Truck, (4) new tires, 8x30 ft., steel side walls, 13-ft. neon sign in metal box, all rebuilt, ready to go. \$2,200.00, less truck \$1,000.00. New rifles, plenty Shorts extra. Pop's Arcade, Anniston, Ala.

LEAD GALLERY COMBINATION—ROAD OR permanent. Carnival King, 8x10 portable, 8x16 with side targets, all with motors. A-1 guaranteed like new. Also 6x10 steel Duck Pond with targets. All for \$1,000.00. New Rifles and Shorts extra. Pop's Arcade, Anniston, Ala.

LEAPING LENA—FOR SALE, \$2,000.00 cash or will trade for small Merry-go-Round. Address J. G. Steblar, Gen. Del., Bamburg, S. G. ap12

MOVIE CAMERA FILMS—100' 16MM., \$2.25; three rolls, \$6.00; 25' double 8mm., \$1.25. Ready-made Titles, 15c. Ambassador, 479-A Quincy St., Brooklyn 21, N. Y.

NEW 24x38 FT. FLAMEPROOF FLY WITH green scallop. Built to fit pin hinge frame for cookhouse. \$135.00. Roger Duncan, Montezuma, Ohio.

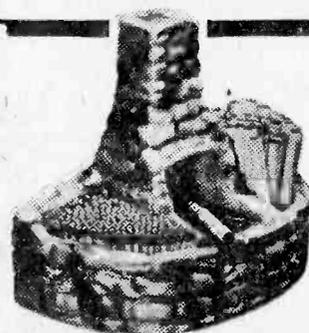
ODDITIES, CURIOS, MONSTROSITIES—COMPLETE Walk-Thru Show. Very unusual Pit Show. Lillian Marvin, Route 5, Portland, Ind.

ONAN POWER PLANTS—5,000-10,000 WATT, 110-220 V., 1 phase, perfect condition, \$395.00 and \$595.00. Butler Movie Supply Co., 117 E. Main St., Danville, Ill.

(Classified Ads cont'd on page 124)

BARBECUE ASHTRAY!

SELLS ON SIGHT



The cleverest ashtray around, this barbecue pit holds cigarettes in one side, matches in the other. Attractive as it is practical.

Well made, attractively colored to simulate actual barbecue pit.

Lit cigarette on grate causes smoke to come thru chimney.

Ideal gift and premium item!

2 Doz. Lots....\$9.00 per doz. Minimum

Sample, \$1.50 ea.

25% deposit, balance C. O. D., F. O. B. New York

W. NELSON

3800 N. 8th St. Philadelphia, Pa.

Extra Special BARGAIN MEN'S Wrist Watch

Year's Greatest Value!

Just received direct from Switzerland a limited number of fine SWISS WRIST WATCHES. All watches as illustrated with fancy dial, large sweep second hand, glistening chrome case and leather strap.



IDEAL FOR PREMIUM OR GIFT USE. IMMEDIATE DELIVERY NOW AT OUR RECORD BREAKING LOW PRICE!

\$4.95 EACH

1/3 WITH ORDER, BALANCE C. O. D. American Merchandising Co., Dept. BW-53 12 Adams Ave. Montgomery 4, Alabama

MONEY CLIPS



Stainless steel. Sensational fast selling novelty. Guaranteed never to tarnish. 1 Doz. Display Cards. \$2.20 per doz.

25% With Order, Balance C. O. D. Send 25c for Sample. Special prices to jobbers.

SALESMAN WANTED, NATIONAL MET. CO. 168 N. Main FALL RIVER, MASS.

MFR. OFFERS

BEAUTIFUL GOLD PLATED PIN AND EARRING SETS, CHATE. \$12.00 Doz. LAINES AND BRACELETS. Circulars upon request. Get on our mailing list. Sword and Scabbard, Dutch Dolls, Girl and Wishing Well, Love Birds Cameo Set.

1/2 DEPOSIT, BALANCE C. O. D. STAR IMPORT NOVELTY CO. 535 Eighth Ave. New York 18, N.Y.



YOUR Attention PLEASE!!!

OUR NEW LARGE CATALOG WILL BE READY ABOUT APRIL 15th

The completest line of latest "Super-Values" ever compiled between two covers. Electric appliances, low-priced lamps, housewares, Oak-Hytex balloons, novelties, slum give-aways, salesboards, bingo equipment and a host of other jam-packed sales values.

Get your name listed now—be the first to receive this catalog hot off the press. PLEASE LIST YOUR BUSINESS AND PERMANENT ADDRESS.

GENERAL MERCHANDISE COMPANY 233-243 No. Water Street MILWAUKEE 1, WISCONSIN

HIT THE JACKPOT!

Send for our money-making circular

Our pre-inventory sale on glass photo frames and photo mirrors gives you unbeatable values. From 1 1/2x2 to 8x10 in assorted, beautiful colors and designs.

AUTOMATIC MIRROR & PHOTO FRAME CO. 96 PRINCE STREET, NEW YORK, N. Y.

**ATTENTION  
JOBBER  
PREMIUM  
USERS**

**HERE IT IS! THE  
MOST AMAZING BOTTLE**

*Mellow Music from a Magic Bottle*



**LOOK AT THESE ASTOUNDING FEATURES**

- ✓ A complete high sensitive radio receiver in a bottle
- ✓ Just plug it in—plays anywhere, AC or DC
- ✓ Clear, mellow music by simply turning the bottle cap
- ✓ Gets all stations same as any table model radio
- ✓ Streamlined plastic base
- ✓ Dynamic speaker
- ✓ 2 watts power output, pilot light indicator, high sensitivity circuit, tuning range 540 to 1600 KC, AC or DC operation on 105-125 volts
- ✓ Radio Manufacturer's Guarantee—Licensed

- ✓ Top of cap is switch and volume control
- ✓ Station selector is body of cap

*No Headaches*

*No Morning After*

*Just Clear Mellow Music*

**See Your Local Jobber—Inquiries Invited**

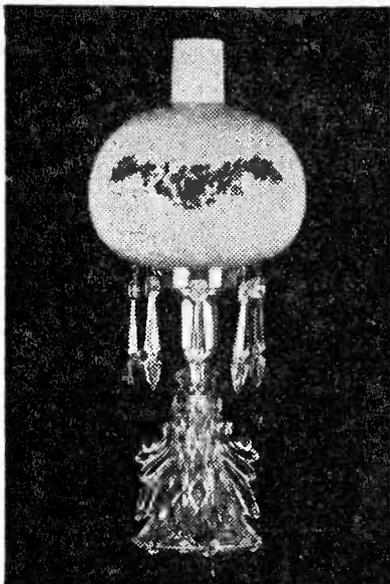
**CHATHAM GLASS CO.** 119 WEST 19th STREET  
A subsidiary of KEG-O Products NEW YORK 11, N. Y.

**Back In  
Production  
IMMEDIATE  
DELIVERY  
ON OUR  
SPECIALTIES**

**Novelty Glass  
Lamps and the  
Barrel Cocktail  
Set**

*Here are a  
few items that  
sell themselves!*

**See your local jobber—  
inquiries invited**

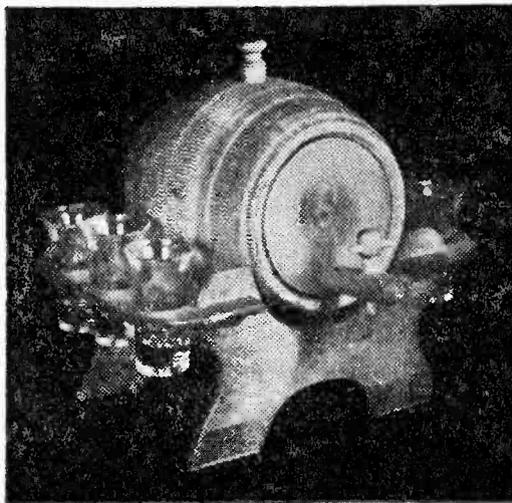


**← RICH-  
LOOKING**

**Hurricane  
Lamp**

Crystal glass base, polished brass shade holder, holding 8 attractive prisms. Height, 16" overall.

#A12

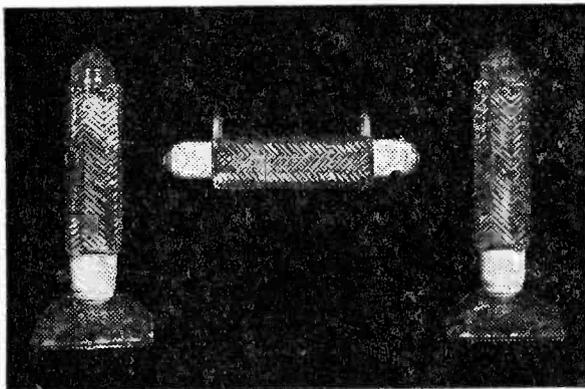


**← FAST-  
SELLING**

**Barrel  
Cocktail Set**

A sturdy barrel with rack holding six smart-looking cocktail glasses.

#200

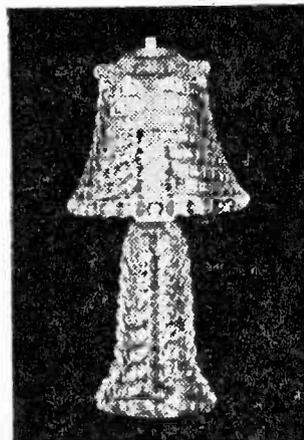


**← SALES-  
MAKING**

**Bedroom  
Lamp Set**

Torchiere—square-cut crystal glass base with cream colored metal cup holding square glass cylinder. Bedlamp—Silver sprayed bedlite arm with metal cups to match torchiere base. Matching cylinder.

#97/98



**← EYE-  
CATCHING**

**All-Purpose  
Radio Lamp**

All crystal base; shade to match. Height, 12" overall.

#201

**KEG-O PRODUCTS Corp.**

**111 West 19th Street  
New York 11, N. Y.**

# CONCESSION SUPPLIES

## FREE! CHANGE APRON WITH YOUR ORDER!

- Worth Baseballs. Doz. \$ 2.50
- 4 to 7" Hoop-La Rings. Doz. .70
- Weighted Darts. Doz. 1.20
- French weighted Darts. Doz. 1.50
- Dart Balloons. Gr. 2.15
- Wood Milk Bottles. Ea. .50
- Aluminum Milk Bottles. Ea. 1.50
- Knife Rack Rings. Per 100 3.50
- Cano Rack Rings. Per 100 3.50
- Shooting Corks. Per 1,000 2.75
- Rubber Jar Rings. Gr. .40

**BEACON BLANKETS**

TOBA. Indian design. 60x80. Ea. \$2.75

MIDWAY. Plaid. 60x80. Ea. 2.75

MAGNET. Plaid. 66x80. 3" Sateen bound ends. Ea. 3.35

Less 10c each in case lots of 30

- NOVELTIES**
- Metallic Pin Wheels. Gr. \$ 6.75
  - Celluloid Pin Wheels. Gr. 9.60
  - Airplane Pin Wheels. Gr. 10.00
  - Circus Pin Wheels. Gr. 21.60
  - 22" Crook-Handled Plastic Cane. Per 100 6.95
  - 34" Crook-Handled Plastic Cane. Per 100 14.95
  - 10.50
  - 14.50
  - 18.50
  - 13.50
  - 16.50
  - .85
  - 1.95
  - 2.00
  - 3.60
  - 21.00
  - 28.00

- BINGO SUPPLIES**
- Professional Bingo Cards. Per 100 \$ 3.50
  - Per 1,000 32.50
  - 3/4" Red Plastic Markers. Per 1,000 2.75
  - Wire Bingo Cage, complete with Balls and Master Card. Ea. 10.50
  - Wire Bingo Cage, rubber coated, with Balls and Master Card. Ea. 12.50
  - Automatic Cage. Ea. 34.95
  - Electric Blower Cage. Ea. 189.50

- BINGO PRIZES**
- Men's 2-pc. Brush Set. Doz. sets \$ 4.20
  - White Enamel Sauce Pan. Doz. 4.50
  - Potato Bakers. Doz. 5.50
  - Table Runners. Doz. 5.75
  - Metal Waste Baskets. Doz. 6.50
  - All-Metal Lunch Kits. Case of 10 6.50
  - 4-pc. Plaid Canner Sets. Doz. 7.20
  - 5-pc. Liquor Set. Doz. 7.20
  - 8 Decorated Tumblers and Carrier. Per carton (9 sets) 7.50
  - 4-pc. Glass Bottle Set. Doz. 10.50
  - Hand-Painted Liquor Bottles. Doz. 12.00
  - Metal Frame Casserole. Doz. 14.50
  - 3-pc. Lucite Dresser Set. Doz. 18.00
  - Aluminum Skillet. Ea. .75
  - 8-pc. Fire-King Cooking Set .80
  - Chef Range Set 1.25
  - Glass Coffee Maker. Ea. 1.35
  - Boudoir Lamps. Ea. 1.55
  - 3-pc. Carving Set. Ea. 1.95
  - Electric Toasters. Ea. 1.95
  - 7-pc. Knife Set. Stainless Steel. Set. 2.25
  - Set of 1, 2 and 3-qt., 12-gauge Aluminum Sauce Pans. Set 2.25
  - Men's Fitted Tourist Set 2.50
  - Wood Card Table. Ea. 2.85
  - 3-pc. Buckeye Aluminum Range Set. 3.50
  - 2-burner Elec. Hot Plate, with Switches. Ea. 4.25

- U. S. SLUM**
- Wedding Rings. Gr. \$ .70
  - Plastic Thimbles. Gr. .90
  - Comic Mirrors. Gr. 2.95
  - Comic Books. Per 100 1.50
  - Comic Buttons. Per 100 1.65
  - Motto Buttons. Per 100 .90
  - Flag Buttons. Per 100 1.00
  - Tongue Novelty. Per Bale 200 1.50
  - Paint and Puzzle Books. Gr. 6.50
  - Asst. Prevue Broaches. Gr. 9.60

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- HATS**
- Tiny Hat with Feather. Gr. \$ 6.50
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(Classified Ads cont'd on page 126)



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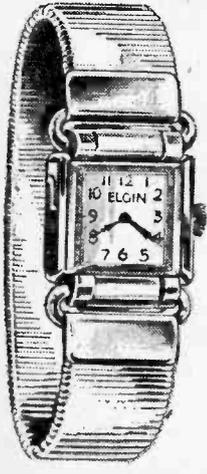
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Reconditioned like new, guaranteed timekeepers. In yellow 10-K R.G.P. Cases.

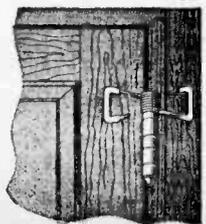
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Most fascinating novelties. These are the original Penquins. A glass with each bird.  
We also have the Drinking Ostrich.  
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Order now for immediate delivery. Loads of fun. They attract and repel each other.  
**\$16.00 GROSS** **SAMPLE ORDER 4 DOZ., \$5.64**  
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Simulated leather, gold-stamped Cigarette Case with snap fastener closure. Wallet has identification card and three pockets for bills and cards. Packed in attractive colored box.

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PLASTIC MEMO PASS  
PHOTO ALBUMS  
WALLET AND CIGARETTE  
6 HOOK KEY CASE SET

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**WANT—DANCE MUSICIANS, ALL INSTRU-** ments, for commercial territory bands. No characters. Collins Booking Service, Grand Island, Neb. mh29

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He jumps, lies down, barks.

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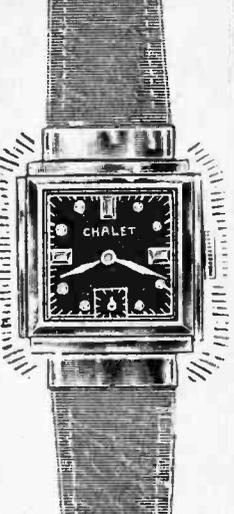
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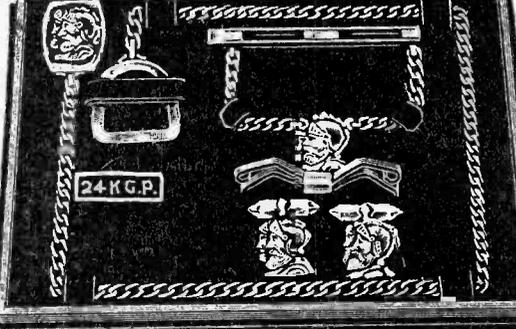
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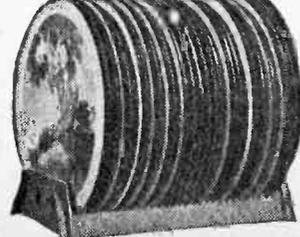
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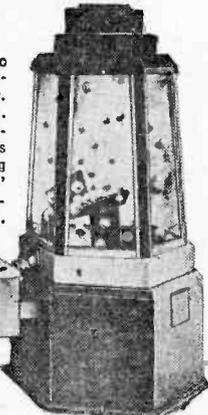
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(Classified Ads cont'd on page 130)

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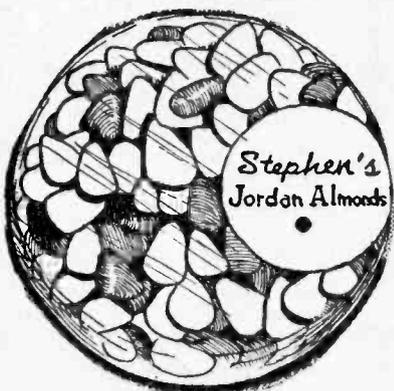
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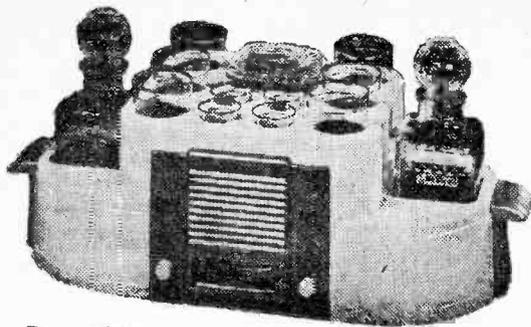
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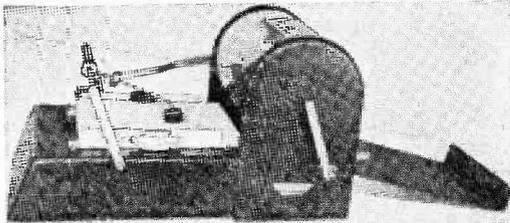
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GRAMERCY 3-0340

**STEWART WARNER PORTOBARADIO**

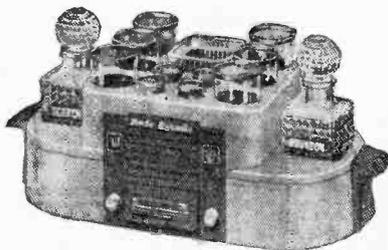
5 TUBE STEWART WARNER RADIO AND BAR COMBINATION

**\$33.53 EACH**

6 OR MORE \$32.95  
25% WITH ORDER, BALANCE C. O. D.,  
F. O. B. CINCINNATI 2, OHIO  
FIVE TUBE STEWART WARNER SUPER RADIO, enclosed in a beautiful IVORY finish bakelite portable bar, complete with two decanters; six gold-trimmed HI-ball glasses, four gold-trimmed Jigger glasses; ice cube tray, plus six glass stirrers. Each set in an individual carton ready for immediate delivery. A consistent money maker in the merchandise field, terrific for prize or premium users. Dimensions: 23"x10"x9 1/2".

EACH SET FULLY GUARANTEED

**PEERLESS DISTRIBUTING CO., INC.**  
302-304 WEST FIFTH ST. CINCINNATI 2, OHIO



**THE NEW AUTO-MAGIC GUN**

"SHOOTS" PICTURES

New, exciting, is this real-looking "automatic" gun that projects bright pictures on any flat surface—wall, ceiling, floor. Comes complete with batteries, lamp and lens. Simply pull the trigger and have hours of fun. Give shows! Outfit contains an array of fascinating safety films—cartoons, comedies, adventures, historical and educational subjects. Noiseless. Harmless. But how thrilling!

Dealer's Cost  
**\$22.50 Doz.**  
Sample, \$2.50 Ea.  
Retail at \$2.95.

Outfit includes:  
PICTURE GUN  
1 Box of Films

25% Deposit, Bal. C. O. D.

**DAN-CAR** NOVELTY COMPANY

492 BROAD ST.

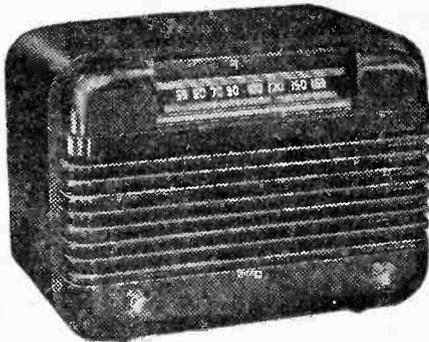
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PREMIUM DEALERS!**  
ALL NEW ELECTRONIC TABLE MODEL

**RADIOS**

COMPLETE WITH ALL LATEST FEATURES



**THE  
OUTSTANDING  
RADIO BUY  
OF THE YEAR!**

One and two bands  
RCA licensed

- Large Plastic Cabinet
- Size: 10" long; 6 1/2" high; 6" deep
- Automatic Volume Control
- Super Sensitive Transformer
- Built-in Loop
- Illuminated Slide Rule Dial
- Works on AC and DC, 117 Volts

- Single Band Superheterodyne
- Super 5" Alnico Speaker
- Packed in Air Cushioned Cartons, Six to a Standard Carton
- Many Other Outstanding Features Not Found in Other Radios

WRITE IN FOR SAMPLE AND QUANTITY PRICES

**CARTER RADIO AND APPLIANCE, INC.**

43-45 43RD ST.

DEPT. BB-SI,

LONG ISLAND CITY, N. Y.

StiJwell 4-2061

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STUFFED TOYS TO FILL YOUR  
NEEDS - - - LOOK AT THESE!**

**"LAZY CHARLIE"**



Unique novelty horse that stands, sits, kneels, crouches. Wired legs enable them to be placed in any position. 2 feet high. Fine quality—all plush—cotton stuffed. Beautiful assortment of colors. Packed 1 Dozen  
**\$48.00 DOZ.**

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19" doll. Composition head—cotton stuffed body. Fine corduroy in red and blue combination—brass buttons. Stands alone. White and colored face assortment—order as desired. Packed 2 Dozen.  
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**FAWN**



17" all rayon plush natural colored Fawn. Cotton stuffed. Wired legs enable them to be placed in any position. Assorted colored bows. Ind. boxed. Packed 1 Dozen.  
**\$36.00 DOZ.**

**BUMPKIN**



22" cotton stuffed doll—composition head—soft body—rayon silk dress with satin trimming and bows. Lovely assortment of colors. Packed 1 Dozen.  
**\$42.00 DOZ.**

★ WE CARRY A FULL LINE OF BINGO MERCHANDISE—LAMPS—BOUDOIR DOLLS—PLUSH TOYS—PREMIUM GOODS—SLUM

★ 25% DEPOSIT, BALANCE C. O. D.—F. O. B., N. Y. C.

★ Write for our new catalog.

50¢ Extra for Each Sample.

**CONELLE PRODUCTS CO.**

248 WEST 23rd ST.

NEW YORK 11, N. Y.

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**JOBBER DISTRIBUTORS**  
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**Perfume Atomizer**  
**FOR THE PURSE**



The perfect "business promoter" for demonstrators, engravers, retailers or as a premium offer. Every woman will want it! Holds a dram of perfume and emits a delicate spray. Modern way of carrying that "spot-touch-up" of one's favorite perfume without the danger of soiling purse contents, because . . . **IT'S LEAK-PROOF!**

Made of aluminum, in 5 colors: blue, gold, green, rose and silver. Suitable for engraving.

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 Sole Manufacturer  
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Retails at **\$3.95**  
 Write for Quantity discounts.

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**AIR-COOLED MOTORS AT A SAVING.** NEW Novo Industrial Power Unit with Clutch. Acetylene Generator Outfit. Trailers, house and luggage, all types. Must lower inventory. No reasonable offer or terms refused. Sellhorn's, Sarasota, Fla. ap12

**AMUSEMENT DEVICE—LOOKS LIKE SLOT** machine. 2 wheels No. 0-9. No coin slot or jackpot. Used between 2 or more persons, sales stimulator like 26 game. Salesboards. List, \$40.00 F.O.B. Chicago. V. Peterson, 7621 S. Park.

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**CIGAR SMOKERS—SAVE. CLEAR HAVANA,** hand made Cigars. Free trial offer. S. Kelley, 2302 Ontario St., Ft. Wayne, Ind.

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(Classified Ads cont'd on page 132)

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**BOOMERANG**  
 A two-in-one toy that spins like a top or comes back to you.

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 A patented elephant that becomes a donkey when the head is turned. Attached to aluminum ash tray. A wonderful campaign item or souvenir.

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 Dazzling Rhinestone Dial  
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**Now** 15 Jewel, \$23.50  
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Attractive 10K r.g.p. case. Rhinestone studded dial. Stainless steel back. Genuine leather strap. Reconditioned and Guaranteed

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#3 Bird, Complete, \$14.75 Doz.  
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 15 Years Without Refilling.  
 \$8.64 a Doz. Sample Prepaid, \$1.10.

**NEW GIFT ITEMS**  
 TERRIFIC—FAST SELLING.  
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 SHE'S AN EYE OPENER—BOOK MARK—LETTER OPENER—BACK SCRATCHER—PIN-UP GIRL—ETC.

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 Deluxe Building BLUE EARTH, MINN.

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**KILROY**  
 IS HERE



9¢ Per Gross Individually Carded 5 Gross & 136"

**DEPOSIT** 1/3 C.O.D. Send \$1 dollar for Sample Dozen

He hangs by his nose... He peeks out of your pockets... Behind Lapels, or Neckties... Climbs Out of the Neckline of Dresses... He is always watching... Always on the alert. KILROY IS EVERYWHERE!

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 Imported \$25.00 hand-tooled cowhide, shoulder strap, pouch-style Handbags for \$8.45—15% brokerage. For approval sample send \$5.50. State qualifications and territory desired.

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 LARGEST HOUSE OF CARNIVAL SUPPLY

We ship and deliver from Coast to Coast.  
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**CARNIVAL STOCKS NOW READY**  
 Plaster — Slum — Glassware — Ball Game — Bingo

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**Making Records**



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42 Inches **BIG.** An outstanding Doll sensation, the head revolves. Assorted dress costumes.

**\$51.00 Doz.**  
**Samples \$4.75 Ea.**



**38" COMBINATION**

Plush and Fleece Teddy and Panda Bear, Cotton Stuffed—Well Constructed.  
**\$39.00 Doz.—Samples \$3.75 Ea.**

**IMMEDIATE DELIVERY**



**BOUDOIR DOLL**

29" Tall, Full Out Dress, Rayon Flash Colors—Each in a Box.

**\$37.50 Doz.—Samples \$3.50 Ea.**

We also carry a full line Bingo, Slum, Grindstore Merchandise, Blankets.

All Prices F. O. B., N. Y. C. 25% Deposit, Balance C. O. D.



**Delicately Proportioned Fawns of Fine Delustered Plush with Sprayed Patches and Dots.—3 Sizes:**

- 16" High . . . \$32.00 Doz. Samples, \$3.00 Ea.
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WALKER 5-8280

New York 12, N. Y.

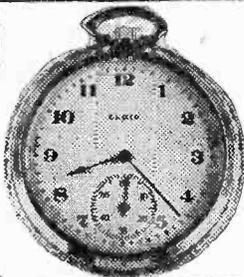
**ELGIN-WALTHAM**  
**APRIL SPECIAL**



Rebuilt Movement—Brand New Cases  
 Fancy or Round Shape  
 10K R.G.P. Yellow case, steel back, strap, boxed.  
**7 Jewel..\$11.75**  
**7 Jewel..\$12.50**  
**15 Jewel.. 13.75**  
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Minimum order, 6 watches. All watches guaranteed. 25% Deposit, Balance C. O. D.  
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WITH AUTHENTIC SEALS AND COLORS.  
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**NEW "JASMINE" DESIGN—EXTRA QUALITY**

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**WITH TARNISH PROOF CHESTS**

26-Piece Set for Six . . . \$12.50—(\$22.50 Value)  
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 Special Trade Card Premium Plan for Retail Stores, Gas Stations, etc.



**NOW AVAILABLE!**

**LARGE 10 INCH**  
**Fine Silver Plated**  
**Hostess Plate**

For sandwiches, cakes or canapes. Heavily plated with pure silver, gorgeous open lace design, beautiful mirror, bright finish.

**Very Popular Prize**

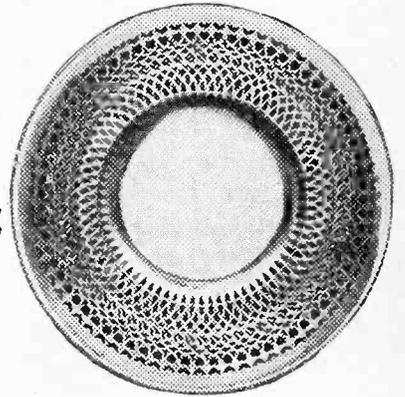
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 2869 (10 Kt. Gold) \$18 Doz.  
 Assortment of 8 each on easel display card.



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 Top quality, beautifully designed Rings of fine sterling with sparkling white-stones. Order by number. **\$5.25 Doz.**  
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Send \$15 for Sample Asst. No Two Alike.

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When Ordering Specify Finish Desired. Write for Free Catalog.

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Newest Sensation in Costume Jewelry



No. BB 22 — In Pink Gold or Silver Finish.

SET WITH RHINESTONES AND IMITATION RUBIES & SAPPHIRES

ACTUAL REPLICAS OF \$500.00 BRACELETS.

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25% Deposit, Balance C. O. D. Open Account to Rated Firms.

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ACTUAL SIZE

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Guaranteed Stainless Steel

At the gross price you get these attractive Bracelets at only \$2.00 per doz. ACT FAST on this!

- Will not tarnish or stain
- Fits any wrist and any watch
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- Slips on and off easily

Send for our low price list on Watches

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Here's the Money Maker you've been waiting for—the new MIDGET

### ★ STRATOTONE RADIO ★

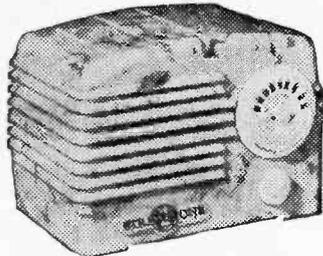
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Minimum Order, 1 dozen lots. If you pay in full in advance, we'll prepay freight. Samples \$16.00 each

Look at All These Features:

- 5-TUBE SUPERHET, advanced circuit
- Standard make tubes
- A.C.-D.C.
- Powerful new type Alnico #5 Speaker
- Unbreakable new type plastic cabinet, assorted colors
- Contrasting clear vision dial
- Amazing power—small in size, large in volume
- Only 8" x 5 1/2" x 4 1/2" over-all
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PROMPT DELIVERY 25% with order, balance C. O. D., F.O.B. N. Y. RETAIL PRICE, \$24.95



**I. GELLER**

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Manufacturer & Distributor of Radios, Novelties, Premiums, Fountain Pens, etc.

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★ 51 Gauge — \$16.50 Dozen Pairs

★ 54 Gauge — \$17.50 Dozen Pairs

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AGENTS WANTED—40% COMMISSION. YOUR Photo on Gummed Stamps, 100 for \$2.00; in color, \$2.50. Postage stamp size; clear, permanent finish, excellent reproductions. Send any size negative or photograph. Provides individuality. Stick on letters, envelopes. A fast seller! George MacDonald Photo Studio, 49 Rosedale Ave., Middletown, R. I.

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COMIC FOREGROUNDS—"JAIL," "DANCE Team," "Donkey," "Hula," "Broncho," dozen others. Eastman Paper, Chemicals, Backgrounds. Photo Novelties, Photo Rings, Photo Mounts, all sizes. Literature. Miller Supplies, 1535 Franklin, St. Louis, Mo. ap12

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FOR SALE—DOUBLE UNIT CAMERA, 2 1/2" x 1 1/2" pictures. A 1946 model by Speedy Co., New York City. Has developing room. Used only 3 months. Price, \$150.00. For further particulars: Steve Morgan, 315 Market St., Parkersburg, W. Va.

FOR SALE—2 PORTABLE PHOTO BOOTHS with dark rooms, 1 1/2 x 2, 2 x 3 photos. Price, \$125.00 each. Enlarger, no lens, \$25.00. Harry Karstedt, 2718 W. Monroe St., Chicago, Ill.

HAVE A TROUBLE-FREE SEASON WITH Glossick Direct Positive Cameras and Shutters. Glossick Mfg. Co., 544 Monson St., East Peoria, Ill.

HAVE 200 GROSS OF NEW PLASTIC FRAMES for 2 1/2 x 3 1/2 pictures, formerly sold at 49c. Real bargain for close out. Operators in South get them from Photo Service Co., Jasper, Ala. Sample, 15c stamps. C. Gameiser, 146 Park Row, New York 7, N. Y.

MAKE EVERY SPOT RED ONE—BUY NATIONALLY known Piedmont Camera, singles, doubles, triples. Table models. Complete Booth Units. Enlargers. Photostatic Machines and complete stock supplies. One day service. Write for new catalog. Prices reduced. Piedmont Camera Mfg. & Supply Co., 409 Worth St., Burlington, N. C. ap5

"OLSON" DIRECT POSITIVE CAMERAS—Will not buckle, jam or scratch the paper. 1 1/2 x 2 and 2 1/2 x 3 1/2 size, \$25.00. Order now before the raise in price. Olson Sales, 905 Walnut St., Des Moines 9, Iowa. mh29

REWARD FOR QUALITY PHOTOS—Is business off? Switch to Direx Portrait-Tone Paper and Chemicals, then watch repeat sales grow. Direx sales are good; are yours? Write Dept. BX, Grant Photo Products, 18915 Detroit Ave., Cleveland 7, O. my31

(Classified Ads cont'd on page 134)

## MODERN PLUG-IN FLUORESCENT FIXTURES

\$5.35 with two 20-watt bulbs each unit package for homes, stores, offices, etc.

Also immediate delivery of brackets, strips and industrial lamps, all with bulbs.

25% Deposit With Order, Balance C. O. D., F. O. B. Brooklyn, N. Y.

**B & H ELECTRIC CO.**

Dept. B, 817 Fulton St. Brooklyn, N. Y. NE. 8-8203



## PHOTO

Machines (all types)

Original

Amso 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. 329, 1132 N.W. 2, Oklahoma City 4, Okla.

Name .....

Address .....

## NEW PURSE KEYCHAIN



Made of genuine leather and attached beaded chain. Universal use for car and home keys, with purse for change. Handy for children, ladies. Comes 12 mounted on display card. 35c item. Sample card \$2.00. Available with imprints at additional charge. Write.

\$15.00 GROSS

F.O.B. Chicago No Catalog 25% Deposit, Bal. C.O.D.

**NEFF NOVELTY CO.**

1263 N. Paulina

Chicago 22, Ill.



## PHOTO MACHINES

Shipped in 2 days! Big profits. Exclusive features—easy to operate. Hands not in chemicals. 10 or 1 piece. 5-year warranty. Cameras only or complete. 10 sizes—single, double or triple. Write—phone wire.

\$495

**Federal Identification Co.** Dept. T, 1012 N.W. 17, Oklahoma City, Okla.

## APEX TOOLS

4 1/2"

COMBINATION GLASS CUTTER, KNIFE AND SCISSORS SHARPENER

Lawn Mower Sharpener, Seven Gauge Hole Punch Needle, 4 1/2 inches long. Spiral Slicer, Two-Ring Curler, Wooden Handle Cabbage Slicer, Garnisher and Ball Cutter. Manufactured by

**APEX NOVELTY CO.**

1948 W. Adams St. CHICAGO, ILL.

ENGRAVERS SALESMEN

The fastest selling Rings out. Hand made, 12-Kt. Gold Plated. Signet and assorted color sets. \$6.00 doz., \$60.00 gross. Samples, \$1.00 each.

## STERLING SILVER SIGNET

\$8.50 Doz.

with White Stones, hand seted, \$12.00.

**N. MITCHELL CO.**

Box 521, Raleigh, N. C.

## NO HAND Developing

Get our Machines cost no more than old types. Portable. Fast shipment.

**BURBRIDGE CO.**

Dept. 22 Burbridge Bldg., 2415 San Jacinto, Houston 4, Texas.

# 50 SHOT AUTOMATIC CAP PISTOL

THE GUN THE KIDS HAVE BEEN GUNNING FOR



Modeled as an Exact Replica of an "Army '45". Ridged Handle, Simulated Walnut Grip, Die Cast, Rugged, Durable, Balanced Construction.

## ROLL CAPS

WORLD'S BEST. Extra Loud. 250 Shots in Box. Excellent for all Repeater Cap Guns.

### SPECIAL

SAMPLE INTRODUCTORY OFFER:

12 GUNS  
240 BOXES CAPS  
**\$16.00**

WRITE FOR QUANTITY PRICES

★ NOTE: The Cap Fire is far removed from the hand.

### THRILLS GALORE

<p><b>TOMMIC TOMMY</b> MASTER DRINKING BIRD <b>\$144.00 Gross</b></p>
<p><b>AUTO BOMBS</b> Original, <b>\$12.00 Gross</b> (Min. Order, 5 Gross)</p>
<p><b>WHISTLING TORPEDO</b> Sizzles, Whistles, Goes Off with Thundering Bang. <b>\$9.80 Gross</b> (5 Gross Lots)</p>
<p><b>SAFETY TORPEDOES</b> Has Loud Report, with Extra Flash. 5 Gross to Case. <b>\$10.20 Per Case</b></p>

<p><b>EXPLODING BOOK MATCHES</b> WORLD'S BEST MADE. <b>\$2.00 Gross</b> (Min. Order, 25 Gross)</p>
<p><b>CIGARETTE LOADS</b> Extra Loud. <b>\$2.00 Gross</b> (Min. Order, 25 Gross)</p>
<p><b>SPARKLERS</b> Super Made. #8. <b>8 to Box. . . \$5.88</b> Per Gross Boxes (Min. Order, 5 Gross)</p>
<p><b>SVENGALI TRICK CARDS</b> Retail for \$1.00 <b>\$5.88 Dozen</b></p>

All Prices Net. 25% Deposit, Balance C. O. D. **ERNIE'S ENTERPRISES** 725 PINE ST., ST. LOUIS 1, MO.

## 3 GUARANTEED SALES PROMOTERS

### FROM ROHDE-SPENCER

Quality items that sell on sight or add to the value of your premium or prize events. Each one of these items has been tested for desirability.



B.B. 100—10K Yellow Gold RING set with fine Diamond. **\$4.10** Each.....  
B.B. 101-3 Diamond Wedding Ring to match. Sizes 5 to 7. **\$4.50** Each.....



### STERLING SILVER RINGS

Two hands that clasp and unclasp form the unusual, distinctive design for a memento of true friendship.

BB9119—Sizes 6 to 9. Each.. **\$1.65**  
BB9120—Same as above in Ladies', sizes 5 to 7. Each.. **\$1.35**

**WHILE THEY LAST**

"A PERFECT LIGHTER THAT NEVER FAILS"

It is known as the "Match - King" and makes an excellent gift for either ladies or gentlemen. Has beautiful lines and is well made. Comes in assorted two-tone designs; packed one dozen assorted designs in patriotic colors to a box.

No. BB-110  
**\$3.00** Per Dozen in Lots of 12 Dozen or More.  
\$3.75 Per Dozen in 1-Dozen Lots.

**ROHDE-SPENCER CO.**  
223-225 W. MADISON STREET CHICAGO 6, ILLINOIS

**NEW! SENSATIONAL! "GLUB-GLUB" The Drink Up Duck**

The most colorful and glamorous "Drink-Up Bird" on the market. Duck is 6" high, metal stamped, legs and stand. Precision built. Very attractively colored with genuine feathers for tail.

3 Doz. or More **\$19.37**  
1 Doz. **\$20.27**  
Individually Boxed **SAMPLE \$1.75**

25% Deposit with Order, Balance C. O. D. F. O. B. Chicago.  
Side by side, this drinking duck will out-sell any other bird on the market.

**FREE—WITH MERCHANDISE IF DESIRED**  
24-Hole printed Push Cards, from 1¢ to 33¢. Takes in \$0.95, pays out 1 Duck for Seal and 1 Duck to Seller. Cards placed in Taverns, Restaurants, Cigar Stands, etc. Will sell out in 1 to 2 hours.

5 N. Wabash Ave., Dept. B-3, Chicago 2, Ill.

**WESTERN NOVELTY SALES**

**IT'S NEW! IT'S SENSATIONAL!**

The best original creation of the year!

Exquisitely new and DISTINCTIVELY DESIGNED imitation Ladies' Cocktail Watches set with genuine CZECHOSLOVAKIAN RHINE-STONES and imitation rubies—mounted on ORIGINAL CLARION'S STREAMLINED BRACELETS—highly polished 14K rose gold finish **\$12.00** Doz., f.o.b. N. Y.

Direct from manufacturer of men's watch bands, ladies' bracelets and fine novelty jewelry. Send for samples, C. O. D.

**CLARION SALES CO., INC.**  
178 Forsyth Street New York 2, N. Y.

**BALLOONS** Write for Merchandise Lists and Catalogs

**STREETMEN'S BALLOONS**

8848 8" Circus & Animal Prints	\$ 8.50 Gross
8875 9" Circus & Animal Prints	10.50 Gross
8843 9" Mickey Mouse & Pals	10.50 Gross
8835 14" Cat Head	11.25 Gross
87118 24" Ratan Balloon Sticks	.90 Gross

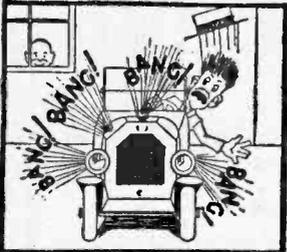
**DART GAME BALLOONS**

8813 4" Plain Round	\$2.20 Gross
8805 5" Plain Round	2.85 Gross
8806 6" Plain Round	3.30 Gross
60004 Tournament Darts (2D3)	18.00 Gross

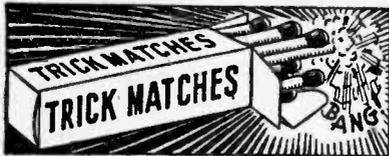
**FREE!** Oak Change Aprons with First Purchase of 5 Gross Assorted Oak-Hytex Balloons.

**Continental DISTRIBUTING CO.**  
822 NORTH 3rd STREET • MILWAUKEE 3, WISCONSIN

# BIG PROFIT YEAR ROUND SELLERS



**AUTO HOT SHOTS**



**BOOK MATCHES**



**JOBBERS SUPPLIED**  
RETAILERS: Order the old reliable DOUGLAS line from your regular Novelty Jobber NOW. Name of nearest distributor sent on request.



**LYLE DOUGLAS**

Mr. Joke Novelties  
238 W. Davis DALLAS 8, TEXAS

**MEN—Build a Wholesale Route**  
GET INTO A **Big Pay Business**



**We Help You Establish a Steady Route of Dealer Customers**  
Make good weekly earnings selling stores our **BIG** line of 200 products—all daily necessities. Show merchants in your locality a sensational line of self-selling counter goods. Retail at 5¢ and 10¢. You make up to 112% commission. No large capital required. Easy to start. A fortune spent for National Advertising has made our products known from coast to coast. Send for our booklet. "Your Opportunity in a Wholesale Business of Your Own." It's **FREE**—no obligation. **WRITE TODAY!**

**WORLD'S PRODUCTS CO., Dept. 8-M, Spencer, Ind.**

## COMPOSITION NUGGET JEWELRY

LOOKS LIKE GOLD!  
Watch Chains and Charms, Dust Containers, Scarf Pins, unmounted Nuggets, etc. Free Catalog. Address:

**J. P. EDGAR**  
P. O. Box 424 RED BLUFF, CALIF.

## PRINTING

**AAA OFFSET PRINTING, FOLDERS, BROADSides, Letterheads, Music, etc.** Samples, price list free. Fidelity Co., Parkersburg 9, W. Va. ap5

**ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS** and 6% Envelopes, Hammermill Bond, four lines copy. \$1.50 postpaid. Samples. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. je14

**GOOD PRINTING—ANY AMOUNT. ENVELOpes, Letterheads, Statements, and etc.** Price list free. O'Reilly, 3103 B. Detroit, Pittsburg 3, Me. **14x22 SIX-PLY CARDS IN TWO COLORS** AT \$7.00 per hundred. 50% deposit required. Now in our new shop. Arp Show Print, Monmouth, Iowa.

**GUARANTEED 24-LB. ENVELOPES—THOU-SAND No. 10, \$6.95; 500, \$4.25. Thousand No. 6 1/2, \$4.25; 500, \$2.75.** Five straight lines or your small cut. Curved main line, \$1.00 extra. Red, blue, green, yellow, brown or black ink, same prices. Envelopes, Gummed Tape (one roll or more) only. Williams Sales, Box 4100, Portland 8, Ore.

**MANUSCRIPTS PRINTED—SMALL EDITIONS, 250-500-1,000 copies.** Choice of type sizes, styles, including Classic Bodoni. Pamphlets and books bound handsomely. Extremely low cost per copy. Hansen Engineers, 7216 Dungen Court, Baltimore 22, Md.

**POSTPAID, 1,000 FINE EMBOSSED BUSINESS Cards, \$2.50.** Any printing. Lowest prices. Elmer Griffith, Sciotoville, O.

**STATIONERY—LETTERHEADS (8 1/2 x 11), OR Envelopes (6 1/2), 250, \$1.60; 250 each, \$2.99.** American Press, Box 391BB, Charlotte, N. C.

**500 BOND LETTERHEADS PRINTED, \$3.50;** 500 Envelopes, \$3.00. Quick service. Printing of all kinds. Ace Press, Clearwater, Fla. ap12

**1,000 POSTCARDS PRINTED WITH 15 LINES, \$5.50.** 5,000, \$22.00. Castle Press, 2107 E. 9th, Brooklyn 23, N. Y. mh29

**1,000 BUSINESS CARDS, PREPAID, \$2.50.** 500 Bond Letterheads, \$3.50. Reliable Print Shop, 901 E. Jefferson St., Louisville 6, Ky. ap19

**1,000 BUSINESS CARDS, \$1.95. FREE CARD Case.** 100 gov't-sized Post Cards, \$1.00, name, address neatly printed. B. Kerman Press, 40 W. 17 St., New York City. my3

## SALESMEN WANTED

**CALENDAR SALESMEN—GET THE 1948** Centson line! Completely new samples, designs, pictures. Centson Co., 3337 Neenah Ave., Chicago 34, Ill.

**DOLLS, NEEDLES, ELECTRIC IRONS, TOYS, Premiums, Notions, 1,000 articles.** Free catalog. Consolidated Merchandise, 160 Fifth Ave., New York.

**EXPERIENCE PROVES THAT MORE SALES** are made by entertaining with magic. Twenty worthwhile, easy-to-do effects. Postpaid, \$2.00. Hollis, Logan, O.

**QUICK PROFITS—WITH INDIVIDUALIZED Belts, Buckles, Cap Badges, Tie Holders, Uni-forms.** Choice of thousand emblems. Sure repeat orders. Easy-selling outfit offer. Write Hookfast Co., Dept. 10, Roanoke, Va. mh29

**SALESMEN—1948 CALENDAR AND NOVELTY** line ready. Buyers everywhere. Low prices. Big commissions advanced. Samples free. Consolidated-Modern Press, Inc., 329-A S. Wood, Chicago 12, Ill. ap12

## SCENERY AND BANNERS

**A NO. 1 SHOW BANNERS—FOR ALL SHOWS.** We have three good artists including the great Manuel. Chas. T. Buell & Co., Newark, O. ap12

**A REAL FLASH—SIDE SHOW BANNERS, Lobby Displays, Pen Drawings.** Order now. Showmen's Art Service, 1472 Sutton Ave., Box 35, Cincinnati 30, O. mh29

**CLOTH BANNERS, HEAVY, 3x10 FEET, \$7.25,** with Brass Grommets. Write for prices on special jobs. W. Courtney, 541 N. Longwood St., Baltimore 23, Md. ap12

## TATTOOING SUPPLIES

**A BARGAIN—50 SHEETS HAND PAINTED** Designs in all the colors on 12x14 Watman paper. Brand new by America's favorite tattoo artist. \$150.00. Red Gibbons, 1295 E. 6th St., Beaumont, Calif.

**NEW MODERN TATTOOING EQUIPMENT—**Also Diamond Pointed Engraving Outfits for carnies and store workers. Write Milt Zeis, 728 Lesley, Rockford, Ill. au9

**TATTOO OUTFITS, \$15.00 UP. ILLUSTRATED** catalog and instruction book, \$1.00. Prompt service. Miller, 433 Main, Norfolk, Va.

**TATTOOING OUTFITS AND SUPPLIES—SEND** for illustrated literature. Also Diamond Equipped Engraving Outfits for concessionaires. Moore, 651 B. S. State St., Chicago 5. mh29

**TATTOOING MACHINES—WORLD'S FINEST,** all chrome plated. Latest Design Sheets, Colors, Supplies. Best engravers. \$7.50. Needs no transformer, just plug in any light socket. Owen Jensen, 120 W. 83rd St., Los Angeles 3. my3

**THREE BEST TATTOOING MACHINES, TEN** dollars. Wagner, 11 Chatham Sq., New York, N. Y.

## WANTED TO BUY

**A-1 CIGARETTE AND CANDY VENDING MA-chines,** all other coin equipment. Mac Postel, 6750 N. Ashland, Chicago, Ill. my17

**AM BUYING EMBROIDERY WRITING MA-chines.** Send price and description to Commercial Art Products, 7645 E. Jefferson, Detroit 14, Mich. ap5

**CAN USE UP TO 50 SECOND HAND MERRY-Go-Round Horses or Animals, jumpers or sta-tionary.** Must be reasonable. Write, stating price. Young, 67 Davison St., Oceanside, N. Y.

**DRAMATIC TENT OUTFIT—COMPLETE.** With or without light plant, sound system and trucks. Give full description, don't misrepresent. State lowest cash price for quick action. Address O. J. Bach, Box 293, Ormond, Fla.

**MANUFACTURERS—I WANT NEW FAST-selling Items and Novelties direct from you.** Write Guy Hite, Kearney, Neb. mh29

**URGENTLY WANTED! REEDS FOR 12" CHINESE** Musettes. Write or wire Dick Martin, Capitol Theater, Ashland, Ky. mh29

**WANT NOVELTIES, GIFTS, PREMIUMS, SOU-venirs.** W. T. Ballagh, Nevada, Mo.

**WANT—COIN-OPERATED WEIGHING SCALES** and 5c Selective Candy Bar Vendors. Adair, 6026 Roosevelt, Oak Park, Ill. ap19

**WANTED—MERCHANDISE FOR VARIETY** and novelty store opening here soon. What have you? Send price lists, catalogs and samples to Chas. Carter, 830 1/2 State, Quincy, Ill.

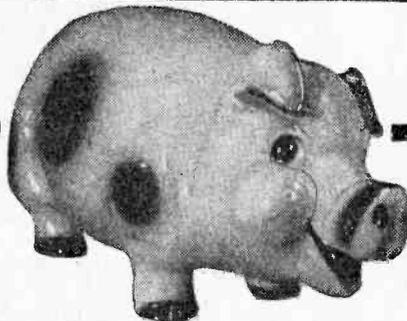
**WANTED—MERRY-GO-ROUND, TRACK MA-chine,** ready to go. Must be complete. Prefer revolving top. G. E. Nagle, 216 N. Penn St., York, Pa.

**WANTED—25 OR 50 KW. TRANSFORMERS,** Rides, Carnival Show Equipment of all kinds. Collins, Box 77, Kearney, Neb.

(Classified Ads cont'd on page 136)

## AVAILABLE NOW!

- New Improved "WHISTLER" Flying Bird ..... @ \$12.00 gr.
- Pinwheels, Aluminum Foil @ 7.00 gr.
- ORDER YOUR STOCK TODAY!!
- 1/3 Deposit, Balance C. O. D.
- F. O. B. Newark, N. J.
- DAN CAR NOVELTY CO.**
- 492 Broad St. NEWARK 2, N. J.



## GIANT PIGGY BANKS IMMEDIATE DELIVERY!

- LARGE—8" High, 16" Long**  
\$18.50 per doz. SAMPLE \$3.00
- MEDIUM—5" High, 11" Long**  
\$15.00 per doz. SAMPLE \$2.00
- SMALL—4 1/2" High, 9" Long**  
\$12.00 per doz. SAMPLE \$1.50

**LIBERTY NOVELTY CO.**  
EMIL J. KRIMSKY  
2624 So. Central Park Ave., Chicago 23, Ill.

We also carry a complete line of Mexican Feather Bird Picture Frames with Mats.  
Size 7x9 ..... \$8.00—12x20, \$38.00 Doz.  
Sample 7x9 ..... \$1.00—12x20, 3.50

**NOW! We have the GIANT bunny bank—the perfect mate for our Piggy banks.** Write for prices.

Deposit required before shipment. Cut this ad out for future reference.

## ATTENTION, JOBBERS AND DISTRIBUTORS

Write for Special Price Lists on New Inventions and Complete Line of General Merchandise.

**DIVERSO PRODUCTS CORPORATION**  
510-512 North Water Street Milwaukee 2, Wisconsin

## NYLONS

Our policy of direct sales opens an unusual opportunity for an immediate supply of lovely, much-in demand hose at right-from-the-mill prices.

### SUPER-SHEER

(slightly sub-standard) In flattering new shades.  
**\$12** Per Dozen Pairs  
Individually packed. Minimum order: 2 doz. Sample orders: 6 pairs, \$7.00.

### SHEER

First Quality. All Du Pont nylon. Individually packed.  
**\$15** Per Dozen Pairs

Minimum order: 1 dozen. Sample orders: 3 pairs, \$3.95.  
On Regular Order: 50% deposit, balance C. O. D.  
Sample Orders: Cash with order.

**IMMEDIATE DELIVERY MONEY-BACK GUARANTEE**

**J-D MILLS**  
Dept. E1, Camden, N. J.

## CARNIVAL PLASTER

Large Stock—Hardest Casting—Shipped Anywhere. Ideal assortment for **SCALES AND GUESS YOUR AGE**  
Brilliant lacquer finish—Heavily tinselled  
**LARGE 27c—MEDIUM 13c—SMALL 4c**  
Each Each Each  
Majorette, Sailor, Doll, Circus Horse, Dogs, Ship, Donald Duck, Shrine, Bird, etc.  
Many New Items—Reserve Your Stock Now!  
**1/3 DEPOSIT ON ALL ORDERS.**

## BUCKEYE NOVELTY WORKS

HIGH ST. STRUTHERS, OHIO  
**IF COMING THIS WAY, STOP AND SEE US**

## 1 STARTS YOU IN BUSINESS

**DELUXE TIES WOOL INTERLINING** COSTS YOU ONLY \$7 PER DOZ. YOU MAKE \$5 PER DOZ.  
These ties are made of genuine neckwear fabrics, resiliently constructed. Each tie has a woven label showing construction. Rapid fire \$1.00 seller.  
SEND \$1.00 for Special Introductory Offer of 2 Deluxe Ties. Postage Prepaid. Only one offer to a customer.  
**PHILIP'S NECKWEAR**  
20 W. 22d St., Dept. B-74, New York 10, N. Y.  
CATALOG COMPLETE LINE FREE.

**98c a Gross**  
20 Ass. SAMPLES, 50c. Filtration CHEESE CAPS. New, Clever, Illustrated. Retail 15¢ each. They'll play to get several kinds. Big demand. Ideal for Parks, Carnivals, Arcades, Stores, etc. Also lowest prices in U.S.A. on Bingo, Jar-o-Do and Premium Boards. Write for price list. H. EILERS, 3483 S. Grand, St. Louis, Mo. 1/12 Actual Size



**ENGRAVERS!!**  
Men's very heavy weight Bracelets, Ladies' Bracelets, Anklets. Clean up on this number! Why? Because it sells on sight! It has the brightest finish you ever saw on a cheap Bracelet. Send \$2.00 for Samples. As soon as you get Samples, you will be a customer because these Bracelets SELL! **MILWAUKEE NOVELTY CO., 224 Metropolitan Block, Milwaukee 3, Wis.**

## PLASTER

Large—each—30c. Medium—each—10c. Small—each—2 1/2 c. Good paint job!  
**1/3 DEPOSIT WITH ORDER.**  
**GILBERT'S PLASTER SHOP**  
Route 2, Florence, Alabama.  
Location—3 1/4 miles west of Florence, Waterloo Road. Telephone 570M4.

**FAST SELLING  
LEATHERETTE**

**VANITY BOXES**  
FILLED WITH  
**Delicious Chocolates**  
FOR MOTHER'S DAY



**No. 150...** Sturdy wooden box, beautifully covered with embossed leatherette in attractive two-tone blue and white. Eye-catching full color Orchid embossed on lid. Inside fully and colorfully lined with full size mirror in lid. With two pounds of fine Chocolates... only \$3.00 each. Packed 12 to case.

**No. 50...** Quality leatherette box in colorful combination of white lid and red bottom. Red rose embossed on lid in natural colors. Packed with two pounds of fine assorted Chocolates... only \$2.00 each. Packed 12 to case.

**No. 60...** Fast selling quilted leatherette book in rich brown over sturdy wooden frame to resemble book. Gilt edges to look like pages of book. Twelve ounces of rich, assorted Chocolates... only \$1.00 each. Packed 12 to case.

**PROFIT-MAKING BULK CANDIES**

Kind	Wt. Per Case	Price Per Lb.
Peanut Butter Kisses	25 lbs.	20¢
Boston Baked Beans (large)	35 lbs.	26 1/2¢
Boston Baked Beans (vendor's size)	35 lbs.	30¢
Midget Burnt Peanuts	30 lbs.	26¢
Sugar Roasted Peanuts	30 lbs.	26¢
Chocolate Dipped Peanuts	27 lbs.	38¢
Chocolate Peanut Clusters	25 lbs.	38¢
Assorted Jells	27 lbs.	22 1/2¢
After Dinner Mints	18 lbs.	30¢
Sugar Lozenges (Round & Heart Shaped, mixed)	36 lbs.	30¢
Cherry Drops (hard candy, sanded)	30 lbs.	23¢
Petite Drops (hard candy, sanded)	30 lbs.	23¢
Assorted Fruit Drops (hard candy, sanded)	30 lbs.	23¢
Mint Tiles	40 lbs.	30¢
Chocolate Drops	35 lbs.	37¢
Peanut Brittle	25 lbs.	22¢
Marmalade Jells (square), orange, lime, cherry	42 lbs.	35¢
Spice Drops	22 lbs.	32¢
Black Babies (gum drop style)	18 lbs.	23¢
Spearmint Leaves	22 lbs.	31¢
Anise Dogs (gum drop type)	32 lbs.	23¢
Satin Red Stripe Mint Pillows	28 lbs.	25¢
Chocolate Mint Patties, 1 lb., 24 to case	ea.	60¢
Chocolate Mint Patties, 5 lb. bulk boxes 6's	lb.	50¢
1 lb. Boxes Chocolates, assorted kinds, 24's	ea.	65¢
Cream Caramels, 9 lb. boxes, 6 to case	lb.	42¢
Licorice Cogs, 25 lbs.	lb.	20¢

**10c CELLOPHANE BAGS**

Practically all of the fine bulk candies offered are available in attractive 10¢ seller cellophane bags. Weight of bags 2 to 3 ounces, depending on kind of candy packed. 10 to 14 dozen to the case.

75¢ doz.  
F.O.B. Evanston

Order now from this excellent selection of money-making candy offers. All merchandise offered is of top quality and guaranteed fresh. Credit will be given those organizations listed favorably in Dun and Bradstreet. All others must remit check with orders. Samples of vanity boxes will be shipped to interested parties.

All Orders F. O. B. Evanston, Illinois

**PAUL X. BERGIN CO.** 1900 CENTRAL STREET  
EVANSTON, ILLINOIS

**BARBARA ANN**

HER CHARMING WAY  
BRINGS PROFITS YOUR WAY

- ★ 16 inches from hand to hand
- ★ 25 inches HIGH from head to toe
- ★ COTTON STUFFED
- ★ Plush Rayon Bolero Jacket
- ★ Bright Corduroy Materials
- ★ Packed six assorted per carton \$29.00 Per Doz.

★ Sample \$3.25  
25% Deposit, Balance C. O. D.

**SKEE-BING ENTERPRISES**

56 Court St. Brooklyn 2, N. Y.



Write for illustrated Spring Catalog

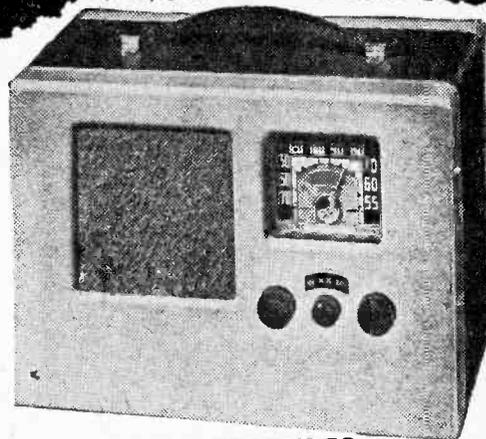
**NOW! IMMEDIATE DELIVERY! FAMOUS**  
*Monarch* **PORTABLE RADIOS**

COMBINATION AC/DC  
AND BATTERY OPERATION

No. BB. 1R7. **\$23.67**  
Each.....

RETAILS FOR \$34.95  
(BATTERIES EXTRA)

Smart, modern design, plus all the latest electronic features, make this portable the best buy on the market today!



**CHECK THESE QUALITY FEATURES**

- 3-Way Operation; 105-125 volts, 60 cycles, AC/DC or Batteries capable of 200 hours' service
- Advanced Superheterodyne circuit
- 5" Alnico V Speaker
- 4 Tubes plus rectifier
- 2-toned simulated leather luggage styled cabinet
- 8 3/4" high, 12" wide, 6 1/4" deep.

**COMPLETE BATTERY SET**

Consisting of 2 45-volt B Burgess M30 and 2 4 1/2-volt A Burgess G3 or equivalents.

No. BB1R52 Complete Kit **\$3.92** Retail for **\$5.62**

**BATTERIES ONLY**

No. BB1R50—45 Volt B Battery. Each ..... **\$1.50**  
Retail \$2.15  
No. BB1R51—4 1/2-Volt A Battery. Each ..... **\$.46**  
Retail 66¢

*N. Shure Co.* 200 W. Adams St. Chicago 6, Illinois

**"KEYSTONE" offers BIGGER VALUES in JUMBO STUFFED TOY ANIMALS!**

**OPERATORS!  
CONCESSIONAIRES!**

FEATURE ITEMS FOR THE 1947 SEASON:

**#15P**  
**\$50.00** Per Doz.  
**ALL PLUSH PANDA BEAR**  
Standing 32 inches high—18 inches arm to arm width—Sits without support.

**#9R**  
**\$80.00** Per Doz.  
**ALL FUR TWO-TONED BEAR**  
Standing 30 inches high—19 inches arm to arm width—Sits without support.

**IMMEDIATE DELIVERY!**

TERMS: 2% Discount Cash With Order. 25% Deposit With Order, Balance C. O. D. Prices F. O. B. New York, N. Y.

Write for catalogue on other items.

**KEYSTONE TOY CO.** 37 WEST 21ST STREET  
NEW YORK 10, N. Y.  
Mfr. of Stuffed Toys and Novelties

**AGENTS WANTED**

**40% COMMISSION**  
YOUR PHOTO ON GUMMED STAMPS  
**100 FOR \$2 — IN COLOR \$2.50**

Postage Stamp size—clear, permanent finish, excellent reproduction. Send any size negative or photograph • Provides individuality • Stick on letters, envelopes • A fast seller!

**PHOTO SPECIALTY COMPANY**  
P. O. BOX 117 Tel.: Newport 2243-W NEWPORT, R. I.



**ENGRAVERS, DEMONSTRATORS, FAIR WORKERS, PITCHMEN**

Baseball, Basketball, Roller Skates, Football Fobs, Carded. \$18.00 Gr. \$1.75 Doz. Ladies' Heavy Idents, \$2.50 Doz. Men's Idents, \$2.75 Doz. Heart Disc Bracelets, Heavy Link Chain, \$3.75 Doz. Large Double Heart Idents, \$3.00 Doz.

Send \$25.00 for Complete Line of Engraving Jewelry. \$10.00 for Sterling ladies' and men's Whitestone Rings.

**JACK ROSEMAN COMPANY**

307 FIFTH AV. NEW YORK 16, N. Y.



**CIRCUS, PARKS, CARNIVAL SPECIALS**

**CIRCUS**

Lash Whips	\$12.50 Gr.
Batons, RWB, with Bell	16.50 Gr.
Swagger Sticks, with Silk Tassle	10.50 Gr.
Pennants, 9x27	13.00 per 100
Spanish Hats	30.00 Gr.
Mexican Hats	26.00 Gr.
Pinwheels—The Best	9.00 Gr.
Metal Guns, with fancy holster, large	16.00 Gr.
Miniature Metal Gun and Holster	9.00 Gr.
Indian Feather Headdress	2.00 Doz.
<b>BALLOONS—ALL SIZES—LOWEST PRICES</b>	
Balloon Sticks, wood, 18"	\$.85 Gr.
Blowouts	9.00 Gr.
Sailor Hats, muslin	18.00 Gr.
Jockey Hats, red checked	18.00 Gr.

**CARNIVAL**

Super Sport Binoculars	\$15.00 Doz.
Sun Glasses, 1 doz. on card	18.00 Gr.
Felt Hat Bands, Comic	15.00 M
Large Rabbit Feet, with chain	5.50 per 100
Leis, Ass'd Colors, Large	7.20 Gr.
Leis, Ass'd Colors, small	3.50 Gr.
Rubber Balls, high bouncers	18.00 Gr.
Rubber Bands, all sizes	1.00 lb.
Rain Capes, Ass'd Colors	12.00 Doz.
Rain Coats, Ass'd Colors	18.00 Doz.
Battling Pals—Magnetic Animals	15.00 Gr.
Sabers, large	3.50 Doz.
Glove Monkeys	4.80 Doz.
Sun Hats, straw, ass'd colors	6.00 Doz.
Tropical Helmets	6.00 Doz.

**TOSS-UP BALLOONS**—Stand 22" high, three-color print ..... \$21.00 Gr.

25% DEPOSIT REQUIRED WITH ALL ORDERS.

**CHARLES SHEAR**

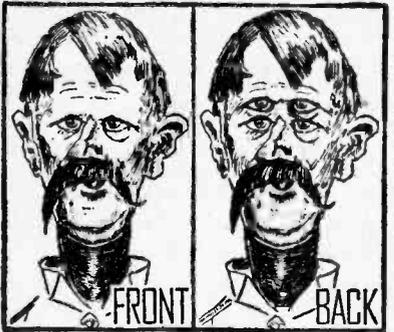
150 PARK ROW

NEW YORK CITY

BUTTONS OR PENNANTS MADE TO ORDER

**JUST OUT! SINGING CANARY**  
**Ideal for Demonstrating**  
 No. N201—Beautiful all metal bird, hand painted to represent a singing canary, perched on a stump. When water is placed in the mouthpiece and then blown you can imitate a regular canary to perfection. Makes one of the best demonstrating items which has hit the market in years. The craze this spring and summer will be the singing canary. First buyers will benefit from quick sales. A tested seller and demonstrator. A 25¢ seller.  
**Doz. \$1.80—Gr. \$21.00**  
**NATIONAL PRODUCTS CO.**  
 3-47 Unce, Lo Center, Minn.

**MIDDLE WEST BUYERS!**  
**SAVE ON TRANSPORTATION COST**  
**BALLOONS—NOISEMAKERS—NOVELTIES**  
 Squawker Balloons, Gr. \$ 3.90  
 # 4 Balloons, Mohican Gr. 1.95  
 # 8 Balloons, Mohican Gr. 4.90  
 # 315 Balloons, Mohican Gr. 2.75  
 # 418 Balloons, Mohican Gr. 3.00  
 # 718 Zeppelin, Mohican Gr. 4.90  
 Special E Assortment, Gr. 2.95  
 Special E Assortment, Gr. 5.80  
 Super 42" Balloons, Per 100 14.00  
 Water Pistols, rubber bulb, Per 100 18.00  
 Heavy Latex Play Balls—  
 8" Individually boxed, Ea. .38  
 14" Beach Balls, 2nds, but good, Ea. .69  
**SQUAWKERS ONLY** .95  
 Prompt Delivery—20% Deposit.  
 F.O.B. LaJunta.  
**ELLSWOOD DISTRIBUTORS**  
 LA JUNTA, COLO.  
 "Best Buys in the West"



**BLEERY EYED OSCAR**  
 SELLS ON SIGHT  
 Size 8 1/2 x 11 In. — Heavy Paper  
 2 Salable Samples, 50¢; 5—\$1  
 Send for quantity prices  
**MANN NOVELTIES**  
 113 S. 3RD ST. ST. JOSEPH 5, MO.

**MANN NOVELTIES**  
 113 S. 3RD ST. ST. JOSEPH 5, MO.

**Mother**  
**BROOCH PIN**  
 ● freshwater pearl  
 ● gold rolled plate wire  
 ● attractively carded  
**STOCK NAMES** . . . . . \$25 Per Gross  
 (Mother, Sister, Sweetheart, Wife)  
**ASSORTED NAMES** . . . . . \$27 Per Gross  
 (1/3 deposit on order,  
 Special Rates 5 gross lots and up)  
**DELITE NOV. CORP.**  
 166 South 9th St. Brooklyn 11, N. Y.

**GREAT VARIETY OF**  
**★ POCKET KNIVES ★**  
**Sample Assortment \$15.50**  
 (15 FINE KNIVES)  
 1/3 Deposit With Order, Balance C.O.D.  
 Price List Sent On Request  
**S. RABINOWITZ CO.**  
 108 Neptune Ave. Brooklyn 24, N. Y.

**PLASTIC BEACH BALLS**  
 Large, transparent Vinylite with var-colored Balloon Bladders. Unequaled Beauty and Sales Appeal. A spring and summer hypo for your novelty profits.  
 9-Inch, Dozen . . . . . \$ 7.20 Retail 1.00  
 11-Inch, Dozen . . . . . 10.80 Retail 1.50  
 26-Inch, Dozen . . . . . 14.40 Retail 2.00  
**SPECIAL PRICES BY THE GROSS.**  
**PLASTIC BALL CO.**  
 68 N. Venice Blvd. Venice, Calif.

**At Liberty—Advertisements**  
 5c a word, minimum \$1, maximum 50 words, cash with copy.

**ACROBATS**  
**MIDGET DIVER—DESIRES TO BREAK IN** with water act. Clown or straight. C. E. Kelley, R. 2, Wellington, Ala.

**BANDS AND ORCHESTRAS**  
**AVAILABLE—DANCERS, SINGERS, TRIOS,** Intermisionists. Summer, winter resorts. Wanted: All kinds of talent. Joseph Martone, 100 Grand. 4-3677. Waterbury 5, Conn. ap12

**COLORED BAND—"JUMP" JACKSON AND** His Columbia Recording Orch. Four and seven-piece unit. Available for dance, cocktail lounges, night clubs, theaters and ballrooms. Call, write or wire. Address: 4719 S. Dearborn, Chicago 9, Ill. Tel. Atlantic 6965. mh29

**DAVE'S GOODWIN AND HIS BAND ARE NOW** available in units of 4 to 8 pieces. Colored, for dances, cocktail lounges, theaters, nite clubs. D. Goodwin, 2606 Indiana Ave., Chicago, Ill. Phone Calumet 5689.

**FOUR-PIECE NITE CLUB OR COCKTAIL** Combo. Well organized, available June 1st. Three rhythm, tenor (clarinet, violin double), vocals. For photos, etc., write Franke Dutra, 3222 S. 9th, Tacoma, Wash.

**"JENS" D. JENSEN AND ORCHESTRA NOW** available for summer season. Seven or eight-man, commercial style, best dressed, vocals and novelties. Write 711 Minor Ave., Kalamazoo, Mich. ap12

**LATIN AMERICAN RUMBA BAND—FIVE** pieces. Play anything. Will travel. Lou Pasqual, 2243 Southern Blvd., Bronx 60, N. Y. SE-6gewick 3-5106. mh29

**ROY SANDERS' SOCIETEERS—UNION, 8 TO** 12 men. Can use reliable agent. Commercial type band playing club dates and jobbing. 1017 N. 9th St., Reading, Pa.

**TRIO—PIANO, BASS, GUITAR. DANCE, VO-** cals, entertainment. Ideal for lounge or small club. Girl Vocalist available if four desired. For details, communicate Box C-173, Billboard, Cincinnati 1, O.

**CIRCUS AND CARNIVAL**

**CLEO RENEE ANNEX ATTRACTION—** Strong but refined act. A-1 looks and smart wardrobe. Cleo Renee, My "O" My Club, West End, New Orleans.

**FRANCENE—HALF AND HALF FOR ANNEX.** Beautiful wardrobe, A-1 appearance, experienced. Francis Lee, My "O" My Club, West End, New Orleans, La.

**MAGICIANS**  
**★ AT LIBERTY—VETERAN. CARNIVAL OR** small tent shows, no one niters. Magic, fire, escapes, mental. Wife assistant. Twenty years' experience, capable and not afraid of work. Willing to handle top, lecture or work front. George L. Hershley, Box 64, Dearborn, Mich. 131/3/22

**MAGICIAN, VENTRILOQUIST—RAG PICTURE** Artiste, 514 Kreitzer, Bloomington, Ill.

**MISCELLANEOUS**  
**AT LIBERTY—HANDWRITING ANALYST,** male, age 34, single, prefer newspaper advertising promotions or night club work. Available after April 5th. All offers considered, go anywhere. This is strictly character analysis from handwriting, not fortune telling. Ennis Riggins, 482 Washington St., Atlanta, Ga.

**BEAUTIFUL GYPSY CREOLE PALMIST—AGE** 30, wants work in colored club or show. Can also do half and half parts. Wire Rose Davis, Avella, Pa. Phone Avella 2575.

**★ EXPERIENCED RADIO AND STAGE PER-** former in Western and hillbilly role. Electric Spanish guitar in take-off and rhythm. Lead singer. Capable and have equipment to manage Western act. Age 25. Reliable, sober, veteran, married. Prefer working out of radio station. For further information write Fred Rascoe, Grove Ave., Painesville, O. 132/3/22

**FEMALE IMPERSONATOR—SINGING AND** Talking Female Voice, etc. Interested persons write to me. Ted Lane, 127 1/2 S. Fulton, Wauseon, O. ap5

**★ RADIO ANNOUNCER, ARTIST—27. ONE** year broadcasting experience. Desires position anywhere USA. Willing to start at small station. Wrote, produced own radio show in addition to announcing. Good education, some college. Graduate Cleveland's WGAR School of Broadcasting and Army Radio School. Voice recording, photographs available. Write, wire collect, Howard Johnson, 7217 Hough Ave., Cleveland 3, O. 133/3/22

**RADIO AND STAGE UNIT—COMIC, MAGIC,** novelty washboard entertainer. Scrubboard Wallace, 2205 Bellefontain, Indianapolis 5, Ind. mh29

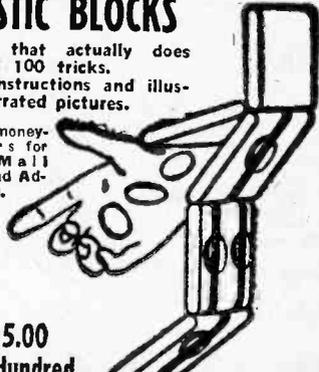
**★ TALKER, 1ST OPENER—PLENTY EXPERI-** ence side show, midset show. Have own transportation. Sober, steady, reliable. State all in first letter. Box C-159, Billboard, Cincinnati 1, O. 129/3/15

**VERNON HOFF—FEMALE IMPERSONATOR.** Sophisticated comedy singer. Specialty dancer. Pictures on request. Write now. Vernon Hoff, Rae, Cleveland, O. mh29

(Classified Ads cont'd on page 138)

**TARGET BALLOONS**  
 #30—Inflate 42"  
 All Red—50 to Box  
**11¢ ea.**  
 #22—Inflate 22"  
 All Red—100 to Box  
**8¢ ea.**  
 No less than 300 sold. All heavy rubber. Guaranteed firsts. Deposit on all orders.  
**H. HALSBAND**  
 242 Fourth Ave., New York City  
 Rm. 802 Phone: Gramercy 5-8421

**LOOK LOOK LOOK**  
**PITCHMEN, DEMONSTRATORS**  
**MYSTIC BLOCKS**  
 Puzzle that actually does 100 tricks. With instructions and illustrated pictures.  
 Great money-makers for Stores, Mail Order and Advertising.  
**\$15.00 Per Hundred**  
 Send 25c for Sample  
**MYSTIC BLOCK CO.**  
 2942 So. Lyndale Ave., Minneapolis 8, Minn.

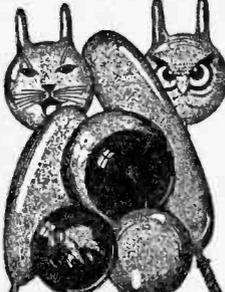


**GUND PLUSH ANIMALS**  
 Hottest Thing in 1947 for Concession Trade!  
 A Real Flash Assortment of the Best in PLUSH!  
**PANDAS** | **TEDDY BEARS** | **ELEPHANTS**  
 Black and White | Yellow and Brown | Grey and White  
 Each Comes With Attractive Bow Tie—3 Sizes.  
**10", \$16.50 Dz.; 12", \$24.00 Dz.; 15", \$33.00 Dz.**  
 1/3 Deposit, Balance C. O. D. IMMEDIATE SHIPMENT.  
 Gund Plush was Big Flash Item at Eastwood Park, Detroit, in '46—Used by Frank Hamilton and Wish Brothers.  
**SPECIAL SAMPLE ASSORTMENT of Each Item—9 Pieces—\$18.75.**  
 (Individual Samples—10", \$2.00; 12", \$3.00; 15", \$4.00.)  
**WRITE, WIRE OR PHONE**  
**PROGRESSIVE MERCHANDISING CO.**  
 12830 Linwood Ave. Phone: Townsend 8-7685 Detroit 6, Mich.  
 ABE LAPIDES, Mgr.

**SPORS**  
**25TH ANNIVERSARY FREE!**  
**Wholesale Catalog.**  
 For Agents and Salesmen  
 The experience of 25 years in wholesaling and distributing is displayed in our Big New 1947 Wholesale Catalog. This is our Silver Anniversary Number. It will be brimful of thrilling sellers, over 3000 powerful money getters and timely selling ideas. Send for a copy now.  
**SPORS CO.** 3-47 Lamont LE CENTER, MINN.



**IMMEDIATE DELIVERY FIRST QUALITY ONLY**  
**BALLOONS**  
 OUR PRICES LOWEST ANYWHERE  
 #5 Round, Asst. Colors . . . . . Gross \$1.75  
 #6 Round, Asst. Colors . . . . . Gross 2.25  
 #7 Round, Asst. Colors . . . . . Gross 3.00  
 #9 Round, Asst. Colors . . . . . Gross 5.00  
 #11 Round, Asst. Colors . . . . . Gross 6.00  
 #418 Airship, Asst. Colors . . . . . Gross 2.50  
 #15 Kat Head, Large Ears . . . . . Gross 10.50  
**MINIMUM ORDERS—5 GROSS.**  
**25% DEPOSIT WITH ALL C. O. D. ORDERS.**  
**PARKER PRODUCTS** 3 East 19th Street NEW YORK CITY



**CARNIVAL SPECIALS**  
**NEW LOW PRICES**  
 Swagger Canes, Asst. Colors. Per Gross \$ 9.60  
 Hawaiian Lels, Asst. Colors, 3/2 Gross to Case. Per Gross . . . . . 3.75  
 Whips, Per Dozen . . . . . 2.00  
 Snakes on Sticks, Per Dozen . . . . . 1.75  
 Hat Bands, Per 1,000 . . . . . 16.00  
 Base Balls, Per Dozen . . . . . 2.00  
 Pin Wheels, Asst. Colors, Per Gross . . . . . 7.00  
 Squeakers, Per Gross . . . . . 1.25  
 Combs, 5", 2 Gross to Carton, Per Gross . . . . . 2.75  
 Jumbo Piggy Banks, Per Dozen . . . . . 18.00  
 25% Deposit—Balance C. O. D.  
**SNYDER SALES**  
 804 W. Roosevelt Rd. CHICAGO 8, ILL.

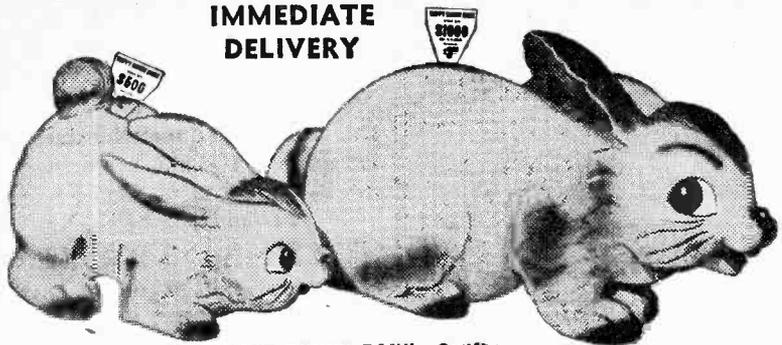
**SLUM BALLOONS**  
**Bingo & Premium Merchandise**  
 WRITE FOR OUR 1947 PRICE LIST.  
**M. A. SINGER CO.**  
 2125 COMMERCE DALLAS 1, TEXAS

**98c a Gross**  
 20 Asst. SAMPLES, 50¢. Filtration CHEESE CAPS New, Clever, Illustrated. Retalls 15¢ each. They'll play to get several kinds. Big demand. Ideal for Parks, Carnivals, Arcades, Stores, etc. Also lowest prices in U.S.A. on Bingo, Jar-o-Dice and Premium Boards. Write for price list.  
**H. EILERS, 3463 S. Grand, St. Louis, Mo.**  
**WOLFESS**  
 1/12 Actual Size



# GIANT BUNNY AND PIGGY BANKS!

IMMEDIATE DELIVERY



BE FIRST WITH THE GIANT BUNNY BANK. Comes in White, Gray, Pink or Yellow Base Colors. Red Cheeks and Tongue in Glazed Porcelain Finish. Attractive display card with each shipment. 1/3 Deposit, Balance C. O. D., F. O. B. Chicago. PACKED IN INDIVIDUAL CARTONS. WE GUARANTEE THESE BANKS TO BE THE LARGEST AND MOST BEAUTIFUL EVER MADE.



## MEDIUM SIZES

6 1/2" High—10 1/2" Long.

**\$18.00** DOZ.

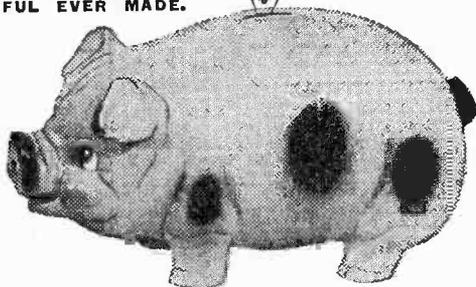
HOLDS \$500 IN COIN.

Sample, \$2.00.

## SPECIAL OFFER

EXTENDED THRU APRIL

We will prepay freight on any order 3 Doz. or over.



## LARGE SIZES

9" High—17" Long.

**\$24.00** DOZ.

HOLDS \$1000 IN COIN. Sample, \$2.50.

Jobbers and Salesmen Wanted!

Advertising Mats Free on Request.

## MAGIDSON BROTHERS

30 W. WASHINGTON

CHICAGO 2

# SENSATIONAL NEW GIANT PIGGY BANK

HOLDS \$1000 IN COIN

LARGE AS A WATERMELON!

HAND PAINTED

SIZE 8 in. High 16 in. Long  
Cork Opening in Base

RETAIL **\$3.98** Each

Your Cost—\$2.00 Each in One Doz. Lots. Individually Boxed

RUSH \$3.00 for Sample



"THE CHAMP"

Made in U. S. A.

Copyrighted

## IMMEDIATE DELIVERY!

Comes in Pastel Colors of Pink, Blue and Cream. 1/3 Deposit with Order, Balance C. O. D., F. O. B. Chicago. Open Territories for Live Jobbers—Act Quick!

NATION-WIDE MERCHANDISE CO.

Dept. B-5

64 W. Randolph St., Chicago, Ill.

The new sensation that's sweeping the nation ... the

# COCKTAIL BRACELET

**\$12.50** PER DOZEN



Exact replica of the solid gold diamond and ruby cocktail bracelet... studded with rhinestones.

These unusual items with the beautiful adjustable mesh band are available in highly polished 24K pink gold plate.

**\$144.00** Per Gross

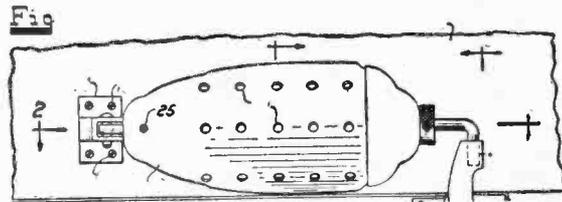
MINIMUM ORDER ONE DOZEN

25% DEPOSIT WITH ORDER, BAL. C. O. D., F. O. B. PHILADELPHIA.

## MORRIS GOLDENSTUK

310 Washington Square Bldg.  
7th and Chestnut St.  
Philadelphia 6, Pa.

AGENTS SALEMEN DEMONSTRATORS  
HERE IS YOUR GREAT OPPORTUNITY



## DOOR-CHECK AND DEODORIZER

A Quality Double Action Combination.

Completely Automatic.

A Necessity for Every Rest Room.

Bone-Dry Vapor.

Laboratory Tested.

Scientifically Correct. Refillable and Easy to Attach.

Entirely Worry-Free and Guaranteed.

## UNIVERSAL DOOR-CHECK DEODORIZER, INC.

320 E. LARNED

DETROIT 28, MICH.

# CARNIVAL — CIRCUS — PARK SPECIALS

12 INCH FUR MONKEYS — BRIGHT COLORS.....\$ 6.75 Per Dozen  
RUNNING MICE ..... 15.00 Per Gross

## RODEO

Whips (Long Lash) .....	\$13.50 per gross	Gene Autry and Roy Rogers	\$20.00 per 1000
Lancaster Bell Batons (R.W.B.)	19.50 per gross	50-L Buttons	17.50 per 1000
Metal Gun and Holsters .....	13.50 per gross	50-L Rodeo, Circus, Comic, Flag	40.00 per 1000
Miniature Gun and Holsters...	7.20 per gross	70-L Rogers and Autry Buttons	3.50 per 100
Metal Western Jewelry Pins—		70-L Circus and Comic .....	32.50 per 1000
large assortment .....	2.00 per dozen	Circus and Rodeo Pennants ...	13.00 per 100
	22.50 per gross	Indian Feather Headdress ...	2.50 per dozen

## CARNIVAL

Robin Hood Hats .....	\$13.50 per gross	46-L Comic Buttons (pins	\$10.00 per 1000
Small Hat with Feather .....	7.20 per gross	Inserted)	10.00 per 100
Dinky Hats .....	10.80 per gross	4 Inch Comic Buttons .....	10.80 per 100
Large Hawaiian leis .....	6.75 per gross	Swagger Sticks .....	10.80 per gross
Small Hawaiian leis .....	3.50 per gross	Lead Wedding Rings .....	.75 per gross
Comic Hatbands .....	1.75 per 100	Cloth Bow Flags .....	1.25 per gross
	16.50 per 1000	Lead Slum, large assortment...	1.50 per gross

## PARKS

Yacht Caps .....	\$27.00 per gross	Plastic and Foll Pinwheels ...	\$ 7.00 per gross
Sailor Hats .....	19.50 per gross	Heavy Maple Walking Canes...	66.00 per gross
Belt Boonie Caps .....	24.00 per gross	Heavy Maple Swagger Canes..	36.00 per gross
Felt Crew Caps .....	36.00 per gross	Jacko Monks .....	12.00 per dozen
Felt Baseball Caps .....	24.00 per gross		

WE TAKE ORDERS FOR SPECIAL PENNANTS AND BUTTONS

1/3 Deposit With All Orders

Write for Catalog

## KIM & CIOFFI

916 ARCH ST. (Phone No. Market 7-9230) PHILADELPHIA, PA.

# Highest Quality WRIST WATCHES at Lowest Prices!

Beautiful Rhinestone Set Men's and Ladies' WRIST WATCHES

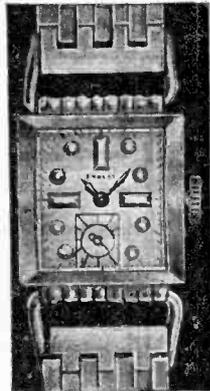
Look Like Diamonds! Smart—Fast Selling—Profitable!

7 Jewel \$14.95 17 Jewel \$19.95

With leather strap

Rated Firms—Open Account Firms Not Rated Require 25% Deposit—Bal. C.O.D.

WHOLESALE ONLY



- Fine Swiss Movement
- 10 K RGP Top—Steel Back
- Assorted Dials with Red Rubies • Green Emeralds • Blue Sapphires • White Rhinestones.

7 Jewel with Gold Filled Expansion Band and Gift Box **\$18.40**

17 Jewel with Gold Filled Mesh Bands and Gift Box **\$24.45**

WRITE FOR FREE CATALOG—ORDER TODAY

MIDWEST WATCH CORP.  
5 S. Wabash Avenue—Chicago 3, Ill.

MEMBER — JEWELERS BOARD OF TRADE

### CONCESSIONAIRES

We carry a large selection of Dolls, Plush, Stuffed Toys, Swaggers, Batons, Flying Birds, Whips, Balloons, Felt, Hats, Hawaiian Leis, Comic Hat Bands, Fur Tails, Plaster, Baseballs, also a complete line of Slum.

WRITE FOR PRICE LIST

### CARNIVAL NOVELTY CO.

714 BROADWAY, NEW YORK 3, N. Y.  
CRamercy 7-1798

### CARNIVALS! HERE'S A "NATURAL"

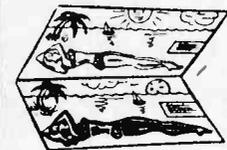


LOOKS LIKE EXPENSIVE COSTUME JEWELRY, YET COSTS ONLY \$2.50 PER DOZEN

You haven't seen anything with such eye-value and real-value in years. You couldn't wish for more! Simulated metalized plastic creation in all the Signs of the Zodiac. Each brooch is a different sign, on card describing birth path and date.

Colored display, showing all Zodiac Signs with each order.

FOUR STAR ORNAMENT CO.  
585 EIGHTH AVE. NEW YORK, N. Y.



### LULU NEWEST FLASHIEST SOUVENIR NOVELTY

LULU will bring out the oh's and ah's—and will the boys buy her! LULU is really sharp—11 inches long—beautifully sculptured in colorful plastic. LULU is a combination EYE OPENER and ENVELOPE OPENER. She's pleasing and practical AND IRRESISTIBLE! Beach and Resort Concessionaires need this new money maker.

SEND \$1 FOR A SAMPLE PAIR OF LULUS IN ATTRACTIVE FOLDER AND PRICE LIST ON THIS FAST SELLING BIG PROFIT ITEM.

PLEASING PLASTICS  
243-A METZ AVE. AKRON 3, OHIO

### ATTENTION!!

### JEWELRY ENGRAVERS!!

We are offering attractive styles in ENGRAVING Pins, Bracelets, Anklets, etc. LOW PRICES!! IMMEDIATE DELIVERY!!

MAJESTIC BEAD & NOVELTY CO.  
307 Fifth Avenue New York 16, N. Y.

### CLOCKS

ELECTRICAL APPLIANCES  
Silent Flame Table Lighters. Also General Merchandise. Everything at low prices. No phone or mail.

WORLD TRADING CO.  
37 W. 23d St. N. Y. C.

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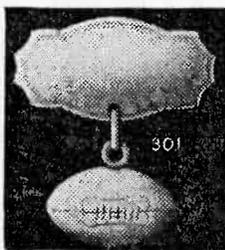
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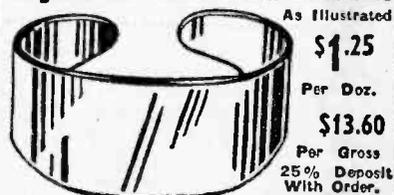
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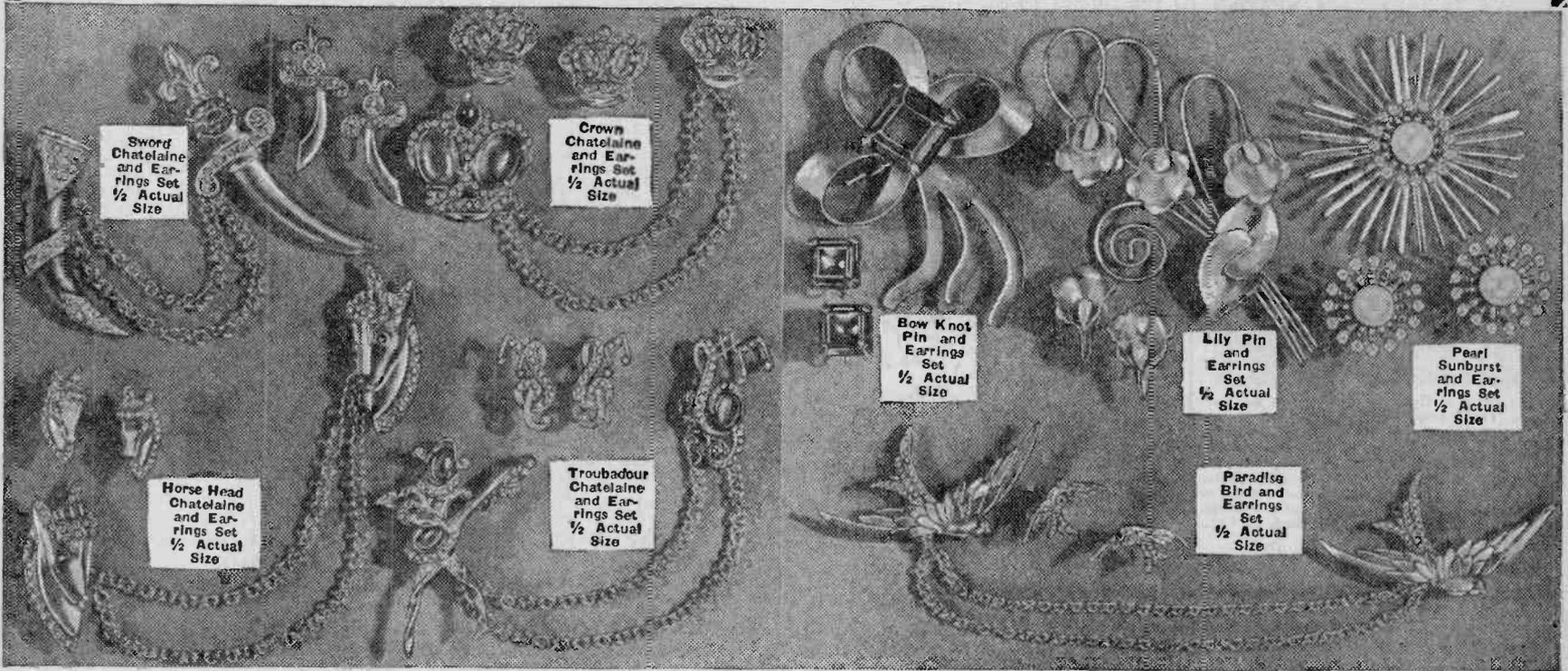
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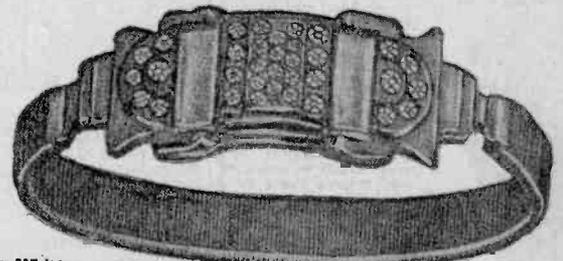
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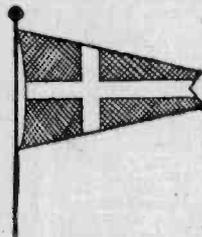
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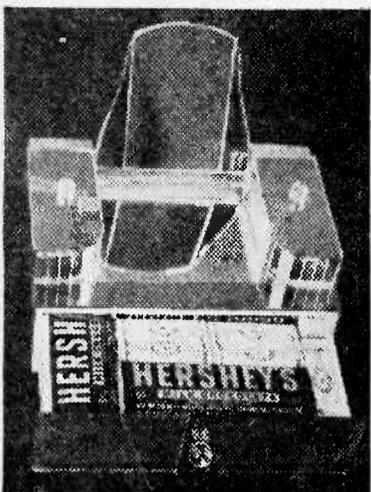
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Feller, Clifford
Feller, Whitney
Ferguson, McD.
Finn, Toby
Fisher, Geo.
Fisher, Sam
Flanagan, J. W. Pat
Forster, Jack
Fortner, C. E.
Fowler, Wm. L.
Frank, Jack I.
Gemek, Jack
Gardner, Mrs. E.
Gee, R. H. Kentucky
Gennusa, B. C.
Genty, J. D.
Gibson, Earle M.
Gilliam, E. H.
Gilliams, J. J. (Girl Band)
Gillis, Eddie
Gilly, Ralph
Girouard, Mrs. Alva
Goad, J. G.
Goldberg, Max Red
Goldwin, Mickey
Gordon, Bobby
Gordons, Diving
Gorman, Johnny (Polock)
Gordon, Russell
Goss, Robt. L.
Gould, Mrs. A. H.
Graham, Geo.
Gray, Gerald (Devil Show)
Greenwood, Jimmie
Gregory, Chester
Grover, Robt.
Gura, Andrew S.
Hackman, Otis
Haddix, Benny R.
Haig, Lee Edwards
Hall, Jos.
Hamilton, Jack R.
Hammerhead
Hammond, Carl J.
Hansford, Alice
Hard, Dick
Hard, Richard
Harkey, Homer
Harper, James E.
Harr, Geo.
Harris, Ray
Harris, Red
Harris, Tom
Harrison, Mrs. Rosalind
Hartzog, Mrs. H. W.
Haven, W. J.
Hawks, Miss Pat
Hay, Henry
Hays, Bill
Healton, J. P.
Hedcock, Carlton
Helton, Jean
Hester, Cordia (care J. Boley)
Hilburn, Dick (Showman)
Hill, Bob Shin
Hill, Leonard
Hilton, Mrs. J. E.
Hinckley, Eva
Hitchcock, Ernest V.
Hodge, Bert
Hodges, Mrs. Elsie G.
Holt, Leslie
Hood, Deforest
Inarity, Merritt
Irwin, Capt. J. G.
Jackson, Jerry (Operator)
Jackson, Ralph or Jerry
Jennings, Levon
Jennings, Lucky
Jenson, Ralph P.
Jerigan, Joe
Johnston, Rudy
Jones, Howard
Jocky
Kaintroff, Morris
Kane, Irma
Kaplan and Bloom
KeMen, Paul Preacher
Kelly, Edith
Kelly, George
Kelly, Lewis A.
Kelly, Toby
Kelly, Ray
Kerr, A. Sylvester
Kettering, Earl (Drome Rider)
Kile, Floyd
Kimmer, Mrs. Marvin
King, A. J.
King, John W.
King, Marjorie
Kirby, James E.
Kitchens, Josh
Kitchens, Tate
Koehler, John Edward
Koelzer, Emma
Kora, Sybell Damron
Krooner, R. A.
Krug, John A.
Kuba, Andy
Kurz, Alfred
LaSalle, George S.
LaVerre, Cherece
Laswell, George
Lakanski, Jack
Larrington, Mrs. Roy
Lauther, C. J.
Lavals, The Flying
Layton, Frank
Leach, Fred (High Diver)
Lee, Ah-San
Lee, Flo M.
Lechini, Frank
Lepage, Bertio
Lewis, A. W.
Lewis, Doc
Lewis, E. L.
Lieberknecht, George
Lindsay, Cecile
Little, James Arthur
Little, Lillian
Little, Mrs. Louis
Littlefield, Jack & Stella
Litvin, A.
Litzenburg, John
Livingston, Earl
Lock, Bobby
Logan, Harry F.
Lony, Axel C.
Ludwig, Arthur
Lynker, Robert
Lynkhurst, Harold
McCann, Gerald
McClain, Richard (Big Mac)
McClausin, B.
McCool, Sybell or Oliver
McDaniel, Daniel Elmer
McDonald, Charles H.
McEwen, Harold
McGinley, Horace G.
McMullin, William J.
McNally, Donald H. Show
Maddox, Raymond C.
Madison, Nellie
Mageski, Alfred Edward
Maizis, Clifford
Malman, M.
Manning, Jack
Marks, Alice
Marsh, Jesse B.
Marshall, Ray
Martens, Hansley
Martin, Clarence
Martin, E. B.
Martin, Harry
Martin, John J.
Martin, L. E.
Martini, Tony
Martin, William E.
Mason, John H.
Mathews, Pat
Matthews, Sport Maurice and Andrea
Mays, L.
Mead, Elmer
Meenan, John M.
Mercy, Dorothy
Meredith, Mrs. Pat
Merfield, Howard
Metzner, Martin
Meyers, Fred
Michell, Robert
Middlestetter, Jess A.
Miles, Charles
Miller, Mrs. Billie
Miller, Mrs. C. J.
Miller, Marie
Mitchell, Tommie S.
Mitchell, Glenn W.
Moberly, Glenn W.
Montello, James
Moore, J. Walter
Morgan, Janice
Morgan, Max
Morgan, Ted
Morgan, Willard C.
Morrison, Theodore Ted
Murphy, D. F.
Murphy, Pat
Nairne, Chet
Neal, Ruby
Nelson, William
Netts, A. L.
Newby, Clifford
Newman, Danny
Nickola, Miller
Nixon, James
Noe, E. L.
Noell, Robert
O'Hara, Joseph P.
O'Hara, Joseph T.
Olson, Ole
O'Neill, Richard
Orchard, Leroy
Osborne, W. E.
Osbourne, Walker
Owens, Altamae
Painter, Harriette
Palmer, Joe
Pamplin, Harry
Parley, Clonia
Parrish, Dale
Parrish, Katy
Parry, Frank
Parsons, John L.
Pattie, Robert
Payton, H. P.
Pedro, John
Pender, Herbert B.
Pennin, Frederick G.
Perlmans, Sandy
Perry, Capt. Jack (High Diver)
Pitchios, George E.
Potter, Mrs. M. C.
Purcell, Opal
Putney, Earl
Randall, Harry
Reed, Ted
Rees, Chester
Regal, Johnny Show
Reynolds, P. C.
Phelan, Peter
Rhodes, Bea Dusty
Philipson, G.
Rice, Cecil
Rice, The Silk King
Ridings, Mrs. W. T.
Piper, Ray
Robbins, John M.
Robinson, Harry
Rogers, Teddy
Rogers, Tom C.
Poole, Mrs. Forrest D.
Potter, W. S.
Pounds, Clarence
Rahn, Edw. P.
Raub, Margaret Marie
Ray, Billie Mayetta
Rayette, Ray
Reed, Fred and Dorinda
Reed Jr., William Hugh
Renfro, Toby
Richardson, Woodrow
Riley, Mrs. F. A.
Ristick, Annie
Rochman, Ethel
Kathamegos
Rogers, Jack
Rogers, Jack
Rolley, Eflus Joe
Rorabaugh, H. E.
Ross, Peter
Rossi, Joe (Bandmaster)
Russell, Mrs. F. M. Mildred
Rounds, Leonard J.
Routons Dogs
Rowe, D. V.
Rucker, E. H.
Russett, William H.
Rutherford, Donald
Safford, C. W. Scotty
Sanders, Mildred
SanFratello, Joseph
Savage, Emile Peg
Savazzi, Regina Rhea
Sawyer, Mrs. Loyd
Sawyer, Fred
Schaefer, William
Schiffeljung
Schuch, Clarence J.
Schultz, Frances
Schwartz, Hermon Jew
Scott, Wiley B.
Scover, Lester
Seigel, Doc
Seigrist, Babe
Sciortino, Dorothy
Sellers, Jackie
Scofield, Ed Blackie
Sechret, Claude
Sellers, Sophie
Sellers, W. J. Bill
Sergent, Bill William
Service, Eddie
Shaffer, Billy
Shaffer, James
Shea, Jack
Shepard, N.
Shernski, Harry
Shoemaker, M. E.
Siegrest, Billy Troupe
Siger, James
Simmons, Lillian R.
Simons, Homer
Sinko, John
Slovin, Cy
Smith, Alvan Poppa
Smith, Andrew E.
Smith, Bradley Aloie
Smith, Charles Earl
Smith, Edna F.
Snider, Pearl
Southeastern Shows
Spears, Eleanor
Spencer, Arthur
Spiller, Albert
Spradley, Frances
Staber, Fay
Stack, Dick & Marie
Stack, P. G.
Stack, William
Staggs, Manuel Aaron
Stahler, Fred
Stallings, Rip
Standell, Neidham E.
Stanley, Robt. G.
Star, Hedy Joe
Starrs, Four Flying
Startup, C.
Stefanski, Kathy
Stein, Tom F.
Stierlen, William
Stockberry, J. E.
Stophel, W. R.
Stover, James M.
Strahl, Coleen
Stratton, Lou Greek
Straw, Chester F.
Strong, Carl
Sturgeon, Leslie
Stutz, Jim
Sunburn, Mary
Swain Shows of Texas
Swanson, Carl
Swartzlander, Lonnie
Sword, Jack W.
Tate, Rufus Lee T. & T. Amusement Co.
Taylor, John
Taylor, Lucille
Teple, Maurice
Thompson, Earl
Thrush, Paul Eugene
Tipping, Elmer
Tilley, Herman
Treadwell, J. C.
Trimble, H. I.
VanArsdale, Charlie
Vandergrift, Karl F.
Varner, Grant E. Tex
Vaughn, Larry
Vaughn, Mona
Vito, Cerrone
Volin, Mrs. Wm.
Wade, R. L.
Wahle, Ches (Orchestra)
Wahl, Dorothy
Walt, Kenneth R.
Walker, Arthur
Walker, George W.
Ward, Kathryn
Wasso, Ralph and Bob
Watts, Penny Lee
Weaver, Carl
Webb, Amos
Webb, Gloria Fay
Webb, Thomas Owen
Wells, Robert J.
Westfall, Mildred
Whately, L. E.
White-Fawn, Princess
White, Luther
White, Richard
Whitefeather, Joe
Whittica, Pee Wee
Wilkinson, Al
Wilcott, Bill
Wilson, Elwood
Wilson, Loyd Mickey
Williams, C. E. Chick
Williams, Charles
Williams, Jim (Magician)
Williams, Lega
Williams, Ruby
Wills, Paul V.
Wilson, O. H.
Winters, Ann and Jerry
Wolf, Norman C.
Wood, Paul
Woods, Jackie
Wray, A. V.
Wright, Donald Dade
Zeke, Ernest
Zimmerman, Corky
Zimmerman, Tini
Zulicka, Princess

THE ORIGINAL DRINK-UP DUCK



Thrills Kiddies Entertains Guests A Tonic for Patients

\$24.00 Per Dozen 21.60 Per Dozen in Gross Lots 2.50 Sample Enclose Checks with Orders for Prompt Shipments.

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BUBBLE GUM Made in U.S.A.

Stick Type, Packed 5 Sticks to Envelope, 100 Envelopes to Box. Per Box \$3.75 Chicklet Type, 240 Count. Per Box 1.00

ROLL CAPS Best Grade

5 Rolls to Pkg. (250 Shots), 60 Boxes to Carton. Per Carton \$2.00 Flat Cap, Packed 72 Mammoth Caps to Package, 144 Packages to Carton. Per Carton 3.50

BALLOONS

#14 Cat Head, Printed Per Gross \$9.50 #7 Round, Asst. Colors 3.50 #5 Round, Asst. Colors 1.80 #418 Airship, Asst. Colors 3.00 T30 Target, Each .10 50% Deposit With Order, Balance C. O. D., Certified Check or Money Order.

New England Novelties 74 Hanover St. BOSTON, MASS.

MEN'S HIGH GRADE RECONDITIONED WATCHES

ELGIN AND WALTHAM 12 & 18 Sizes 18 Size 7J. \$12.00\* 7J. \$ 9.50\* 15J. 14.00\* 15J. 10.50\* 17J. 16.00\* 17J. 12.00\*

No. 540 Waltham and Elgin Wrist Watches 7 Jewel \$11.50\* FINE NEW CASES and DIALS - 25% with order, balance C. O. D., or send full amount and we pay postage. SEND FOR FREE ILLUSTRATED CATALOGUE of watches and jewelry. Expert Watch repairing and rebuilding. All work guaranteed.

Make your old watch look like new. Send your watch for free estimate. \*Add 10% Fed. Tax to these prices. 104 Canal St., Dept. B-4 Kane Watch Co. New York 2, N. Y.

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Cross Lots 39¢ Each (35¢ each, lots of 8 gross or more) Skillfully made from one-piece, Stainless Aluminum. Compact, light, sturdy. Send Cash with order and save C. O. D. and delivery charges. Money back in five days if not satisfied. Lubricants, Inc. 916 FIFTH AVE. N., BIRMINGHAM, ALA.

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**REAL MONEY MAKER—EVERYBODY USES**

**Trim-Rite Hair Trimmers**



TRIMS HAIR AS IT COMBS

CARDER AND BULK TRIMMERS NOW READY FOR IMMEDIATE DELIVERY.

DOZ. MOUNTED ON ATTRACTIVE EASEL COUNTER DISPLAY CARD.

GROSS—12 Cards, Each Card

Enveloped .....\$18.50  
Sample Card ..... 1.75

GROSS—BULK TRIMMERS..... 17.50  
Sample Doz. .... 1.50

Completely assembled with blades—Illustrated direction circular with each Trimmer.

CASH ORDERS SHIPPED PREPAID.  
25% DEPOSIT UNLESS RATED.

**TRIM-RITE COMPANY**

NEW KENSINGTON, PA.

Gartner, Stella  
Garver, Maynard  
Girley, Mrs. N. A.  
Green, Cissie Ellen  
Gunderman, Emily  
Hillary, Gress  
Holt, Jack  
Horan, Joseph & Edith

Huffman, Harry W.  
Ibberson, Josephine  
Jackson, James A.  
Joyce, Joan  
Kasian, Barthly  
John  
Kellerman, Markus  
Kelley, Harry

King, Mikie  
Lapin, Mrs. Fritz  
(Olya)

Lanouette, W. R.  
Laurello & Frisco  
Lawton, Danny  
Libitz, Steve  
Lomas, Aubrey  
Lyons, Bayne  
Malone, Brad  
Marshall, Dan  
McDonner, William  
McPherson, R. A.  
Nazzo, Joseph  
Patler, Albert  
Peterson, Marie S.  
Pias, Stanley J.  
Renny, R.  
Reynolds, Joe  
Rizzo, Joe  
Roberts, Thomas J.  
Rose, The  
Ross, Abner  
Ross, Anthony  
Ross, Harry  
Ryan, Mrs. A.  
Scott, John  
Sinitzen, Olya  
Smith, William  
Bradley

Aldrich, Dee  
Allen, William H.  
Alexander, G. C.  
Baldwin, W. J.  
Barro, Theodore  
Beckner, Cecil  
Bell, Bill  
Brown, Irvin  
Carter, John E.  
Chavanne, James  
Clarkson, Alfred  
Coley, Mrs. J. J.  
Cook, Frederick H.  
Cornwell, Sammie  
Cronin, Dennis J.  
Crowell, Adolph K.  
Dailey, Miss  
Juanita R.

Thorne, T. R.  
Tracie, Jean  
Valaire, Valerie  
Ventry, Alice  
Villano, Ralph  
Walker, Jack  
Wallace, Frank  
Ware, Frank

Wedge, H. C.  
Wilt, Paul F.  
Winnie, Dave  
Winwood, Estelle  
Wood Sr., Ralph  
Marsill  
Yeager, Charles

Luck, W. J.  
McWaren, Horace  
McGregor, Harold  
LaZellas, Aerial  
Mack, M. M.  
Majyeski, Polly

Meredith, Mrs. Pat  
Miller, B. E.  
Miller, Carlos  
Miller, Chuck & Bette Anna  
Nelson, John B.  
O'Laughlin, R. J.  
Powell, Henry  
Ramanaski, Alfons

Robertson, Richard Charles  
Root, Jack A.  
Servis, Edward F.  
Schemel, Lloyd  
Schmidt, John J.  
Schmidt, Paul & D.  
Smith, Corda  
Smith, Otto  
Smith, Wm. D.  
Villemarie, Mrs.  
Walker, Paul  
Webb, Ted  
Whiteside, A. R.  
Whyte, Carl  
Williams, Jack  
Yelton, Mrs. Ann

**MAIL ON HAND AT ST. LOUIS OFFICE**

390 Arcade Bldg.,  
St. Louis 1, Mo.

Golder, Frank  
Gowdy, Pamela  
Green, Charles D.  
Harris, Albert J.  
Harris, Edmond E.  
Harvey, Henry F.  
Harvey, Charles  
Hensley, Carlis W.  
Hermann, A. J.  
Hinkston, Charles E.

Hodgini, C. L.  
Housells, Robert  
Hutson, Henry  
Jolaiston, Everette  
(Arkie)  
Kearns, Paul J.  
Kelly, Lewis A.  
Kennedy, Charles B.

**MAIL ON HAND AT CHICAGO OFFICE**

155 No. Clark St.,  
Chicago 1, Ill.

Allen, Mickey  
Anerill, Wm. G.  
Arger, Tom  
Askerin, E.  
Barza, Thea  
Barksdale, Rudy  
Berry, F.  
Bowen, Estelle  
Bushman, Beverly  
Edgington, Cecil  
Peak, Stephan  
Hanley, Bert  
Harvey, H.  
Lauder, James W.  
Logan, Louise  
Lutz, Floyd F.  
McGill, Helen  
Manning, Wm.

Mark, James  
Mason, Rickey  
Miller, Geo. F.  
O'Saturday, Major  
Pearse, R. J.  
Queen, Cap  
Redon, E.  
Rendelle, H. J.  
Kingsen, Pee Jay  
Ringswald, Shari  
Kouse, Thomas (Smoky)  
Salyer, Don  
Signork, Sig  
Simmons, W. F.  
Starr, Michelle  
Stevens, C. L.  
Wright, Earl

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**SENSATIONAL NEW HORSE RACE CARD GAME**  
**NEW LOW PRICE \$6.00 DOZ.**

A one-minute demonstration is a sale. Order your dozen NOW! Be first in your Territory with this Sensational Novelty Sweeping the Country.

CASH WITH ORDER—NO C. O. D.'s  
**ROBECK SALES CO.**  
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CLEVELAND 12, OHIO.

**NEW LOW PRICES FOR CONCESSIONERS AND PREMIUM USERS**

DOZ. LOTS

- 8 pc. Cordial Set with Chromlum Tray. For Set .....\$1.45
- Electric Toasters, Ea. .... 1.45
- Aluminum Dripolators, Ea. .... 1.25
- Aluminum Percolators, Ea. .... 1.00
- Camera and Case, complete, Set. .... 1.95
- 7 pc. Tourist Set, (\$1.25 value), Set. .... .75
- 3 pc. Military Brush Set, Set. .... .50
- 2 pc. Brush & Comb Set, Set. .... .35
- Wallet & Cigaret Lighter Set, Set. .... .45
- Pocket Lighters, Ea. .... .15
- Pocket Knives, Ea. .... .35
- Assorted Compacts, Ea. .... .25
- Sun Glasses, (Large assortment), Ea. .... .15
- Novelty Writing Portfolios, Ea. .... .19
- Pipes, Ea. .... .15
- Imported Leather Cigaret Cases, Ea. .... .12
- Zipper Wallets, Ea. .... .60
- Novelty Metal Ash Trays, Ea. .... .04
- Novelty Memo Books, Ea. .... .02 1/2
- Metal Cigaret Cases, Ea. .... .03

LARGE VARIETY OF SLUM AND NOVELTY PREMIUMS ALWAYS ON HAND  
Send for sample order, 25% deposit with order, balance C. O. D. No catalog.

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Now for the first time since 1940  
WORLD FAMOUS CAL-CO-NUT-DATE CANDY

Finest quality, fancy packed in very attractive boxes, cellophane wrapped.

1-Lb. boxes, \$9.00 Doz. Packed 2 Doz. to a Case. Immediate Delivery.

Retails for \$1.50. Sample on request.  
To rated firms—10 days net.

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Fresh Stock—Assorted Colors. Sizes from #5 to #9. Round Balloons, including Airships, ONLY \$2.95 Per Gross. Wire or write today—Supply Limited—25% Deposit with order.

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SWEEPING THE COUNTRY

BRAND NEW — NOTHING LIKE IT ON THE MARKET  
GET IN ON THE GRAVY!!!

Individually Packed With Directions on Each Package.  
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Regular U. S. Pat. Office and Patents Pending.  
THREE SAMPLES SENT POSTPAID FOR \$1.00.

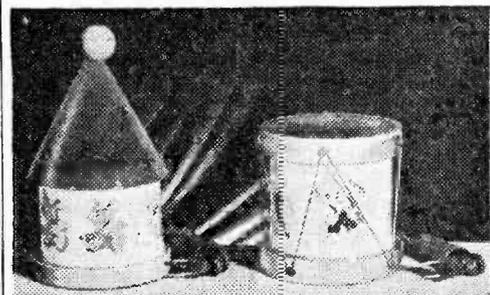
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60 E. 3D AVE. COLUMBUS 1, OHIO



**New - Different - PRICED RIGHT**

**ELECTRIC LAMPS COLORFUL PRACTICAL**



Underwriter Laboratories Approved Cord, Socket and 6-Watt Bulb (furnished with each lamp). Hardwood and Plastic. Constructed by expert workmen.

Size: Drum #450 5"x5"  
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Retail Price \$4.98 Each

Your Cost \$36.00 Per Doz.  
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Rush Sample, \$4.00 Each.  
IMMEDIATE DELIVERY!  
Colors: Pink—Blue—Natural.  
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Jobbers Write Immediately For Quantity Prices.

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**TOLEDO MIX CANDY**

25¢ Per Pound.  
4 10-lb. Bags to Case (Retails @ 50¢ lb.)  
Maximum shipment, 3 cases.  
1/3 Deposit, Balance C. O. D.

**E. C. M. DIST. CO.**

P. O. BOX 175 JOHNSON CITY, TENN.

**RED LIGHT FLARES**

TO CLOSE OUT QUICK

Burn for 15 minutes. Used as flare signals by trucks, railroads, etc. Good for ballgame to bring the crowd. Regular 20¢ value. Shipped express, collect only. Order today. \$8.00 per 100

STARK'S 509 So. State St., Chicago 5

**CARNIVAL ITEMS**

	Per 100	Per 1000
1 1/4" Comic Buttons	\$ 1.25	\$10.00
2 1/4" Comic Buttons	4.00	35.00
4" Comic Buttons	10.00	90.00
Comic Hat Bands	1.75	15.00

	Dozen	Gross
#6 Balloons	\$ 2.25	
#7 Balloons	3.25	
#418 Balloons	2.35	
Balloon Sticks	1.00	
Fireman Hat	\$2.00	23.00
Felt Spanish Hats	2.40	28.80
Felt Mexican Sombrero	2.25	26.00
Straw Farmer Hat	3.00	33.00
Flying Birds (Guaranteed)		14.40
Felt Monkey Hat	1.25	14.40
Circus Whips (Long Lash)		14.40
Robin Hood Hats	1.20	13.50
Hawaiian Lels		3.60
Felt Beanie Hats	1.25	14.40
Swagger Canes		8.00

1/2 DEPOSIT WITH ORDERS.  
Send for complete Lists of Merchandise.

**GORDON NOVELTY CO.**  
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**RUBBER BALLS**

FRESH STOCK SUPERB QUALITY

- 1 1/2" Return Balls with Rubber Strings attached \$ 4.80 Per Gr.
- 1 3/4" Plain Red Sponge Balls 4.80 Per Gr.
- 2 1/4" Plain Red Sponge Balls 14.75 Per Gr.
- 2 1/2" Gas Inflated BASEBALLS 21.80 Per Gr.
- 5" Gas Inflated Patriotic Assorted Balls 6.25 Per Dz.
- 6" Gas Inflated Block and Dazzler Assorted Balls 7.75 Per Dz.

**NEW RUBBER SQUEEZE-ME TOYS**  
Hoppy the Rabbit—Squawky the Duck—Chubby the Pig—etc. They make a noise when squeezed—They are Cute and Appealing. FAST SELLERS—EVERY CHILD WANTS ONE—Only \$2.60 Per Dozen, 25% Deposit with order—Balance C. O. D.—F. O. B. Chicago.  
ORDER TODAY—DON'T DELAY  
Limited Supply on Hand.

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**SESSIONS CLOCKS**

- Electric, self-starting .....\$3.15
- CANDID TYPE CAMERAS ..... 1.80
- HOT SPOT STATUE LIGHTERS ..... 1.50
- MIRROR VANITY BOXES ..... 1.75
- CEDAR CHESTS ..... 1.25
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Send your order now for these specials. Immediate delivery assured. We have similar values on radios, candy and other fast moving items.

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Large package. Retails 29¢ to 35¢ pkg. Packed 2 doz. packages to case. \$4.80 Per Case in 10 Case Lots or more. \$5.00 Per Case in less than 10 Case Lots. Terms: Cash F. O. B. with order, no personal checks.

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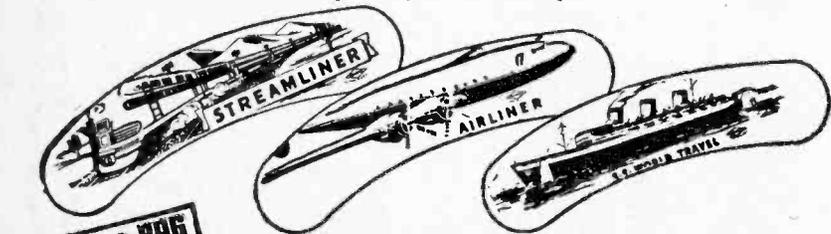
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THE OAK RUBBER COMPANY RAVENNA, OHIO, U. S. A.

● Make sure of big profits for the new season by insisting upon OAK-HYTEX — the brand that leads — made by the firm that knows your problems.

Accepting substitutes for top quality is false economy. Don't miss out! Order from your jobber early.



## NEW TRAVEL ASSORTMENT

Shown here are a few of the popular, fast-selling items in the new OAK-HYTEX line. For every location, from street corner to circus lot, jobbers of OAK-HYTEX balloons offer you the real money getters. Get set with this line and enjoy a good season.



SPECIAL SHOW PRINTS CIRCUS and ANIMAL PRINTS



SQUAWKERS



ANIMAL HEADS

Be sure to ask your jobber about the OAK-HYTEX Change Apron and Memo Book, both free with your first order for OAK-HYTEX Balloons.



PLASTIC STICKS

HY-BLO BALLOON INFLATOR

Inflate your balloons faster and easier. Blows up No. 8's with one stroke. Special nozzle holds all sizes.

**The OAK RUBBER CO.**  
216 S. SYCAMORE ST. • RAVENNA, OHIO  
SELLING THROUGH JOBBERS ONLY

## Pipes for Pitchmen

By Bill Baker

With the advent of spring, Hot Stove sessions go out the window.

**STILL IN . . .**  
Virginia waiting for the blue birds to sing is Charlie (Fast Money) Madison.

**PITCHDOM . . .**  
mourns the loss of Jerry Russell, one of its best known jam men who died recently in Charity Hospital, New Orleans, and George R. Groom, vet med worker of note, who passed away in Miami.

**BEN (HOBO) BENSON . . .**  
en route from California to New York, passed thru Cincinnati last week and remarked that the old town doesn't look like the same place. Benson plans to set up his sketch layout at New York's Coney Island for the summer.

**Battle of Flowers, held annually the last week in April at San Antonio, should prove another red one for novelty workers this year. Is the spot on your itinerary?**

**HARRY MAIERS . . .**  
who is in Hartsell, Ala., recuperating from a recent illness, advises that about nine med men are currently working the State. Harry says he'd like to read pipes here from Morris Kahntroff and W. P. Danker.

**WEST COAST REPORTS . . .**  
indicate that a few pitchmen are working downtown Los Angeles stores, with the influx of street peddlers overcrowding the area. Sales, as a result, are at a premium.

**"PAT MALONE . . .**  
and I are getting our sights set according to the almanac," blasts Jack (Bottles) Stover from Harrisonburg, Va. "Spring is here and we're ready to go. Col. C. A. Maitland has his pencil sharpened on both ends so he can write sheet and draw plans for the year's tour. Pipe in, you lads and lassies, down yonder way."

A number of pitchmen we know have reached great heights because of their depth of character.

**AMONG THE BOYS . . .**  
and girls working the National Orange Show in San Bernardino, Calif., were Phil Kallail, Dave Swartz and Pat Trainer, novelties; Marge Kelly, vitamins and health books; Jack Vinick, badges; Bernard Goldstein, jewelry; Jimmy Beach, silver plates; Benny Stone, candy, and Doc Barrow, game agent.

**RICHARD ARCAND . . .**  
jewelry concessionaire well known in pitch circles, attended the National Orange Show at San Bernardino, Calif., March 18 along with members of Show Folks of America, Regular Associated Troupers and Pacific Showmen's Association. Arcand is a member of the Associated Troupers and recently was elected president of the Circus Clown Club of America.

blasts from Cleveland that his sidekick, Beefstew Whitey, is in New Orleans with his new peanut and popcorn balls and is getting a great deal of the long green. Pool says that Whitey plans to join the Mills Bros.' Circus when it plays the Ohio city in May. Pool would like to read pipes here from Joe Marks, Chuck Festor, Ernie Newman and Joe MacDonald.

Don't stop at just one smile; the second one is when your personality begins to take hold and your business starts to soar.

**"JUST MET . . .**  
the one and only Tiney Snyder, who is still as big in heart as he is in body," letter Mr. and Mrs. Duke (Pegleg) Wartens from New York. "Tiney is making his headquarters at

the Park Bar and Grill here and all the old-timers will remember him. We saw him take in a grand a day at the big Western fairs. He has been in San Francisco since the war and plans to go out this spring. Tiney (See Pipes on page 144)

**AMERICA'S LATEST CRAZE**  
**YOUR NAME**  
IN RAISED CORAL LETTERS ON A GENUINE TROPICAL SEA-SHELL BROOCH

Flash, color, plus name appeal. Fastest selling novelty in years. Getting a fast 25¢. Takes 1/2 minute to assemble any name. Cost 4¢ with printed brooch card.

**PRICE LIST**  
Sunset Shells, Per Gr. . . . . \$2.35  
Metal Brooch Pins, Per Gr. . . . . 2.50  
Printed Brooch Cards, Gross . . . . . 80  
Coral Letters, 8000 to a Pound, Lb. . . . . 60  
Transparent Plastic Cement, Tube . . . . . 15

**Sample Postpaid 25¢**  
20,000 Tropical Shell Necklaces, Assorted Colors and Designs, Regular \$4.20 Value, To Close, Per Doz. . . . . \$1.50  
Shell Brooches, Pearl Finish, Assorted Colors and Designs, To Close, Per Doz. . . . . 2.00  
Shell Earrings, Pearl Finish, Assorted Colors and Designs, To Close, Per Doz. . . . . 1.50  
All Goods Sold With Money-Back Guarantee.

**J. A. WHYTE & SON**  
358 W. 45TH ST. N. Y., N. Y.

**MEDICINE MEN**

Write today for prices on our quality Tonic, Liniments, Salves, Tablets, Soaps, Herbs, anything and everything you need at lower prices.

**The HOUSE OF DEPENDABILITY**

If you buy from us your goods will always be shipped promptly.

**PRODUCTS, LIABILITY INSURANCE CARRIED.**

**CELTONSA MEDICINE CO.**  
CINCINNATI, OHIO

**THE BECKER LINE IS BETTER**

Write for price list on Finer Soaps, Tonics, Liniments, Tablets and Salves. We also carry fastest selling Herb Package on the market, formula attached. Prices right; plenty margin for you.

**BECKER CHEMICAL CO.**  
(Established 1890)  
235 MAIN STREET CINCINNATI, O.

**AS LONG AS BABIES**

are born you can derive a large and regular income by contacting mothers for bronzing Baby Shoes. Representatives wanted — men, women and crew managers. A lifetime business with a highly rated firm. Exclusive territory available.

**BRONZECRAFT**  
1318B Velasco St. Los Angeles 23, Calif.

**MEDICINE MEN!**

WRITE TODAY for new wholesale catalog on tonics, oil, salve, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried). We are MANUFACTURING PHARMACEUTICALS established 1934.

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**LEVIN BROS.**

Distributors for Oak-Hytex Balloons  
6th & Ohio Sts. TERRE HAUTE, IND.

GET YOUR SUPPLY OF OAK HYTEX BALLOONS AND FREE CHANGE APRON FROM

**KIPP BROS.**  
Wholesale Distributors  
117-119 S. Meridian St. Indianapolis, Ind.

**PAPER MEN**

Good deals, all States, RFD only. Usual rates, especially Kentucky, Indiana and all States east, Pacific, Atlantic Coast and Rocky Mountain States. Write or wire, references.

**ED HUFF & SON**  
5411 Gurley DALLAS 10, TEX.



She'll soon occupy a prominent place in many homes. But you must see her to appreciate her.

## GREATEST ITEM IN THE FIELD!

### "TILLIE the TEMPTRESS"

- ← Nobody can resist her. She measures 11" from the tip of her toes to the top of her head. And every inch a delight to behold.
- ← Ideal for a letter opener; as a wall decoration; as a money rake.
- ← Made of unbreakable plastic—extremely light in weight. No problem to carrying ten gross with you when traveling. Assorted colors.

GET INTO THE "BIG TIME" WITH TILLIE

GROSS LOTS **\$18.00** 10 GROSS LOTS **\$16.50 GR.**

Jobbers, inquiries invited  
25% DEPOSIT, BALANCE C. O. D.

**LOOMITE CO., INC.**

41 UNION SQUARE, ROOM 618, NEW YORK, N. Y.

## A FEW OF OUR OUTSTANDING SELLERS

We Have Hundreds More. Illustrated Set K of Our Price Lists Will Be Sent to Any Re-Seller on Request.

ALL OUR GOODS ARE WORKS OF ART  
★ PORCELAINWARE ★

IN BEAUTIFUL COLORS



### #4763 K—UNIQUE PETAL AND BIRD TRAY

Can be used as ash, jewel, pin, candy or jelly tray. 4 1/2 x 6 1/2 inches, 2 1/4 inches high. Assorted colors. Packed 1/2 doz. in box.

**\$10.80**  
Per DOZ.

### #4367 K—THREE PIECE CANARY SALT AND PEPPERS



With hand-colored notes in three different colors. Consists of a twig and the removable salt and pepper shakers. 4 inches wide, 3 1/4 inches high. Packed 1/2 doz. sets in box.

**\$7.20** Per Doz. Sets  
In Six Doz. Lots **\$6.60** Per Doz. Sets

### #4839 K—CUP SERVICE PLATE WITH CUP



Hand painted flowers on pure white porcelain. Very beautiful

Plate 8 inches in diameter, with up-turned rim and indentation for cup. Packed 1/3 doz. sets in carton.

**\$24.00**  
Per Doz. Sets



The Cleverest Lighter Made

## It's a Flaming Sensation! The SILENT FLAME

CIGARETTE LIGHTER

Sells on Sight! Everybody wants one for home and office.

Immediate Shipment  
Any Quantity  
Individually Boxed

**\$18.00**  
Per Dozen  
F. O. B. Cincinnati, Ohio

**VELVA-SHEEN**

Manufacturing Company  
CINCINNATI 14, OHIO

IT LIGHTS WHEN YOU TOUCH FIGURE WITH TORCH

### #4880 K SALT AND PEPPERS DRESSED UP RABBITS



3 inches high, assorted colors

**\$7.80** Per doz. pairs, packed 1/2 doz. pairs in box. In 6 doz. lots. **\$7.20** Per Doz.

But can be assorted with twenty more numbers illustrated on our price list #281.

## COLONIAL BRASS BOUDOIR LAMP #901

A RAPID-FIRE SELLER

The Base Is Solid Brass—Highly Polished and Lacquered. The 6" Maroon Parchment Shade Has Gold Scroll Design. Overall Height 12".

A SMASH HIT OF QUALITY

Send Only 25% With Order. Balance C. O. D., F. O. B. Brooklyn, N. Y. **\$4.50** Each Complete

**ATLAS LAMP MFG. CO.** 37 5th Ave. Brooklyn, N. Y.

## STRINGHOLDERS THREE DESIGNS



#4279K Apple  
#4786K Peach  
#4761K Pear

In the natural colors of the fruit, so luscious looking that seen on the wall one feels like biting right into them.

Unusual Works of Art

Made of terra cotta composition, about 7 inches high, 3 inches deep. Packed 1/2 doz. of number in carton.

**\$6.00** Per Doz. In three doz. lots **\$5.40** Per Doz.

And the three doz. can be assorted in all three numbers.

## THE BIGGEST SELLING GIANT PIG SAVINGS BANK



Far outsells all others because of its artistic finish

#4952 RETAILS FOR ..... **\$2.98**  
15 inches long, 7 inches wide, 8 inches high. Packed 1/4 doz. in carton.

**\$19.50** Per Doz.

In less than doz. lots **\$21.50** Per Doz.

#4953K RETAILS FOR ..... **\$1.98**  
9 1/2 inches long, 5 1/4 inches wide, 5 3/4 inches high. Packed 1/2 doz. in carton.

These Giant Pig Banks are made of terra cotta composition, in white, pastel blue and pink, with hand-color ornaments.

## SALESMEN WANTED

all over to sell our goods to stores, liberal commission. All our salesmen are prosperous.



## COOLIE HATS

Large size 15 1/2 inches in diameter. Made in United States. Mfr. to you.

Heavy parchmentized paper with rubber band for chin. Securely bound wired brim. Comes in assorted attractive colors. Can be used for Sun protection on Midway beaches.

**\$4.00 a Doz. — \$43.20 Gross — Min. Order 2 Doz.**

25% with order. Bal. C. O. D., F. O. B., N. Y.

**J. MEYERS & CO.** 132 Front St. New York 5, N. Y.

**LEO KAUL** IMPORTING AGENCY, INC.

333 & 335 K SOUTH MARKET STREET, CHICAGO 6, ILLINOIS

## ENGRAVERS MORSE IS BACK

with the Pre-War "MORSE FINISH" that stands up. Everything plated with genuine gold or rhodium electroplates. No imitation finishes. No new catalogue until prices can be stabilized, BUT for \$25.00—84 carded and cellophaned samples may be had (no two alike) all ready for immediate shipment. Prepaid if check or money order in full accompanies your order. Or shipped C. O. D. with 25% deposit. The best of the old staple items are included, also NEW 1947 numbers. Money-Back Guarantee on Samples Returned Intact.

ALWAYS SOMETHING NEW AT

### EDW. H. MORSE & CO.

ATTLEBORO, MASS.

We lead, others follow.

## OUTSTANDING CARNIVAL VALUES

SLUM—BALL GAMES—BINGO—FLASH  
—WRITE FOR NEW COMPLETE LIST—

NO.	DESCRIPTION	PRICE
437	Crook Handle Parade Cane, 1 Gross Per Ctn.	\$48.00 Gr.
434	Straight Handle Parade Cane, 1/2 Gross Per Ctn.	32.00 Gr.
457	Swagger Cane, Asst. Colors, 1 Gross to Ctn.	9.60 Gr.
458	Swagger Canes, Red, White & Blue, 1 Gross to Ctn.	12.60 Gr.
459	Ball Knob Canes, Asst. Colors, 2 Gross Per Ctn.	4.80 Gr.
460	Baton With Silver Stick, 1 Gross to Ctn.	14.40 Gr.
461	Baton With Red, White & Blue Stick, 1 Gross to Ctn.	16.50 Gr.
462	Baton With Red, White & Blue Stick and Bell, 1 Gross Per Ctn.	19.00 Gr.
435	#4 Balloons, Assorted Colors, Packed and Sold 1 Gross Per Ctn.	1.70 Gr.
464	#5 Balloons, Assorted Colors, Packed and Sold 1 Gross Per Ctn.	1.90 Gr.
465	#6 Balloons, Assorted Colors, Packed and Sold 1 Gross Per Ctn.	2.45 Gr.

ORDER BY NUMBER ONLY!

**GOTTLIEB-CUTLER, CORP.**

928 BROADWAY NEW YORK CITY

25% DEPOSIT, BALANCE C. O. D.

## ELECTRIC PHONOGRAPH

IDEAL FOR

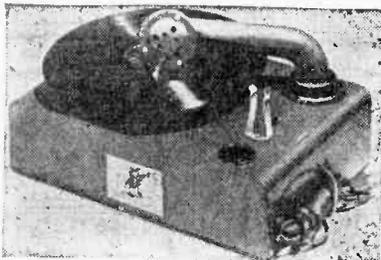
PREMIUM USERS

No Tubes—yet plays like it had.

Plays Records, including 12".

Self Starting Motor—110 Volts, 60 Cycles.

Metal Case—Finished in walnut colored hammered effect. Also in Pastel Green and Pastel Blue. Durable construction. Size 13" x 9" x 3". Weighs 8 Lbs. Boxed.



PRICE 3 OR MORE \$9.95 ea.  
SAMPLE ... \$11.95

1/4 Dep. Bal. C.O.D., F.O.B. Chicago.

IDEAL FOR  
SALESBOARD MEN

FEATURES

**Balanced Tone Arm**—That takes weight off record, permitting smoother playing and longer life to record.

**Mechanical Producer**—Most improved sound head that permits better range and more volume of sound. Less tinniness and rattle.

**Tone Chamber**—That amplifies and helps round out the sound.

**HOWARD MACHINE PRODUCTS CO.**

2754 West Diversey Blvd.  
Chicago 47, Ill.  
Phone: Everglade 1844

## BINGO

SPECIALS ★ CARDS  
TRANSPARENT MARKERS

Write for Bulletin

AMUSEMENT INDUSTRIES, Box 7, DAYTON 1, OHIO

### BEAUTIFUL SILK TIES

Now \$18.00 per doz. Retail Value, \$35.00 ea.  
Send for sample ass't. 1/3 Down—Bal. C.O.D.

Alan Shepard and Sons  
17 N. STATE ST. CHICAGO, ILL.

### 15,000 ITEMS for DISTRIBUTORS, JOBBERS, SALESMEN AND MERCHANTS

AT FACTORY PRICES.  
LARGEST VARIETY HOUSE IN THE  
WORLD—ALL YOUR NEEDS AT ONE  
SOURCE—ORDER DIRECT.  
All kinds of Specialties, Gum, Candy, Toys,  
Hardware, Auto Supplies, Smokers' Supplies,  
Toilet Articles, Sundries, Notions, Shoe Sup-  
plies, Salesboards and extra special items. Also  
Layman's Carded Goods at factory prices.  
Send 3¢ stamp for catalog.

H. L. BLAKE

Factory Distributor LITTLE ROCK, ARK.

WHOLESALE and DISTRIBUTORS,  
DON'T MISS THIS!

Handmade miniature Felt Dolls—6-7 inches tall,  
with hand-painted composition faces. Gay indi-  
vidual characters such as Chiquita Banana—the Cisco  
Kid—Little Red Riding Hood—Masha, the Village  
Gossip—and other storybook types. SENSATIONAL  
value at \$5.50 per dozen. Send for sample assort-  
ment of four—\$2.00. CHIQUITA TRINKETS,  
1431 Washington Ave., Miami Beach, Florida.

## Pipes

(Continued from page 142)

has opened many a town that has been closed for years and we know he is welcome wherever he goes. We plan to hit the road in about 30 days, making our first time out in about five years."

**THINGS WE NEVER HEAR:** "Pitchmen making our town are wonderful. I hope I live long after they've gone, and I hope they never die."—Town mayor.

**EDDIE MacKITRICK**... is taking things easy around his Kansas City, Mo., haunts until he hits the road for his fair tour with gaps and car polish layouts. "What is there," asks Mac, "to the story that Jay Ross, former scope and med worker and more recently a night club entertainer, died in St. Louis recently?"

**DOC. GEORGE M. REED**... veteran Columbus, O., pitcher, let- ters from the Ohio capital that he hasn't worked since Christmas be- cause of the inclement weather. "I was saddened over the news of the death of George R. Groom," scribbles the 71-year-old Reed. "George and I worked together in 1917 and '18. He'll be missed by all troupers, as he was a true friend of them all."

Many pitchmen take great pride in the fact that they have been able to do just what their contemporaries tell them they cannot accomplish.

**WAYNE GARRISON**... is reported to have been snow bound in Elmira, N. Y., when a snow storm hit the Eastern city March 1.

**DURING THE**... Mardi Gras in New Orleans, *The New Orleans States* devoted a two-column cut and story titled "Pitchmen and Hustlers Again Ply Carnival Trade." Piece was written by staffer B. R. Cook and pointed out that "Some of the huge patent medicine concerns had their start on a pitchman's small stand around fairs and carnivals." The lucrative med business has been ended by the pure food and drug laws, it concluded.

The smooth operator makes his initial talk long enough to arouse interest and curiosity in his tip without giving away the whole story.

**DAVE ROSE**... comes thru with the following lengthy epistle from New Orleans: "Several months ago I warned all pitchmen contemplating coming in here to have a bank roll because the town was closed, especially to pitchmen. Last year and years before this town was always wide open and everyone worked just about any- where he pleased. That was during the last political regime, but the new set-up nullified all that. Just before Mardi Gras the boys came down in droves, with some of them finally getting permits. Others were jailed for peddling and still others left town. At the permit office the boys who tried to get readers were told that in order to get a permit they must show residence here for a cer- tain length of time. Those who did manage to get a permit couldn't work on Canal Street, the main drag, be- cause the permit read: 'Good for Mardi Gras Day Only Except Canal Street,' but owing to the fact that Mardi Gras Day draws such immense crowds everybody worked without being molested and everyone who worked did well. One pitch lad worked before the big day without being molested. He was Jack Young, who sold transferine on South Ram- part Street in the Negro section. He worked the same corner lot last year. There are still a few boys left here.

## SPRING SPECIALS

**SLUM**  
3,000 Pieces—Assorted Novelties—\$25.00  
Lot .....

**NORWOOD AFTER-  
SHAVE SET**  
3-Pc. Sets ..... 3.00

**LADIES' PERFUME  
SET**  
5-Pc. Doz. .... 3.00

**COMPACTS—METAL** ..... 12.00  
Formerly \$5.00 Sellers, Doz. ....  
**LOCKETS ON CHAINS—Boxed,**  
24K, G.P. Doz., \$12, \$9, \$6.. 3.00  
**CROSSES ON CHAINS—24K,**  
G.P. Doz. .... 3.00  
**WALLETS—Genuine Leather—**  
Imported, Doz. .... 3.50

**EARRINGS**  
Plastic Backs, Asstd. Gr., \$3.25. 2.75  
10-Gross Lots .....

**EARRINGS—Metal Backs, Gr.** 18.00  
**SMOKING STANDS—\$2.98 seller.** 12.00  
Doz. ....  
**CIGARETTE CASES—Plastic.** 12.00  
Giant Size, Gr. ....  
**CIGARETTE HOLDERS—On**  
cards, Gr. .... 3.50

**COMBS—5". Gr.** ..... 2.00  
7". Gr. .... 4.50

**BROOCHES—Asst. Gr.** ..... 4.50  
**MAVIS TALC—10¢ Size, Gr.** 3.50  
**FLINTS ON CARDS—10¢ Num.** 2.15  
ber. Gr. ....

**PIN and EARRING SETS** 6.00 9.00  
Doz. .... 12.00 18.00

**SUN GLASSES—Gr.** ..... 15.00

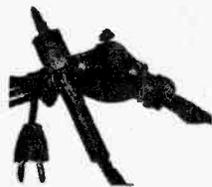
**EASTER RABBITS**  
Doz. .... 12.00 18.00  
24.00

**TOYS—NOMA—BOXED**  
\$1.50 RETAILERS, Doz. .... 6.00  
25% WITH ORDER—BALANCE C. O. D.

**Mdse. Distributing Co.**  
19 E. 16 St. New York, N. Y.

## FAMOUS ELECTRIC ENGRAVING PENCIL

Favorite of 5 and 10's, pitchmen, libraries, industries. Great money maker for you wherever crowds appear. "So easy to handle, does such beautiful work." Sold on 5-day approval, guaranteed one year. "Just with a twist of the wrist," engraves fine, medium or big lettering in gold, silver, colors on almost any material. We originated the practical electric pencil in 1931. Our pencils are used in stores of Kresge, Kress, Grant, Newberry, Murphy, Green, Woolworth (St. Louis district, 200 stores) and thousands of others. Famous professional model No. 3, switch on 5-foot safety resistance cord with exclusive aluminum heat dissipater assuring safe, comfortable, profitable, continuous use all day long, \$7.25, including 6 rolls, 1 inch by 400 inches, superior first quality gold foil. **Postpaid Cash With Order.** Extra rolls gold, silver, waterproof, permanent—black, blue, white, red, green, etc. 6 rolls, \$2.50; 12 rolls, \$4.80 postpaid. Cash with order.



### JEWELRY ENGRAVERS

We now have for IMMEDIATE shipment the Burgess Vibro-Tool for all metal engraving. Price, \$7.50 with 20 regular needles. Extra hard Carbide Needle for long wear, \$2.00 postpaid. M. O. with order. Illustrated circular free.

**R. E. STAFFORD**

2434 N. Meridian St., Indianapolis 8, Ind.

This town will remain closed for the next three years, except maybe at Mardi Gras. A reader for canvassing house to house now is \$150 per year, cash on the barrel head. Of course, it's a long time before the next Mardi Gras rolls around but bear this in mind before any of you come down."

## Detroit's Best Bet on Fair

(Continued from page 89)

agricultural commission over why that group had failed to comply with his order. The governor demanded a showdown.

Recently he named Hazen L. Funk as manager of the State fair. The appointment came as a complete surprise. Funk, who is 41 years old, was secretary of the Detroit Department of Public Works, with previous experience in property management and as manager of a local motion picture house. The reason for Funk's appointment, it is believed, stemmed from his knowledge of how to manage property and because of his showbiz experience acquired as a theater manager.

This week Funk actually was able to start his new duties as manager of the fair. He set up the fair administration office, obtained a phone and a secretary, and the work of preparing for the revival of the fair was begun.

### Five Interested

But, even before getting a phone and a secretary, he was contacted by carnival organizations seeking the midway contract. He told all who applied they must file written presentations by the end of this week, that a meeting of the State Fair Board of Managers will be called next week, and that presentations will then be considered and the contract awarded.

Shows which contacted him either by phone or in person were the Johnny J. Jones Exposition, John R. Ward's World Fair Shows, Al Wagner's Cavalcade of Amusements and Gooding Amusements. The James E. Strates Shows wrote.

Attraction firms also have written, phoned or sent representatives to see him. But, Funk said, no contracts will be considered until after the carnival has been signed.

Funk, in reply to a query, told *The Billboard* it was his impression the Board of State Fair Managers was an advisory group and the final decision on various policies, contracts, etc., would be up to him.

He expressed confidence that the fair plant would be in readiness for the opening. "There is much work to be done, but already men are at work, and it (the plant) should be bright and ready," he declared.

### RADIO REAPS \$\$

(Continued from page 48)

fairs thru Ohio, Indiana, Michigan, West Virginia and Kentucky on one-night stands. Show plays to well over 100,000 people in a season.

One of the top Southern stations to go all-out for fair promotion and coverage is WSM, 50,000-watt NBC outlet in Nashville. It will originate about 20 hours of programs from the Nashville fairgrounds September 15-20. In fact, it will originate at the fair all its live shows except those which, for production reasons, have to stay in studios. It will take a 20-piece orchestra and its top talent to the grounds and will have three booths and an exhibition of radio equipment.

WSM's case prompted musician union demands that when its members make a personal appearance on programs broadcast before fair audiences they must receive fees more than double what has to be paid for a studio broadcast. Nevertheless, all stations doing fair shows say any cost they have to carry is more than made up by the promotion derived.

Henry L. Vonderheid, of Wapwallopen, Pa., reports he has contracted with the King and Franklin Circus to furnish all concessions. Vonderheid was with the James M. Cole Circus last year.



## LOOK FOR THIS WINNER!

HERE IS A COLORFUL STUFFED JOCKEY THAT IS A WINNER EVERY TIME

These features will tell you why:

- Stands by itself
- Corduroy pants
- Rayon-taffeta blouse and cap in bright, flashy colors
- Composition boots and glove hand
- Colored whip
- Overall ht. 27"; also in 35"
- Well constructed
- Attractively priced

Our line includes the finest in stuffed dolls and animals — from the smallest to the largest.



### USUAL PROMPT DELIVERY

See your local jobber. If he does not have the "Jockey", have him contact us.



## ARROW FUR CO.

142 West 24th St. New York 11, N. Y.  
Watkins 9-3960

## OPPORTUNITY

MERCHANTS—HOUSE TO HOUSE MEN—BINGO OPERATORS, ETC.

A grand new spring line now ready. Make big money selling

### Chenille Bed Spreads

Top quality—fourteen artistic designs, floral, basket, peacocks, etc. Gorgeous colors. Floral and basket—wholesale price \$7.95, Twin Peacock \$10.95. Special discount on case lots. Order sample today, specify design and color.

Get full details.

Terms—25% deposit, balance COD

## Michigan Brokerage Co.

123 N. Baum St., Saginaw, Mich.

AGENTS—DEALERS—PREMIUM USERS  
PLASTIC TABLE CLOTHS

Aprons, Rainwear, Smocks, Sheets, Pillow Cases, Toaster Covers, Lamp Shade Covers, Bibs, Baby Pants, Suit Bags, Bowl Covers, Food Bags, Mattress Covers, etc. Highest quality—eliminates laundering—beautiful and serviceable. Take orders—we deliver to your customers or buy outright at low wholesale prices. Post card brings selling plan, description, prices and free samples swatches.

STAR MERCANTILE CORP.  
281 Fifth Ave. N. Y. 16, N. Y.

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### JUMPING FUR MONKEYS—ASSORTED COLORS \$30.00 Per Gr. 2.75 Per Dz.

CIRCUS	CARNIVAL
Comic Hat Bands, Per M . . . . . \$15.00	Super Sport Binoculars, Dz. . . . . \$15.00
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Spanish Hats, Per Gr. . . . . 27.00	Rubber Balls, High Bouncers, Gr. . . . . 18.00
Cowboy Hats, Per Gr. . . . . 30.00	Rubber Bands, All Sizes, Lb. . . . . 1.00
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Hawaiian leis, Large, Per Gr. . . . . 6.50	Magnetic Animals, Gr. . . . . 18.00
Balloon Sticks, 24", Per Gr. . . . . 1.00	Glove Monkeys, Doz. . . . . 4.80
Celluloid Sunvisors, Per Gr. . . . . 27.00	Sun Hats, Assorted Colors, Doz. . . . . 6.00
Sabers, Large, Fancy, Per Dz. . . . . 3.50	Tropical Helmets, Doz. . . . . 6.00
Lash Whips, Per Gr. . . . . 12.50	Toss-Up Balloon Stand, 22" High, Three-Color Print, Gr. . . . . 19.00
Baton, RWB with Bell, Per Gr. . . . . 16.50	Special #30 Targets, Ea. . . . . .70
Swagger Sticks with Silk Tassel, Per Gr. . . . 10.50	Cloth Bow Flags, Gr. . . . . 1.25
Pennants, 9x27, Per 100 . . . . . 13.00	U. S. Flags, 6x9 in., Cloth, Gr. . . . . 4.00
Pinwheels, Per Gr. . . . . 7.00	Flying Birds, the Best, Gr. . . . . 11.50
Miniature Metal Gun and Holster, Per Gr. . . 9.00	Bullet Key Chain, .45 or .30 Caliber, Gr. . . 9.00
Indian Feather Headdress, Per Dz. . . . . 2.00	Trumpets, with Handles, Colored, Gr. . . . 14.40
Blowouts, Per Gr. . . . . 9.00	Baseball Bats, 15", Gr. . . . . 27.00
Sailor Hats, Muslin, Per Gr. . . . . 18.00	
Jockey Hats, Red Checked, Per Gr. . . . . 18.00	

25% Deposit Required With All Orders.

## CHARLES SHEAR

150 PARK ROW

BUTTONS OR PENNANTS MADE TO ORDER

NEW YORK CITY



Attention: Circus and Carnival Balloon Workers, Demonstrators, Pitchmen and Novelty Dealers

## DANCING HEP CAT

The Sensational NEW BALLOON TOY (ALIVE WITH ACTION—SOLD ON A STICK)

Can be assembled in five seconds. Can be carried in the hand in an upright position, or made to dance on the floor or ground. One STREETMAN sold five gross in one day at 35¢ each by using our SPECIAL CAT SOUND IMITATOR THAT WE FURNISH WITH THIS ITEM. Be WISE, don't pass this sensational BALLOON TOY up.

\$16.00 Per Gross

ALSO: HAPPY HEP CAT (Novelty Balloon) . . . . . \$15.00 Per Gr.  
NOBRANES (Comical Balloon Toy) . . . . . 10.80 Per Gr.

F. O. B. Washington, D. C.

THREE SAMPLES SENT POSTPAID FOR ONE DOLLAR. TERMS: 25% Deposit Required—IMMEDIATE DELIVERY.

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Distributors for TERRELL-KOEHLER'S Novelty Balloon Toys.  
Dancing HEP CAT . . . . . \$16.00 Per Gross | HAPPY HEP CAT . . . . . \$15.00 Per Gross  
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## U. S. AIR FORCES PARACHUTES

PURE WHITE NYLON

Each Parachute consists of 24 panels, each panel 137 inches long, 36-inch base, 3 diagonal seams. Complete with Nylon shroud lines. Brand new. Sold for material content only. Weight 20 to 25 pounds each. The material is beautiful white Nylon, suitable for innumerable purposes — scarfs, handkerchiefs, wearing apparel, etc., and represents remarkable value.

PRICE \$16.75 Each

Shipping charges prepaid if cash in full accompanies order. Otherwise \$5.00 deposit with order, balance C. O. D. Immediate shipment guaranteed.

## MICHIGAN BROKERAGE CO.

123 NORTH BAUM STREET

SAGINAW, MICH.



## EYESHIELD

Protects Eyes While Sunbathing

This novel, solid plastic EYESHIELD for sun bathers—a sensation when introduced in a few territories last season—is a natural for this year. It permits a full-face tan—no owl-like looking white rings as usually left by goggles. And, unlike sun glasses, it exposes the sinus passages to full benefits of the sun. Easily adjusted to fit anyone. Choice of attractive colors.

Dealers—Jobbers! Order Today!!

There is no other product like the Madison EYESHIELD—it has absolutely no competition! The retail price is 25¢, the dealer price—\$3.60 for two dozen assorted colors—includes an attractive counter display card. (\$1.00 with order, balance C.O.D.) Sample EYESHIELD—15¢ postpaid.

Concession supply jobbers wanted—write for details.

## MADISON PRODUCTS CO.

3005 Detroit Ave., Toledo 10, Ohio



# How To Avoid Damage Suits

(Continued from page 46)

name without restrictions in a manner not likely to deceive the public. In *Silver v. Silver*, 195 S. W. 529, the testimony showed two companies located in the same city have as a part of their trade name the word "Silver." The first adopter and user filed suit against the second adopter who proved his business was in a different classification and the public would not be deceived. The court refused to stop the second adopter of the trade name, saying:

"There is no question but that defendant's name of Silver was honestly acquired, and it was not adopted for the purpose of imposing upon or

deceiving the public concerning his business. . . ."

On the other hand, it is interesting to observe the distinction of the law in another case, *Howeard v. Henriques*, 3 Sandr. 725. Here it was shown a man named Irvin had for many years operated an amusement under his own name. Later another person, whose surname was Irvin, opened a competing business in the same city and used the same trade name. The court promptly held the latter user of the name "Irvin" an infringer of the former trade name. This court said:

"Every man may and ought to be permitted to pursue a lawful calling in his own way. But he must not by any deceit endeavor to deprive that man of his own individuality, and thus despoil him of the gains to which, by his industry and skill he is fairly entitled."

### General V. General

Another example of law adopted by higher courts involving trade names is *General v. General*, 237 Fed. 64. Here it was shown that a new corporation adopted a trade name similar to the trade name of another company located in another State.

The first corporation sued the later adopter and asked the court to grant an injunction against further use of the trade name. The court granted this request because both corporations were well known by the public in the same area. This court said:

"A corporation is charged with the duty of not selecting a name for fraudulent purposes. . . . The fact the charter was obtained from the State cannot deprive a court of its power to prevent fraud and protect property rights."

Therefore, irrespective of the authority by which a corporation acquires its name, an older corporation whose name is infringed has a legal right to prevent such use providing, of course, the two trade names are known by the same public or patrons.

### Deception Prohibited

Under all circumstances the higher courts will stop any and all fraudulent or deceptive uses of trade-marks or trade names.

For illustration, in *Howe v. Federal*, 148 Fed. (2d) 561, it was disclosed that a manufacturer's place of business is in Seattle. It is engaged in the sale and distribution of cosmetic preparations. For the purpose of inducing the purchase of the cosmetics, the company extensively advertised the trade name "Hollywood" on its cosmetics.

A suit was filed against the company by the Federal Trade Commission which proved the company manufactured and sold over 20 products but only three are obtained from sources in Hollywood. Also the testimony showed the products are not recognized by the Hollywood actresses as being of superior quality.

The commission held that use of the word "Hollywood" was deceptive and misleading, and constituted unfair practice, and issued an order to cease and desist from using the word "Hollywood" to designate any product which is not in fact manufactured in Hollywood or using the words, "Favorite of the Stars."

However, this court held that the company could legally continue use of the trade-mark "Hollywood" if it inserted after the words "Hollywood" explanations that the "Hollywood" means the entire city of Los Angeles and those adjacent or contiguous independent municipalities.

### Validity of Licenses

The right of the owner of a patent, trade-mark or copyright to make a valid contract limiting the use to either a distributor or amusement is well settled. The leading case on the subject is *State*, 225 S. W. 791. The

facts in this case are that a company owned a right for the manufacture of a product, and also owned a trade-mark, duly registered. The company granted a distributor the exclusive right to manufacture the product in a State, and to sell same under the trade-mark. The distributing company was authorized to make similar contracts with other sub-distributors in the State, subject to the approval of the parent company. The main distributor made contracts with sub-distributors in the State and gave them the exclusive rights to sell and distribute the product in specified territories in the State. The validity of these contracts was contested. It was contended that the contracts violated laws which prohibit all contracts that interfere with "free and unrestricted competition."

In holding the contracts not in violation to this law, the court said:

"The owner of a patent right, copyright, or trade-mark, having the exclusive right to manufacture and sell the article protected thereby, and being under no legal obligation to grant such right to another, may impose upon his assignee (distributor) such restrictions as he may see proper, and to which his assignee will agree, including the price at which the article may be sold, the territory in which it may be manufactured and sold, the material that may be used in its manufacture, or in connection therewith." Also, see 186 U. S. 70, 229 U. S. 1, 50 L. R. A. (N. S.) 1185, Ann. Cas. 1915A, 150.

### Controlled by Owners

Therefore, it is well established that an exclusive privilege which has been granted by the government to the owner of a patent, copyright, or trade-mark may be controlled by its owners. In other words, this right may be granted upon such terms as the parties may agree upon, or, failing such agreement the owner may impose any restrictions. For example, the right of the owner of copyrighted motion picture films to dispose of them or license them upon such terms as he may see proper is universally upheld by the courts. On the other hand, it is important to know that the various courts have held that the right of a film producer to fix the terms upon which a distributor may dispose of the films is deemed a restraint upon the freedom of the trade, and in many instances contracts of this nature have been void.

A trade-mark, patent, or copyright is property, in the sense it has a commercial value, and may be sold the same as other property, but it is not an article of commerce in the sense that it may be consumed by the purchasing public. However valuable it may be to its owner, it is nothing more than a privilege valuable because of its exclusiveness. And also until recently the sale of a trade-mark was not valid, unless both the business and trade-mark are sold. But patents and copyrights may be sold or licensed separately.

### Law Is Broadened

The trade-mark laws are somewhat broadened by the Lanham Trade Mark Act, approved by the President July 5, 1946. This new law provides for registration, in the United States Patent Office, of marks, slogans, etc., which indicate membership to a union, association, or other organization. Other provisions of this new law somewhat extend coverage by trade-marks, not with respect to infringement. But the law legalizes registration of trade-marks by co-operation or related firms, and assignments of trade-marks may be made for only that part of a business to which it relates. Heretofore, a trade-mark could not be assigned or sold unless the business to which it related also was sold in the same deal or contract.

This new law provides other extended protection, as it now is possible to register names, portraits, signatures, and geographical marks,

previously used for five years. Also, previously all innocent infringers of trade-marks were liable in damages. Now, printers and publishers and some others, who unintentionally infringe a trade-mark are not liable in damages, but an injunction can be obtained to prevent further infringement. Whether this provision of the law is practical, of course, remains to be seen. Otherwise the new law affords the same degree of protection to prevent deception of the public.

## London Loses Big Exhibition Hall

LONDON, March 22.—This city is definitely losing another of its big exhibition halls with the post office taking a seven-year lease on the agricultural hall, which will be remodeled for use as a post office. Building has been closed since the outbreak of the war in 1939, prior to which it housed various exhibitions and sports events and during the Christmas-New Year's holidays ran six weeks of circus plus side attractions such as rides, side shows and carnival concessions.

Many of the big circuses of continental Europe played the hall, among the last being the Circus Carl Hagenbeck, in 1936 and 1937, and Circus Krone, in 1938, which were booked there by Stanley Wathon.

Olympia Hall, where the Bertram Mills Circus plays its annual London season, is practically the only large exhibition hall remaining in London. Huge Crystal Palace has never been rebuilt since leveled by fire prior to the war, and Alexandra Palace, another big hall, is in an unusable state of disrepair at present altho a project is being considered to spend more than \$4,000,000 on rebuilding this spot as an amusement center.

## Agricade Prexy Arranging Heavy Promotion Program

NEW YORK, March 22.—A. J. Grey, president of the Agricade, Norfolk, Va., was in New York Monday (10) making preliminary arrangements for a heavy attractions program which he will initiate in April and carry thru the staging of the fair. Promotions will include big and midget car racing, thrill shows and dog and horse shows.

Grey said seats for 15,000 people are being erected. A 40 by 100-foot Quonset hut is also being erected.

## HERE'S THE VOLUME SELLING ITEM YOU'VE BEEN LOOKING FOR! ALL PURPOSE ALUMINUM UTILITY CASES

14 1/2" Long - 10 1/2" High - 5 1/4" Wide  
For Weekends - Picnics - School - Beach  
Or for Salesman's Samples and Kits

- Sturdy Lightweight Aluminum
- Riveted Construction
- 2 Lock-Tight Snap Locks
- Center Lock with Key
- Strong Metal Hinges
- Reinforced Leather Handle
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\$36 DOZEN

1/3 Dep. Bal. C. O. D.

F. O. B. CHICAGO

Sample \$4.25 Postpaid  
(Cash with Order on Sample)

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## No. 50 SCOTTY DOG



In six colors, yellow, pink, blue, black, white and brown. Cotton stuffed. Size 5"x9". Contains "barking" squeezer.

With Cellophane Bags \$5.88 Doz.

Without Cellophane Bags \$5.40 Doz.

## ROLLER SKATES



New amazing all-steel Multi-Kwik Roller Skates with 16 disc wheels. Rust-proof, adjustable, no keys, no clamps.

## BINGO MERCHANDISE ALUMINUMWARE

2 quart, 3 quart and 4 quart pans of 10 gauge aluminum.

### COOKIE JARS

Colorful, large size earthenware cookie jars at surprisingly low prices.

ORDER DIRECT FROM AD

1/3 Deposit—Balance C. O. D.

## CENTRAL TOY MANUFACTURER

28 S. CLINTON CHICAGO 6

## BALLOON JOBBERS ATTENTION

BRAND NEW HEAVY T. #35 TARGET BALLOONS. PACKED 250 TO THE BOX. COLOR, ORANGE. INFLATES 40 INCHES. \$37.50 A BOX. THIS BALLOON IS 5 GRAMS HEAVIER THAN OTHER TARGETS. LESS BREAKAGE. HERE IS A NEW BALLOON FOR THE MAN WHO WANTS TO GIVE REAL VALUE FOR THE MONEY.

THE BIG T. #100 THAT WILL STAND UP UNDER DIRECT SUNLIGHT IS A DREAM FOR THE MAN THAT WORKS BALLOONS WHERE THERE IS NO SHADE. HERE IS A BALLOON THAT YOU CAN USE FOR WORKERS AND LET THE SUN SHINE ON THEM ALL DAY WITHOUT BREAKAGE. PRICED \$3.60 PER DOZEN OR \$36.00 PER CROSS.

TOY BALLOONS, #4 ..... \$1.70 Per Cr.  
TOY BALLOONS, #7 ..... 3.70 Per Cr.  
TOY BALLOONS, #9 ..... 5.70 Per Cr.  
TOY BALLOONS, #11 ..... 6.70 Per Cr.  
TOY BALLOONS, #315, Airship 2.45 Per Cr.  
TOY BALLOONS, #524, Airship 5.40 Per Cr.  
1/3 Deposit With Order. Balance C. O. D.  
F. O. B. Factory.

MINIMUM ORDER FILLED, \$10.00.

## CHICAGO BALLOON CO.

716 W. Madison Street, Chicago 6, Ill.

# LEGISLATION DROPPING OFF

## Play Seesaws In K. C. for Jukes, Pins

### Downtown Area Perking

KANSAS CITY, Mo., March 22.—Play of juke boxes and pinball tables in the Kansas City territory seems to be on a seesaw, according to reports from operators.

Most operators report that play has been up and down spasmodically since the first of the year, and it is still bouncing around uncertainly. Some say it is up 5 per cent from February, which was generally reported as a good month, but others say both music and pin play was down as much as 20 per cent during March.

The low play area also is reported to have shifted. Several operators reported that their locations' cut in the "county spots," which had been holding up the best, have gone into a slump since the first of the month, while the downtown spots, which had been in doldrums, are showing a pick-up. County spots are mostly night clubs and chicken dinner places.

No two operators seem to agree on the diagnosis, but the overall trend seems simply to reflect the uncertainties of the working people in the two Kansas Cities, both of which had been booming with war industries, and the continuing readjustment to peace. Only thing that the trade appears to be unanimous on is that the small country town spots are still the best.

### Spending Increases

Despite reports that one out of every two working class families is digging into wartime savings to live, city spending here appears to be loosening up again as the "recession" talk seems to be dying down.

"Play has been up on both phonographs and pinballs the last two weeks and seems to be climbing," one large operator reported. Said another: "Play is holding up fine (See K. C. Play Seesaws on page 185)

## "Nonsense!"--Hurd

CHICAGO, March 22.—Contrary to other reports Walter W. Hurd will continue to write exclusively for the Billboard Publishing Company, as he had for 15 years prior to March 1 when his resignation as editor of *The Billboard's* Coin Machine Department and as editor of *Vend* became effective.

Reached at his farm near Danville, Ky., Hurd termed reports that he would write for any other trade publication "pure nonsense."

"All of my writing concerning the coin machine industry," he continued, "will be done exclusively for the Billboard Publishing Company."

## Calendar for Coinmen

March 25-28—National Restaurant Association, annual convention, Stevens Hotel, Chicago.

March 27—Music Guild of America, open meeting, Guild Auditorium, Newark, N. J.

March 31-April 4—Frozen Food Institute, Convention and Educational Congress, Horticultural Hall and Copley-Plaza Hotel, Boston.

April 8-11—American Management Association Packaging Exposition, Convention Hall, Philadelphia.

April 14-18—National Association of Tobacco Distributors, Inc., annual convention, Palmer House, Chicago.

April 14—Wisconsin Phonograph Operators' Association, convention and show, Pfister Hotel, Milwaukee.

April 21-24—National Premium Exposition, Palmer House, Chicago.

April 25-26—National Automatic Merchandising Association, Region 4, Edgewater Gulf Hotel, Gulfport, Miss.

April 29-May 1—Industrial Packaging and Materials Handling Exposition, Hotel Sherman, Chicago.

May 11-13—National Peanut Council, annual convention, Galvez Hotel, Galveston, Tex.

May 25-28—Flavoring Extract Manufacturers' Association, Hotel Traymore, Atlantic City.

May 25-29—National Confectioners' Association, annual convention, Stevens Hotel, Chicago.

May 25-29—Confectionery Industries Exposition, Stevens Hotel, Chicago.

## News Digest

**DIME PLAY**—Members of Worcester County Phonograph Owners' Association, Massachusetts, have changed their minds about dime play. After trials in which play dropped more than 50 per cent in the third week, decision to hold to nickel play was announced. Public attitude was reflected in a local newspaper editorial, which said "the juke box public will be grateful."

**CIGARETTES**—Classification of cigarette vending machines as retail outlets, subject to the same tax as over-the-counter retailers, in measures passed by Maine and Montana Legislatures points way to sane taxation principles for automatic merchandising. Action comes as encouraging development as trade continues its program to educate legislators considering proposals which single out venders for special taxes pyramided on those paid by retail outlets.

**CANDY PRICE**—"Nickel myth," tag-line which has been used to point up discrepancy in 6-cent candy bars plainly labeled 5 cents on wrappers, continues to be a target for elements in the candy trade. Belief that public resentments can be avoided only by changing labels is expressed in many quarters. Meanwhile, candy wholesalers were warned by their association this week to watch inventories closely in order to safeguard against loss from excessive buying—a straw in the wind indicating greater supplies on the way.

**SMALL MOTORS**—Climbing fractional horsepower motor production disclosed in a government report was accepted with reservations by coin machine producers who use these components in many different types of equipment. Hitch is that huge backlog of orders, equivalent to 19 months' shipments at the December rate, will have to be filled before the shortage is definitely over.

**COFFEE VENDER**—Machine which will vend 400 to 425 cups of coffee is now in production—first of this type actually to roll off assembly lines. Third coin-operated coffee dispenser to be announced to date, the Philadelphia concern producing this machine is expected to be followed by a fourth entry within a few months.

**STEEL**—Coin machine makers are losers together with other users of steel products in current irregular marketing practices for steel. Both direct and indirect hikes in production costs for machines, as well as production delays, are serious effects of buying policies which manufacturers are forced to adopt.

**MILK VENDERS**—Impetus for expansion of automatic merchandising of dairy drinks and ice cream may be expected as a result of a new \$5,000,000 advertising campaign announced for the dairy industry to maintain high consumption reached during lush wartime years.

**PUBLICITY**—Column-long Associated Press article heralding the push-button merchandising era was released in many newspapers throughout the country. Feature gave the public a favorable picture of trade scope and development, pointed to many of the newer and unusual applications of coin operation in the vending field.

**NAMA MEETS**—Lively regional meetings of National Automatic Merchandising Association in Hershey, Pa., and in Boston made this an activity-filled week for the vending trade. Legislation, operator problems and talks by outstanding speakers outside of the trade were features.

**EXPORTS**—Forecast of continued limitation of coin machine exports as a result of import licensing restrictions of many countries is valid on

## State Solons Return Home

### Governor vetoes Montana bill for licensing bell machines in social clubs

CHICAGO, March 22.—Number of legislative bodies adjourning for the year is increasing, and the prospect for new measures affecting the operation of all types of coin-operated equipment is lessened. Most important action since the previous legislative report (*The Billboard*, March 22) was the veto of Montana's House Bill 403 which provided for the licensing of bell machines in many kinds of clubs, including "social clubs."

As reported last week, term social club was defined as an organization operated not for profit, but for educational or social reasons. Actually, Montana already has one law which permits the licensing of bells in certain types of clubs, but its interpretation is not nearly so broad as the possible interpretation of the bill which the governor vetoed.

### Trend Continues

Continuing the trend noted here early this year, Iowa lawmakers are studying a proposal which would empower cities and towns to regulate and license all types of coin-operated machines, including venders. The House, at last report, was considering making amendments to the measure. At present, cigarette vending machines are not permitted to operate in Iowa, and this measure might open the way for cities to bring in cigarette merchandisers.

New Mexico's legislature adjourned officially on March 15 without taking definite action on a proposal to empower cities and towns to license gaming.

As in Ohio, trend to include coin machines as part of the revenue-raising proposals to pay off veterans' bonuses continues. Notable, too, is the trend on the part of law-making bodies to classify cigarette vending machine operators with over-the-counter tobacco retailers. This is action which will please automatic merchandising operators who have never understood why their operations should be taxed over and above the tax ordinarily paid by tobacco retailers. Maine's legislature passed a measure which includes venders as retailers, and so did Montana. For a complete story of these two actions see the vending machine section of this issue.

### Summary by States

Here is a summary of legislative activity reported since last week:

**ARKANSAS**—Legislature has adjourned. Last important action was (See Legislation on page 176)

the basis of expert opinions. Unsettled economic and political conditions both in Europe and Latin-American countries are responsible, these sources say. Latest development was action taken by Sweden, until now a buyer of U. S. coin machines, in shutting off imports.

## Portland Coinmen Launch New Association Attempt

PORTLAND, Ore., March 22.—Plans are being laid to form a local association of coin machine men here as the result of a dinner last week, at which James A. Gilmore, secretary-manager of Coin Machine Industries, Inc., was the principal speaker.

Harry Arnsberg, of Premier Sales Company, who headed a similar organization several years ago, was

named temporary chairman of a committee to work on launching another association, probably to be State-wide in scope.

Nominated from the floor to serve as members of Arnsberg's committee were Lou Dunis, W. O. Molone and Stan Terry, all of Portland; P. A. Crandall, Carlton, Ore., and Percy Hargood, Tillamook, Ore.

### Hails Response

Of the 64 coinmen attending the dinner at the Heathman Hotel, Gilmore signed up 16 for \$25 memberships in the CMI public relations committee. Gilmore hailed this response as contradicting reports he had heard in California concerning an alleged lack of esprit de corps in Portland.

Gilmore launched his address with the admonition to coinmen: "Meet your competitor—you may like him."

He stressed the need for submerging rivalries enough to present a united front in meeting industry problems such as taxation and restrictive legislation. He described efforts of the CMI public relations committee toward removal of the federal excise tax on phonographs, predicting that the 10 per cent levy will be reduced or eliminated within a year.

Advantages of local associations were stressed by Gilmore, whose views were backed by Arnsberg in his address.

### Recalls Former Benefits

Arnsberg recalled how a small group, which he headed several years ago, won State Supreme Court clearance for an operator charged with running a game of chance. The group also obtained legislation which made Oregon the only State to legalize coin machines as amusement games after having outlawed those same machines.

Arnsberg said the association died because of lagging interest after those battles had been won.

Most of those at the dinner, which was arranged by a committee composed of jobbers, were from Portland, with a sprinkling of men from out of town. Members of the arrangements committee were J. E. Cusson, Jack R. Moore Company; Budge Wright, Western Distributors; Frank Sandberg, Mills Sales Company; E. Roland Allen, Columbia Music Company; A. M. Moss, Wolf Distributing Company, and Arnsberg.

## Indiana Kills License Bill

INDIANAPOLIS, March 22.—Proposed legislation for licensing of vending machines in Indiana and for taxes on soft drinks sold in the State has died in committee.

Both proposals were introduced in the House of Representatives this season. House Bill 361 would have required lawful coin-operated or token-operated vending machines to be licensed throughout the State. Provision was made for a commissioner of vending machine devices, with penalties fixed for violations of the act.

House Bill 441, the other proposal which died in the House Ways and Means Committee, provided for a tax of 76 cents per gallon on sirups, and a 1-cent tax on 5-cent drinks when no manufacturing process was involved. State auditor would have administered the levy and set a rate on soft drinks selling at more than 5 cents.

## Action Delayed On Minnesota's Gaming Measure

ST. PAUL, March 22. — With scheduled adjournment of the State Legislature set for April 24, the administration-backed Anti-Gaming Bill (H. F. 698) hit a snag this week which will delay action and could prevent passage. Following referral of the measure to the House Appropriations Committee in a surprise move March 20, the State's chief executive declared that his entire program was in danger of falling thru in the Legislature.

Bill, which would make illegal in Minnesota bells and all types of coin-operated gaming devices, was reported out of committee in the House last week, despite strong protests registered at an unprecedented public hearing attended by a crowd of over 700 citizens.

Earlier this week, the representative who authored the bill had announced that he would move for a "special order" for March 26, thus bringing the proposal out from a heavy general orders calendar where it would not normally be reached for more than a week.

Move to refer the bill to the Appropriations Committee forestalled a similar contemplated action on the part of opponents of the measure. Actual reason given was that the measure calls for payment of witness fees and mileage by State licensing authorities, and they may ask for increased appropriations as a result. It is expected to remain in the committee at least a week or 10 days.

Meanwhile, the legislation loses its place on the House general orders calendar, and the Upper House has made no attempt to study the bill or hold hearings.

Minnesota Amusement Games Association, thru its attorney, has protested to House leaders that approval of H. F. 698 originally by the General Legislation Committee was made without sufficient consideration.

## Lamomatic Co. Will Make Changer, Clip

INGLEWOOD, Calif., March 22.—Frank C. Lamb, for 12 years an operator in the Glendale area, announced that he has formed the Lamomatic Company, and will get into production of a coin changer and coin clip about May 1.

According to Lamb, the coin clip eliminates wrappers and facilitates handling of change. Clips operate like a cartridge with the nickel clip holding either \$10 or \$20, and can be switched to handle pennies, dimes or quarters by changing a slide.

Lamb decided to manufacture the coin changer after working with it for four years on his route. Simple in construction, the changer has durability, according to Lamb.

Distributors for the Lamomatic changer are now being appointed.

## State Tax Calendar

### Alabama

April 10: Tobacco stamp and use tax reports and payments due. Tobacco wholesalers' and jobbers' reports due.

April 20: Sales tax report and payment due.

### Arkansas

April 20: Gross receipts tax report and payment due.

### California

April 15: Sales tax report and payment due (most newly enacted city sales tax report and payment due—few due April 20).

### Colorado

April 14: Sales tax report and payment due.

### Georgia

April 10: Cigar and cigarette wholesale dealers' report due.

### Idaho

April 15: Cigarette wholesalers' drop shipment reports due.

### Illinois

April 15: Cigarette tax return due. Sales tax report and payment due.

### Iowa

April 20: Sales tax report and payment due.

### Kansas

April 20: Sales tax report and payment due.

### Kentucky

April 10: Amusement and entertainment report and tax due.

### Louisiana

April 1: Tobacco wholesalers' report due.

April 15: Wholesalers' tobacco report due.

April 20: New Orleans sales and use tax report and payment due. Sales and use tax report and payment due.

### Massachusetts

April 20: Cigarette tax report and payment due.

### Michigan

April 15: Sales tax report and payment due.

### Mississippi

April 15: Manufacturers, distributors and wholesalers of tobacco report due. Sales tax report and payment due.

### Missouri

April 15: Retail sales tax report and payment due.

April 30: Soft drink manufacturers' report and payment due.

### New Mexico

April 15: Occupational gross income tax report and payment due.

### North Carolina

April 15: Sales tax report and payment due.

### North Dakota

April 10: Cigarette distributors' report due.

April 20: Sales tax report and payment due.

### Ohio

April 10: Cigarette wholesalers' report due.

April 15: Cigarette use tax and report due.

### Oklahoma

April 10: Cigarette wholesalers' retailers' and vending machine owners' reports due.

April 15: Sales tax report and payment due. Tobacco wholesalers', jobbers' and warehousemen's reports due.

### Utah

April 15: Salt Lake City occupation tax return and payment due.

### Washington

April 15: Wholesalers' cigarette drop shipment report due.

### West Virginia

April 15: Sales tax report and payment due.

April 30: Occupational gross income tax quarterly report and payment due.

## Gilmore Hails Ass'n Progress On West Coast

CHICAGO, March 22.—James A. Gilmore, secretary-manager of Coin Machines Industries, Inc. (CMI), returned to his desk this week from a four-week vacation and field trip thru West Coast States with an optimistic report on general conditions in the trade and of wide-spread interest in the association's public relations program.

Appearing before three major gatherings of coinmen in Los Angeles, Oakland, Calif., and Portland, Ore., in addition to numerous meetings with small groups, Gilmore asserted on his return that he had been successful in enlisting support for the public relations program on a scale far beyond his hopes. Despite relatively high number of CMI associate members previously enrolled, a large percentage of coinmen attending all three gatherings requested applications, he said.

### Two-Way Benefit

On the basis of his observations during the trip, Gilmore stressed the two-way importance of association work, both local and national. The industry in any State or city gains immeasurably, he declared, when active local associations provide an opportunity for trade members to get together with competitors, discuss their mutual problems and get acquainted.

He cited the Oakland meeting, which drew more than 108 coinmen from North California cities, as illustrative of the advantages of local association work. George Miller, president of the California Music Operators' Association, arranged the gathering, which took the form of a general open meeting for all coinmen in the area.

Gilmore expressed the view that coin machine business of the West Coast is a good deal like that in most other sections of the country. Trade there, he said, has accepted the inevitable fact that there would be a levelling off in play since the departure of easy war money, and is looking toward conservative progress of peacetime.

Speaking again of his observations of the trade in general, he voiced the belief that there was a great opportunity for improvement in relationships between distributors and manufacturers.

Back in Chicago, the CMI manager fell into harness again, completing preparations for the association's annual meeting here early in April, when election of board of directors will be held.

Gilmore said that the association is considering the Stevens Hotel as the site of next year's coin machine convention, but that negotiations had not yet been completed. He said that an official announcement of time and place for the show would be made later. Meanwhile, registration lists for exhibitors at the 1948 show are in the preparatory stage, expected to become available shortly.

# THREE NAMA REGIONS MEET

## Hub Confab Is Big Draw

**Legislative problems key meeting—operator forum, supply talk top features**

BOSTON, March 22. — One-day meeting of National Automatic Merchandising Association's (NAMA) Region I at the Copley-Plaza Hotel here March 18 drew a large and representative group of New England automatic merchandisers for sessions highlighting legislative, supply and operator problems.

In the annual election of officers, Samuel H. Feinson, divisional manager of Nik-O-Lok Company, was elected chairman to succeed E. E. Adams. NAMA President Robert Z. Greene and Director of Public Relations Tom Hungerford attended the gathering, addressing members on the importance of automatic merchandisers' influence on public opinion.

Keynote address was given by Raymond J. Vonesh, legislative counsel for regions 1 to 5, who spoke on "The Threat of Unfair Taxes." Vonesh told the gathering:

"A per machine tax will not produce revenue sufficient to justify its adoption, since any tax at a rate that would theoretically produce substantial revenue actually drives automatic merchandisers out of business. Taxes levied on retail business, to be equitable, should be based on the volume of goods sold and not on the individual pieces of equipment used.

### Calls Tax Unjust

"A merchandise vending machine does not and cannot in itself make a profit, any more than can the shelves and counters in a retail store. Hence a tax on shelves and counters or on individual vending machines is equally unjust. Profits, in both cases, result from the sale of merchandising or service and not from the method of selling."

H. A. Van Gestel, sales manager of confectionery products, Walter Baker Chocolate and Cocoa, discussed the problems and plans ahead in the supplier field. George Seedman, general chairman of the 1947 NAMA Convention and Exhibit, took as his topic, "The Automatic Scene."

Always popular at NAMA gatherings, the operators' forum in Boston was led by Burnhart Glassgold; DuGrenier, Inc.; Robert H. W. Welch, of Walter Baker Chocolate and Cocoa, and Albert L. Dion, P. Lorillard Company.

## Hershey Profits for '46 Show Sharp Gain

HERSHEY, Pa., March 22.—Net profit for 1946 of \$8,495,582, equal to \$10.54 a common share, was reported by Hershey Chocolate Corporation and its subsidiary. Figures represent a considerable gain over the 1945 net profit of \$4,876,038, or \$5.26 a common share.

Quarter ended December 31, 1946, showed net earnings of \$3,648,629, equal to \$4.85 a share, compared with \$1,146,641, or \$1.21 a share, for the same period in 1945.

## Candy Wholesalers' Association To Make Regular Check of Stocks

WASHINGTON, March 22.—National Candy Wholesalers' Association has inaugurated a monthly survey of the nation's wholesale candy inventories in an effort to keep a finger on the trend in stocks on hand.

Officials of the association, in announcing the results of the first month's spot check, warned jobbers that inventories should be watched closely, now that candy is becoming more plentiful, in order to avoid losses thru excessive buying.

First report, covering the month of January and including reports from 140 firms in 39 States, revealed that confectionery inventories increased 27.3 per cent over the monthly average for 1946. However, by taking the middle 60 per cent of replies, in accordance with accepted statistical procedure, the national average increase in January was 18.2 per cent over 1946.

### Same as 1941

Report stated this increase was about the same as that reported for 1946 over 1941, which is considered the last normal year. Using the 1941 average as 100 per cent, the January average was 124 per cent, an increase of 24 per cent. Middle 60 per cent, however, showed an average of 93.3 per cent. Conclusion drawn from these figures was that the average firm in January still had smaller

## DuGrenier, Inc. In Bankruptcy; Trustee Named

NEW YORK, March 22.—DuGrenier, Inc., manufacturers of cigarette, cigar and candy venders, announced this week that a petition for reorganization under Chapter 10 of the Bankrupt Act was filed March 12 in Federal Court, Boston.

Chester C. Stedman, of Boston, has been appointed by the court to act as trustee. Stedman will operate the business pending formulation and consummation of a suitable and feasible plan of reorganization acceptable to creditors and stockholders.

Operating losses and excessive manufacturing costs are cited by the firm as reasons for the action. These, it was said, have been due in part to shortages of basic raw materials and failure of various suppliers to meet their commitments to the firm as to delivery dates and quality of parts and materials.

"DuGrenier will continue to supply parts and service for the present," said Burnhart Glassgold, firm executive. "We are still in limited production."

## Lily-Tulip Cup Corp. To Build New Georgia Plant

NEW YORK, March 22.—Plans for the construction of a new plant in Augusta, Ga., containing about 175,000 square feet, were announced last week by the Lily-Tulip Cup Corporation, manufacturers of cups used in beverage venders and ice cream vending machines.

Work is expected to start within three months.

inventories than in 1941, altho they were greater than those in 1946.

Regional breakdown of the reports showed widely varying conditions. Still far below normal were inventories in New England, New York, New Jersey, Illinois, Indiana, Michigan, Wisconsin and the Southeastern States. Only the Midwest, Southwest and Far West were above the 100 per cent level.

## Remco Complete Dinner Vender Being Planned

NEW YORK, March 22.—A vender that will dispense a pre-cooked frozen food dinner upon insertion of from 35 to 75 cents will be on the market next winter, according to John J. Remco, president of Remco Food Products, Inc., the manufacturer. It will vend a meat dish and two vegetables on an aluminum section dish that has been sprayed with enamel. Dish will cost manufacturer about a cent.

Placed in apartment houses, industrial plants and other public centers, the machine will be capable of offering 14 selections for the meat course, 11 for vegetables, four for potatoes. The items will be electrically pre-cooked. Remco says that with a soft drink, hot coffee, biscuit and candy machine nearby, the machine's sales may reach such heights that it will have to be loaded several times a day.

Any combination of nickels, dimes or quarters will be possible. Users will discard the aluminum dishes.

For Remco, known to the food industry as a pioneer in tenderizing meat, this will be his first venture in the coin machine field. His firm has set up headquarters at 53 Broadway.

## Andrews & Co. Assembly Plant Moves to Mich.

DETROIT, March 22.—Andrews & Company, manufacturers of bulk candy vending machines, has moved its headquarters to 660 South Rochester Road, Clawson, according to an announcement by A. K. Andrews, who heads the firm.

Company has a Chicago plant where formerly all machine assembly took place. Under the new setup this plant will be retained, but all processing operations, except die-casting, will be done in the new headquarters.

Vending machine on which the firm is centering its attention is a five-column merchandise unit which dispenses bulk goods for a penny. Machine handles all kinds of nuts, gum and other related items.

During the war, firm, which has been in business since 1931, was engaged 100 per cent in war work, building parts of aviation carburetors and making a variety of fasteners.

## Hershey Pulls Record Crowd

**Legislation biggest topic of discussion—see no drop in supply, machine prices**

HERSHEY, Pa., March 22.—Discriminatory legislation against vending machines was the chief topic discussed during the two-day joint meeting of the National Automatic Merchandising Association Regions A and III held in the Hotel Hershey here Friday and Saturday (21, 22).

The Hershey meeting was the largest regional meeting in the association's history, with 155 operators, suppliers and manufacturers of vending machines registered.

Altho legislative problems dominated discussions during most of the scheduled meeting, operators also had an opportunity to meet with suppliers, discuss the pricing problem of both supplies and equipment, and generally exchange information helpful to their continued growth.

Joint meeting got under way Friday evening with a get-acquainted party.

Party was followed by an informal dinner which officially opened the meeting. Neill Mitchell, chairman of Region III, acted as chairman and introduced E. F. Hinkle, Hershey Chocolate Corporation's director of sales to vending machine operations. As the official representative of Hershey Chocolate, Hinkle welcomed the visitors and assured operators of his firm's high regard for automatic merchandising.

### Hear Bendix Official

Principal speaker of the evening was Everett P. Lopacker, director of industrial relations, Friez Instrument Division of Bendix Aviation Corporation, Baltimore. Lopacker, who praised automatic merchandisers in plants, said that he felt the responsibility for continued successful operation of venders in industry was the mutual problem of the operator and plant management.

Specifically, Lopacker listed factors which, he said, industry and the operator must work on together. These are mechanical failure of the machine, employee lost time, material rejections, empty machines, sanitation disturbances caused by the serviceman and poor merchandise. All points which Lopacker presented are factors which every operator of merchandising machines takes into consideration.

Saturday's sessions began at 9:30 a.m., with separate meetings of both regions present. Regional business reports of committees and election of chairmen lasted until 10 a.m., when the regions adjourned to reconvene for the final joint session.

Mitchell, who has been chairman of Region III since its organization, asked to be relieved of his office. As his successor, regional members unanimously elected Aaron Goldman, Macke Corporation, Washington. Mitchell was re-elected chairman of Region A.

### Need Educational Job

Opening speaker at the final joint session was Raymond J. Vonesh, NAMA legislative counsel for Regions I to V. Vonesh told the more than 150 members assembled that the big- (See Hershey Meeting on page 152)



\$9.95 to \$13.25

- Advance Peanut Mach. . . \$10.50 to \$13.75
- Advance Ball Gum Mach. . . 9.95 to 13.25
- Columbus Peanut Mach. . . 9.50 to 11.50
- Columbus Ball Gum Mach. . . 10.00 to 12.00
- Master Penny-Nickel Mach. . .
- Combination Peanut or Ball Gum . . . 15.00
- Northwestern Peanut Mach. . . 10.60 to 25.00
- Silver King Peanut Mach. . . 10.00 to 13.95
- Silver King Ball Gum Mach. . . 10.00 to 13.95
- Silver King 5¢ Mach. . . 10.00 to 13.95
- Victor Globe-Type 1¢ Mach. . .
- Combination Peanut and Ball Gum . . . 11.75
- Victor Cabinet Type Mach. . . . . 13.75
- Victor 5¢ Mach. . . . . 14.75
- Collection Becks, Postpaid, per doz. . . . . .85
- Coin Wrappers, Per 1000 . . . . . .85
- 1¢ and 5¢ Coin Counter . . . . . 1.25
- Blackstone Double Barrel Coin Counter, 1¢, 5¢ or 10¢ . . . . . 1.50
- 14" Heavy Round Base Stands, 35-Lb. Globes, any make (except Silver King) . . . . . 4.25
- Silver King Globes . . . . . 1.50
- Charms, 1000 Assorted, Postpaid . . . . . 4.00
- Charms, Alphabet, 1000, Postpaid . . . . . 5.00
- Charms, Wise Crack Buttons, Postpaid . . . . . 6.00
- New Frantz Aristocrat Scales . . . . . \$15.00
- New Frantz Aristocrat Scales, With Mirror . . . . . \$25.00
- American Astrological Scales . . . . . \$14.50
- Nation Scales . . . . . \$12.50

IF IT IS A VENDING MACHINE—NEW OR USED—ASK US.  
**BALL GUM—ASK FOR PRICES.**  
**T. O. THOMAS CO.**  
 1572 JEFFERSON PADUCAH, KY.

# Maine and Montana Class Cigarette Vender Retail Outlet for Tax Purposes

## Trade Sees Non-Discriminatory Legislation Good Sign

CHICAGO, March 22.—Legislatures in Maine and Montana have enacted measures placing cigarette merchandising machines in the same license category with the over-the-counter retail outlets, news which should be heartening to vending firms in States and cities where bills or ordinances have singled out automatic merchandising for special taxes over and above those paid by the ordinary retail outlet.

Since the vending machine performs essentially the same function as the over-the-counter retailer, automatic merchandising operators have never been able to justify the reasons for extra-added taxes. Action in Maine and Montana, vending firms hope, will signal an example for other Legislatures.

### Defines Vending Machine

In House Bill 23, Maine's Legislature clearly defines the vending machine as a retail outlet, subject to the same tax as the over-the-counter retailer. A portion of Section 187 from House Bill 23, approved March 13, is reprinted here from the measure's official text:

"Each person engaging in the business of selling cigarettes in this State, including any distributor or dealer, shall secure a license from the tax assessor before engaging in such business. A separate application and license shall be required for each wholesale outlet and for each retail outlet when a person shall own or control more than one place of business dealing in cigarettes.

"Each vending machine shall be considered a retail outlet. Such license shall be issued on forms prescribed by the assessor, and shall contain the name and address of the applicant, the address of the place of business, and such other information as the assessor may require for the proper administration of the provisions of Sections 186 to 205 inclusive. Each application for a wholesale outlet license shall be accompanied by a fee of \$25 and each application for a retail outlet license shall be accompanied by a fee of \$1. Each license so issued shall be prominently displayed on the premises covered by the license and in the case of vending machines there shall be attached to the same a disk or marker to be furnished by the assessor, showing it to have been licensed."

### Montana Bill Similar

The Montana measure (House Bill 269 which was approved March 11) is similar to the Maine bill with one major exception. By a special section, the Montana bill provides that cigarette vending operators who have more than one cigarette machine on the same location must pay the license fee for only one of these machines.

Under the definitions in the Montana bill's official text, "The word 'dealer' shall mean any person other than a distributor, who is engaged in selling cigarettes at retail, and shall also mean cigarette vending machines."

Section 2, which defines the procedure for application of distributors' and dealers' licenses reads:

"Distributors' and dealers' license applications, fees. Every such distributor or dealer shall secure a license from the board before engaging in such business or continuing to engage therein after July 1, 1947. A separate application and a separate license

shall be required for each place of business owned, controlled or operated by such person within the State of Montana. Application for such license shall be made on forms prescribed by the board, which shall state the name and address of the applicant, the name, address and place of business to be licensed, the type of business, and such other information as the board may require for the proper administration of this act.

### Lists Fees

"Each application for a distributor's license shall be accompanied by a fee of fifteen dollars (\$15). Each application for a dealer's license shall be accompanied by a fee of five dollars (\$5.00). No dealer shall be granted a distributor's license except a retailer who also performs, in the usual course of business, a distributor's or wholesaler's function. Each license so issued shall be permanently and prominently displayed on the premises covered by the license. Distributors and dealers licensed under this act may buy, sell or have in their possession only such cigarettes which have the stamp or insignia provided for in this act on each individual package.

"The stamps or insignia provided for in this act shall be sold to, and affixed by, licensed distributors and retailers only. A distributor's license shall not authorize the holder thereof to make sale of cigarettes at retail in less than carton lots, provided, however, before said distributor shall make any such sale at retail, the stamp or insignia shall be affixed to each individual package. Each cigarette vending machine shall be licensed at a particular place of business, provided that only one machine is to be licensed at a particular place of business where the licensee has more than one machine in operation."

## New Soft Drink Tax, Higher Cig Levy in Pennsylvania Bills

HARRISBURG, Pa., March 22.—Legislation has been introduced in the Pennsylvania House of Representatives asking new taxes on soft drinks and cigars and higher taxes on cigarettes and beer.

New revenue bills, introduced by the chairman of the House Ways and Means Committee, are as follows:

House Bill 662 is designed to increase the excise tax on cigarettes from 2 to 3 cents per pack of 20 cigarettes, to tax cigars at the rate of \$10 a thousand for those retailing at 5 cents or more and \$5 a thousand for cigars retailing at less than 5 cents, and also to place an excise tax of 20 per cent on smoking tobacco.

House Bill 664 would place a new 1-cent-an-ounce excise tax on sirup used in the making of soft drinks, which, it is estimated, would increase the retail price of soft drinks by 1 cent for each 12-ounce beverage.

Altho manufacturing firms are expected to ask for public hearings on the proposed legislation, the bills are listed for adoption by the administration, in which event they would become effective June 1, 1947.

## THE MODERN, MECHANICAL POPCORN SALESMAN . . . AN INDEPENDENT SUCCESSFUL BUSINESS



P.K. Vendor is a modern method of distributing one of the most popular and highly advertised products at a large profit to the operator with very little overhead expense, as the services of one man is all that is required to service a group of from 50 to 75 P.K. Vendors. Each earning you \$5.00 to \$20.00 weekly.

Beautiful design—automatic operation—nothing to get out of order—simply fill and collect.

Either 5¢ or 10¢ play (specify).

Sample Machine, with base . . . \$139.50  
 Counter Model, without base 124.50

Vitalized Pop Corn, 5 lb. cartons . . . \$15.00  
 Oke-Doke Cheese Corn, 5 lb. cartons . . . . . 1.50  
 Vends Out in Machine at \$5.30.

Glassine Bags, \$3.00 Per 1000 (5¢ or 10¢)

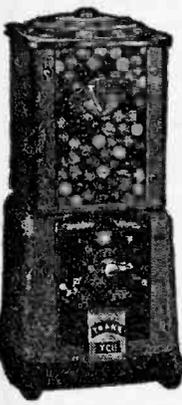
**SPECIFICATIONS**  
 Height, 40 inches.  
 Base, 16 3/4 inches wide by 16 3/4 inches deep. Net weight, 56 lbs. Shipping weight, 80 lbs. Operates on AC or DC current. With base, 62 in.

Sample Introductory Offer for 30 Days Only. One Machine and All Supplies, ready to start, \$145.00. (Cash with order). **EX P R E S S P R E P A I D ANY WHERE.**

**P. K. SALES CO.**  
 507 Wheeling Ave. CAMBRIDGE, OHIO

## DON'T SNUB THE LOWLY NUT MACHINE

Nickel pistachio machines are paying for themselves in an average of seven months, according to actual records. Do you have any vending machines which will do this with present high cost of machines?



Only three nickel sales a day per machine insures you a profit of \$225 per month on every \$1700 invested. You can make average earnings of \$1125 per month on 500 machines, a total investment of only \$8800 for merchandise and machines. Merchandise costs of 30%, commission of 20%, insures you a profit of 50% of gross sales. And what a sweet business! No location worries. One man can place 25-40 machines per day—keep a total of 400-500 machines serviced. Once in, your machine "stays put." No money spent in holding locations. No service calls. No taxes, license or permits necessary. No supply problems—nuts and machines available in any quantity.

Send a trial order for five or ten machines. Find out for yourself what a wonderful opportunity you have overlooked. Brand-new Victor 5¢ Cabinet Vendors pictured are \$14.75 each. Red pistachio nuts (love nuts) cost you 67¢ per pound, sell at \$2.25 per pound. Packed in five pound containers, each machine holds about five pounds of nuts. 1/3 deposit required with order.

**L. M. BECKER VENDING SERVICE**  
 105 DEWEY ST. BRILLION, WISCONSIN

# VENDIT

Sells More Candy • Pays More Profits

The AMERICAN VENDING Corporation  
 1401 FAIRFAX TRAFFICWAY  
 KANSAS CITY 15, KANSAS

## EXTRA SPECIAL

6 Model V Deluxe Vendors and 140 Lbs. of Army & Navy Mix all for \$187.50

Push cash with order. F. O. B. factory.

**ROY TORR** HANSLOWNE PENNA.

## EXCLUSIVE FRANCHISE

for the sale of "Niks" (Sunshine Biscuits) 5¢ packages through specially built vending machines for use in schools, factories, offices, department stores, amusement places, banks or any spots where people work or congregate. Extent of territory depends upon amount of capital reputable firm or individual has to invest. Write or wire for details.

**STATLER MANUFACTURERS CORP.**  
 2112 BROADWAY  
 NEW YORK 23, N. Y.

## NORTHWESTERN VENDORS

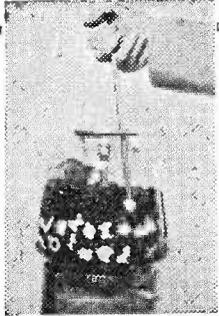
Deluxe Merchandisers . . . \$25.00  
 Model "33" . . . . . 10.95  
 Model "40" . . . . . Write  
 Model "33" Ball Gum . . . . . 9.65

1/3 Deposit, Balance C. O. D. Subject to change without notice.

**IDEAL NOVELTY CO.**  
 "Authorized Northwestern Distributor"  
 2823 LOCUST ST.  
 ST. LOUIS 8, MO.

**"GRAB ALL" TOOL**

**PUTS EVERY CHARM IN PLAIN VIEW IN YOUR VENDING MACHINE**



**75c PREPAID** (\$1.00 Prepaid East of Rocky Mountains)

**Jobbers Wanted**

**NATIONAL DISTRIBUTOR**

**LEON "Hi-Ho" SILVER**

760 HAYES ST. SAN FRANCISCO, CALIF.  
Phone: Market 1073

# \$5,000,000 Dairy Sales Program Set

See Vender Growth Aid

CHICAGO, March 22.—Impetus for expansion of dairy drink and ice cream vending operations is seen in adoption of a three-year, \$5,000,000 promotional program to maintain and extend mass consumption of these products at a recent congress of 200 industry leaders here.

Meeting was held in conjunction with the eighth annual American Dairy Association conclave, and included representatives of all branches of the dairy industry. ADA, farmer-financed promotional organization of the industry, has been instructed to carry out the three-year program.

Pointed toward warding off "ruinous surpluses" which plagued the industry in pre-war years, the campaign calls for industry-wide and national advertising, merchandising and research. It is expected to tie-in with extensive drives on which many individual companies and groups are spending large sums.

"In hitching the dairy cow to the power of advertising on an industry-wide basis," said ADA manager Owen M. Richards, "the dairy congress acted to bring the industry's promotion more nearly in line with the industry's size and importance in providing America's food."

The dairy industry, which produces and distributes nearly a fifth of the nation's food supply, is based on the \$3,000,000,000 annual milk production of American farmers, he pointed out. More than 5,000,000 farmers and 90,000 processing and distributing firms are engaged in various phases of the industry.

Richards tied the campaign to recommendations of government agencies calling for an increase of 20 per cent in the milk content of the American diet. He said that the National Research Council had made this proposal even in the high production year of 1941.

While milk consumption has risen 30 per cent above pre-war average levels, Richards declared that advertising on a broad front will be needed to maintain such an advance.

Election of ADA officers at the two-day meeting resulted in re-election of D. T. Carlson, Willmar, Minn., as president. New officers include W. J. Sawyer, Chicago, president of Pure Milk Association, vice-president; W. L. Hendrix, Boise, Idaho, secretary; C. R. Schoby, Bode, Ia., treasurer.

Two States, Ohio and Mississippi, were added to the association's membership, bringing total member States to 37 States, which produce 90 per cent of the nation's milk supply.

Meanwhile, another dairy organization, the National Dairy Council, was shaping up plans for its annual June Dairy Month, according to General Chairman E. W. Tiedeman, of Central Grade-A-Co-Operative, Appleton, Wis.

With the slogan, "Enjoy Delicious Dairy Foods," this regular event of the industry uses symbolic poster and display materials and other forms of publicity to promote dairy product consumption. Eight regional chairmen have been appointed to steer the drive in various sections of the country.

Star endorsement of the campaign comes from Secretary of Agriculture Clinton P. Anderson, who declares that he hopes everything possible will be done "to impress upon the American public the importance of milk and milk products in their diet."

## Tell Award Winner At NATD Conclave

NEW YORK, March 22.—The Alex Schwartz Memorial Award, given to the tobacco wholesaler judged to have made the year's greatest contribution to the trade, will be presented at the April 14-18 convention of the National Association of Tobacco Distributors in the Palmer House, Chicago. Mrs. Alex Schwartz founded the award in memory of her husband, a wholesale executive.

Since half the tobacco distributors are now operating vending machines, chances are good this year's prize will go to a machine op.

## Milwaukee Vets Sue, Say Peanut Vender Contract Won't Hold

MILWAUKEE, March 22. — Two veterans have filed a suit in Circuit Court here seeking return of \$1,060 which they said they had invested in 40 bulk vending machines.

Suit was against Charles Stearns, of Better Business Brokers, who has been released after posting bond of the amount involved in the action.

The veterans, John Rankin, 21, and Joseph Nemeck, 20, charge that they bought the machines June 15, 1946, when both were minors, that they later repudiated the contract on the basis that a contract of this type with minors was illegal. They said that they had offered return of the machines and sought return of their money.

John J. Reilly Jr., counsel for Stearns, on the other hand said: "The kids have no good ground to get out from under the contract, because they have bought other peanut vending machines. They're just kicking about the price, and are trying to use their minority as a shield."

As a result of their allegation that Stearns was about to sell his property, convert his assets to money and leave the State and jurisdiction of the court, the veterans won a writ to force the defendant to remain within the court's jurisdiction.

Counsel for Stearns said he plans to leave the city in a year.

## Borden's 1946 Net Highest Since 1930

NEW YORK, March 22.—Borden Company's net income for 1946 reached a record high that was only surpassed by the 1930 earnings, according to Theodore G. Montague, president.

Last year's net, \$19,581,006, or \$4.64 a share on common stock, compares with the milk company's 1930 figures of \$20,517,496, or \$4.85 a share. Earnings for 1945 were \$12,093,972, or \$2.85 a share.

Sales made in 1946 totaled \$542,998,805, against \$459,454,880 in 1945.

## Shreveport Vending Firm Files for Incorporation

SHREVEPORT, La., March 22.—Shreveport Vending Machines, 423 Crockett Street, filed articles of incorporation in the Caddo parish clerk's office last week. Firm officials are listed as Clarence H. Roberts, president; Marvin W. Carlson, executive vice-president, and Mrs. Roberts, secretary-treasurer.

Roberts and William L. Mirdock are agents of the corporation, while subscribers include Roberts, Mrs. Roberts, Carlson, Fred J. Renfroe, Walter A. Clements and U. Koen & Company, Inc., of Shreveport.

## ADVANCE STAMP MACHINE



This machine is made of sheet metal, finished in gold with chrome trimmings and suitably lettered. Machine has rubber bumpers for counter use, but can be hung on the wall if desired by drilling holes in back. The standard machine is arranged to sell four 1¢ Postage Stamps for 5¢ or three 3¢ for 10¢. The machine can be arranged for 25 cents where it is desired to sell a larger number of stamps, or stamps of a higher value.

Stamps are placed inside a cardboard folder and vended out much like a stick of chewing gum. This machine is approximately 3 1/2 inches wide, 5 3/4 inches deep and 16 inches high.

Price Up to 3 . . . . . \$18.00 Single  
Pair . . . . . 36.85  
Over 3 . . . . . 13.50 Ea. Single  
Pair . . . . . 27.85  
Folders to Fit Machine . . . \$5.25 for 10,000

**MERCHANDISE**

Red Skin Peanuts	25¢ lb.
Salted Spanish Peanuts	23¢ lb.
Virginia Peanuts	30¢ lb.
Salted Squash Seeds	25¢ lb.
Sunflower Seeds	20¢ lb.
Pistachio Nuts	65¢ lb.
Boston Baked Beans	33¢ lb.
Salted Filberts	70¢ lb.
Small Salted Almonds	80¢ lb.
Salted Cashews	65¢ lb.
Ass't. Colors M & M's	50¢ lb.
M & M's Chocolate	45¢ lb.
Licorice Lozenges	40¢ lb.
New York Baked Beans	32¢ lb.

Min. Order 30 Lbs. of an Item.

**CHARMS**

Ass't. Charms. Per M	\$3.00
Sassy Buttons. Per M	5.50
Alphabet Letters. Per M	5.50
Floor Stands	\$4.00 ea.
Suction Cups	.06 ea.

**ORDER TODAY**  
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

**J. SCHOENBACH**

Distributor of  
Advance Vending Machines  
1647 Bedford Ave. Brooklyn 25, N. Y.

## GOLDEN STATE VENDOR ASSURES "GOLDEN FLOOD" OF PROFIT



An all-purpose, all-product Vendor of unsurpassed beauty. Ruggedly constructed to give years of service.

Hammerloid Enamel Finish. Trimmed in Stainless Steel. Aluminum Mechanism.

**1c or 5c Sample \$12.95**  
Quantity Price . . . Write.

**Distributors, Contact Us**  
Some Territories Still Open.

**BADGER SALES CO., INC.**  
2251 W. Pico Blvd. Los Angeles 6, Calif.

## VENDING MACHINE OPERATORS

We are State distributors for Samuel Eppy's Plastic Charms and have them in stock at the following prices:

Assorted Charms. Per M	\$4.00
Alphabet Letters. Per M	5.00
Wide Crack Buttons. Per M	6.00

We Pack Postage—Immediate Delivery.  
1/3 With Order, Balance C. O. D.

**GEORGIA AUTOMATIC CO.**  
P. O. BOX 223 DECATUR, GEORGIA

**IF YOU WANT A STEADY SUPPLY OF BALL GUM—CONTACT US**

**VICTOR V MODEL V FAMOUS PRE-WAR VENDORS**

Globe Type. Model V capacity: 6 1/2 bu k. Qty: of 1250 or 1800 merchandise or balls of 1 1/2" and 1" gum. De Luxe Cabinet Type. \$13.75 Each.

Model V Wall Bracket. Each . . . . . \$ .85  
Complete 1¢ and 5¢ Coin Counter, Plus Postage. Each . . . . . 1.25  
Orders Filled In Rotation. 1/3 Deposit, Certified Check or Money Order, Balance C. O. D.

**5¢ De Luxe Cabinet Type, \$14.75**

Model V  
M & M Candy Coated Chocolates.  
In Any Quantity

Pistachio Nuts, 60-Lb. Ctn.	50¢ Lb.
Salted Almonds, 25-Lb. Ctn.	85¢ Lb.
Virginia Peanuts, 30-Lb. Ctn.	28¢ Lb.
Spanish Peanuts, 30-Lb. Ctn.	21¢ Lb.
Salted Cashews, 30-Lb. Ctn.	60¢ Lb.
Boston Baked Beans, 45-Lb. Ctn.	32¢ Lb.

**PIONEER VENDING SERVICE**  
Exclusive Victor Distributor in N. Y.  
481 Sackman St., Brooklyn 12, N. Y.  
Phone: Dickens 2-7992

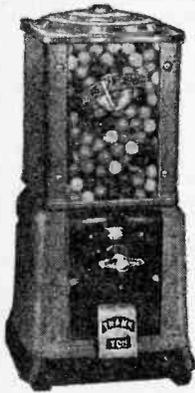
**VENDIT**

**Sells More Candy • Pays More Profits**

**The VENDIT Corporation**  
2946 W. Grand Ave., Chicago 22, Ill.

**ABT CHALLENGERS**  
**\$49.50**  
 EACH

Brand New in Original Carbons.



**BRAND NEW VICTOR MODEL V**  
 Cabinet Type 1¢ Model **\$13.75 EA.**  
 5¢ Model **\$14.75 EA.**  
 Globe Type 1¢ Model **\$11.75 EA.**  
 Any Quantity

**NEW ASCO HOT NUT VENDOR, \$39.50**  
 5 or More, \$37.50.

**NEW VENDING MACHINES**

- Advance #11, Either 1¢ or 5¢ ... \$13.75
  - Columbus Mod. 46, 1¢ ... 11.50
  - Columbus Mod. 46G, 1¢ ... 12.50
  - Columbus Mod. 46Z, 1¢ ... 11.95
  - Columbus Mod. 46ZB, 5¢ ... 12.95
  - Master Novelty, 1¢ ... 14.00
  - Master #2, 1¢ & 5¢ ... 15.00
  - Master #8, 5¢ ... 15.00
  - Silver Kings, 1¢ or 5¢ ... 13.95
- Lower Price in Quantity on Above Machines*

- Victor Model V Cab. Type, 1¢ Mod. \$13.75
- Victor Model V Cab. Type, 5¢ Mod. 14.75
- Victor Model V Globe Type, 1¢ Mod. 11.75

- Plastic Charms: New Assortment. Per M ... \$4.00
- A to Z Alphabet Charms. Per M ... 5.00
- Sassy Picture Buttons. Per M ... 6.00
- New Big Charms. Per M ... 4.50

**NEW IMPS** 1¢ or 5¢ **\$13.75 ea.**  
 Lots of 6

Send for Descriptive Literature and Quantity Prices.  
 1/3 Deposit Required With Order.

**FRANK DIST. CO.** 585 N. 8th St. Phila., Pa.

# Hershey Meeting Sets Record; Legislation Biggest Topic

(Continued from page 149)

gest job every vending machine operator has to do is an educational job. The threat of unfair legislation, Vonesh said, could be greatly minimized by acquainting State and municipal governments with the automatic merchandising business.

Vonesh said that the automatic merchandising industry "seeks no special privileges," asks only that vending machine routes be treated as any other retail outlet is treated.

B. W. Scheuer and George Seedman, Rowe Corporation, also addressed the final session on legislative matters. They were followed by Tom Hungerford, NAMA director of public relations, who spoke briefly on the operator role in public relations.

In his address, entitled *Your Influence on Public Opinion*, Hungerford advised operators to think of public relations in terms of their whole organization, from executives to servicemen.

"The scales of public opinion," Hungerford said, "are forever balanced by what you say you are and how you say it."

## Operators' Workshop

Following Hungerford's address, Scheuer opened the morning workshop—an open forum discussion of problems affecting the vending machine industry as a whole. In his opening remarks, Scheuer said the National Automatic Merchandising Association expects to have 2,000 members by the end of the next 12 months.

Highlights of the workshop were operators' experiences with coin changers, prospects for increasing supplies in the candy and soft-drink field, pricing trends in both supplies and equipment.

Consensus of opinion was that the extension of sugar rationing and control until October will greatly benefit the automatic merchandiser. Representatives of Hershey, Tootsie Roll, Wrigley, Beechnut, Wilbur-Suchard and P. Lorillard were present to answer questions from operators.

Candy suppliers were generally agreed that increased supplies of candy bars are in the offing. After April 1 candy manufacturers, like other supply makers whose production has been curtailed by the sugar shortage will have 25 per cent more sugar added to their quotas.

Fritz Baehr, Wilbur-Suchard, said

## Soft Drink Tax Bill in Kansas

TOPEKA, Kan., March 22.—A bill to assess a tax of 6.4 cents per gallon on soft drinks has been introduced in the House of Representatives of the Kansas Legislature in the first step of what sponsors of the bill said was a "program to tax luxuries and non-necessities."

Chairman of the House Committee on Assessment and Taxation, Rep. Wayne W. Ryan, of Clay Center, estimated that the proposed levy would yield between \$1,000,000 and \$1,500,000 a year. He said his committee also had agreed on new taxes on cigarettes, beer and tobacco, which he estimated would yield another \$2,500,000 to \$3,000,000 annually.

In committee discussions, it was learned, much of the argument for the soft drink tax turned upon the fact that some soft drinks, such as soda water and ginger ale, are used as mixer in whisky and other alcoholic beverages, which are illegal in Kansas.

he felt that the trend will be to trim the size of candy bars. Hinkle, of Hershey, said his firm will continue to make its special bar for venders, and Sam Rich, sales manager of Tootsie Roll, said that his firm is now working on a multiple-count package for operators.

## Labor Key to Prices

Supply and equipment manufacturers present predicted that prices will continue high largely because of increased labor costs. One manufacturer of vending machines said that his firm expects its labor costs to increase 15 per cent before the end of the year. He added that approximately 50 per cent of the cost of a vending machine today is accounted for by labor.

At the closing luncheon George Seedman, general chairman for the 1947 convention, outlined plans for the association's first combined convention and equipment exhibition. The convention is scheduled for December 14-17 at Chicago's Palmer House.

Seedman announced that the entire fourth floor of the Palmer House has been reserved for equipment exhibits.

Final speaker was Charles Betts, Vocational Rehabilitation Division, Veterans' Administration, who spoke on the relationship between automatic merchandising and the VA's on-the-job-training program. Following Betts' outline of the veterans' program, Paul I. Berkley, Vendex, Inc., introduced a resolution calling for both regions to support and encourage the job training program. The resolution was unanimously adopted.

## NAPM Contest Aims To Up Sales Appeal Of Popcorn Package

CHICAGO, March 22.—National Association of Popcorn Manufacturers is laying plans for a packaging contest to be conducted among association members in an effort to improve efficiency and sales appeal of packages.

Dates for the contest, which was suggested at the last NAPM convention in Chicago, have not been determined, but it has been proposed that it be opened 60 days before the November meeting and close within 30 days.

Best packages will be placed on display together with awards at the meeting. A trophy will be awarded to the winner after judging on the basis of design and product protection.

A three-member rules committee is made up of Ollie Koeneman, Old Vienna Products Company, St. Louis; Leonard Japp, Special Foods Company, Chicago, and Ruby Adams, Adams Popcorn and Nut Supply Company, Lansing, Mich.

## Peanut, Pumpkin Seed Line In 5-Cent Bags by Leader

BROOKLYN, March 22.—Leader Novelty Candy Company here is offering a line of 1-cent cellophane bags of salted peanuts and pumpkin seeds to the wholesale confectionery trade, company officials stated this week.

Both products are packed 80 count and sell for 50 cents per box; they are also packed in 5-cent bags at 68 cents per 24 count. Firm is located at 311 Meserole Street.

GROETCHEN'S

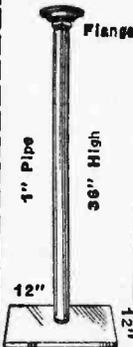
**IMPS** 1¢ or 5¢

Fruit or Cigarette Reels.

Brand New! Immediate Delivery!

**\$13.75**

Lots of 6, Single—\$14.75.



**RUSH ORDER HARD TO GET STANDS**  
 for Merchandise Vendors

Solid Steel Base Total Weight 40 Lbs.

**PRICE \$4.00** Will Support Any Type Vendor.  
 F.O.B. Phila., Pa.

**VEEDCO**  
 2118 Market St., Phila., Pa.

# Northwestern



Your Assurance Of Postwar Security

Time and time again Northwestern bulk vendors have proved their worth as steady, dependable money-makers under any and all conditions. That's why so many operators, and others interested in a permanent income, are looking forward to the time when these machines will again be available. To make sure of your postwar success, plan now to invest in Northwesterns—vendors built for operating. In the meantime, keep in touch with activities through our free monthly paper *The Northwesterner*.

THE NORTHWESTERN CORPORATION  
 EAST ARMSTRONG STREET, MORRIS, ILLINOIS

## ATTENTION Coin Scale Operators

10—Model 403 American Fortune Telling Scales. Like New. Lots of 1 to 3. **\$140.00 Each**

**All for \$1,350.00**

TERMS: 1/2 DEPOSIT—BALANCE C. O. D. Write or wire

**PARKER COIN MACHINE CO.**  
 BOX 22, LEAKSVILLE, N. C.

## CIGARETTE MACHINES REAL BARGAINS

- READY FOR LOCATION
- National 7-50 or 9-50 ... \$60.00
  - National 9-30 ... 52.50
  - DuGrenier W's, 9 Col. ... 47.50
  - DuGrenier 7 Col. Mod. S. Ea. ... 27.50
  - DuGrenier Champs, 9 & 11 Col. ... 75.00
  - U-Need-a-Pak A, 9 Col. ... 55.00
  - U-Need-a-Pak E, 8 Col. ... 40.00
  - 2 Col. Postage Mach., like new, Cost \$35.00 each. My price ... 13.50
  - Apple or Orange Mach., 5¢ A.B.T. Slot 12.50
- SAVE THIS AD FOR LOW PRICES.**  
 What have you to sell?  
 Half Deposit. Phone: BA 8-0606

**HARRIS VENDING**  
 2717 N. Park Ave. Philadelphia, Pa.

## WANTED ROTARY MERCHANDISERS

Give Price and Condition in first letter.  
**Playland Amusements**  
 GARRETTSVILLE, OHIO  
 Phone: 35F5, Parkman, Ohio

**IMMEDIATE DELIVERY**  
 New  
**Columbus All Purpose Vendors**

No. 46Z, 1¢ Model, **\$11.95 Ea.**

No. 46ZB, 5¢ Pistachio Vendor, **\$12.95 Ea.**

25% Dep. with Order, Balance C. O. D.

**CAMEO VENDING**  
 Authorized Factory Distributors  
 432 W. 42D ST. NEW YORK, N. Y.

**BRAND NEW**  
 LATEST factory model Shipman Triplex Stamp Vendors. Vends 1¢, 2¢ and New 5¢ Air Mail. Compact size! Fool-proof! Sold ONLY to operators.

Price, \$39.50 each. **IMMEDIATE DELIVERY!**  
 1/3 Dep., Bal. C.O.D. \*Send for free leaflet\*

**R. H. Adair Company**  
 8924-26 Roosevelt Rd. Oak Park, Ill.

Folders—New, time saving multiple type only \$18.75 for 25,000 which return gross profit of \$250.00 when sold thru the machines!

**SPECIAL OFFER**

**NEW 5¢ HOT PEANUT VENDING MACHINES**

Save Money by sending for information now.

**STM DISTRIBUTORS**  
 408 Arch Street Milton, Penna.

## Answers by Experts At AMA's Packaging Conclave in Phila.

PHILADELPHIA, March 22. — American Management Association's conference on packaging, packing and shipping, to be held in conjunction with AMA's 16th annual Packaging Exposition here in Convention Hall April 8-11, will be of interest to vending operators. Meetings will highlight packaging techniques, improvement of package manufacture, and the return of emphasis on the package as a major merchandising factor, according to Alvin E. Todd, president, and E. A. Throckmorton, vice-president of AMA.

Session April 8 will center around unit packaging for its main topic; morning discussion will include an address on *A Program of Packaging. Cost Reduction*, and afternoon period will feature a consumer packaging clinic, during which a panel of experts are to talk on design, production, protection, materials, merchandising and the consumer.

Program April 9 will center about shipping containers. Talks on this subject will include *Industry's Stake in the Freight Classification Revision; The Packaging of Metal Parts; The Packaging of Heavy Articles*, and *The Receiving Clerk's Viewpoint*. A question-and-answer session will follow these talks, during which wooden and fibre containers, transportation, bags, the user, and research will be analyzed by experts in these fields.

### Shipping Discussion

Final session is slated to further develop the shipping aspect of packaging. *Techniques of Export Packaging; Eliminating Damage Claims Thru Proper Carloading and Staying and Packaging Economics Thru Unit Loads* will be topics coming under discussion. Additional subjects to come up for mention during this session will be *Developments in Pre-Packaged Perishable Foods; The Outlook for Improved Package Ma-*

## Brach & Sons Makes Management Changes

CHICAGO, March 22.—E. J. Brach & Sons, candy manufacturing firm, announced this week that a reshuffling of management responsibilities among its officials is in process and that Theodore Stempfel has retired as advertising manager.

Stempfel, with Brach for 30 years, will continue as a vice-president in an advisory capacity. Two other vice-presidents received additional responsibilities. They are Clinton O. Dicken, who was appointed general manager of the company, and Edwin O. Blomquist, named director of sales and advertising. Other appointments were Arthur C. Shrier, plant director, and William A. Melody, factory manager in charge of all manufacturing operations.

## Penny Ice Cream Men Meet

NEW YORK, March 22.—The 40th annual convention of the Association of Ice Cream Manufacturers of Pennsylvania, New Jersey and Delaware will be held Wednesday and Thursday (26-27) at the William Penn Hotel, Pittsburgh. Last-minute information and reservations may be obtained at the association's offices in the Hotel Pennsylvania here.

## Kolodny Greek Aid Leader

NEW YORK, March 22.—Joseph Kolodny, managing director of the National Association of Tobacco Distributors, now heads the tobacco, confectionery and allied trades group of the New York Greek War Relief Campaign.

## Ops Not Worried

NEW YORK, March 22.—In spite of newspaper stories to the contrary, postage stamp vending machine operators in this area are not concerned over the proposal of the post office to raise the price of postcard mailings to 2 cents. Ops state that two of the 2-cent stamps could be vended for a nickel in place of the present four 1-cent stamps, with no loss in volume and only slight trouble.

Reduced volume of postcards sent thru the mail would equalize the present sales, since four cards can now be sent with a nickel sale.

### Machinery, and Can Package Design Be Evaluated?

Alan S. Cole, general manager of *Modern Packaging*, is to be chairman on the exhibitors' advisory committee. Approximately 150 exhibitors are scheduled to occupy the 95,000 square feet of exhibit space available. They will show machinery, equipment, supplies and services displays throughout the conference.

## Hiram P. Griffin Elected President Of Red Rock Cola

HARTFORD, Conn., March 22.—Hiram P. Griffin was elected president and a director of the Red Rock Cola Bottling Company of Connecticut, according to an announcement made by the firm here this week.

Starting with the Coca-Cola Bottling Company of New York, Inc., in the production department 12 years ago, Griffin successively worked in the advertising and sales departments, later becoming plant superintendent. He was production manager and assistant to the vice-president of the firm when he resigned to take his new post.

Red Rock Cola, with executive offices at 747 Windsor Street, this city, earlier this month purchased Charter Oak Bottling Works, Inc., bottler of soft drinks in Hartford for the past 24 years.

### States Policy

Griffin said that while the company intends to continue bottling carbonated beverages under the Charter Oak trade name, its main efforts will be concentrated on the bottling of

## Cycling Op

DORCHESTER, Mass., March 22.—Morris Freedman, veteran candy coinman with Philip Garber Theater Candy vending firm here, is an ardent cyclist and makes his business calls among New England theatermen on his bicycle, according to P. Garber. Freedman says 50 to 75 miles of pedaling is an easy day's work for him in good weather and combines business with pleasure.

Red Rock Cola, under a franchise governed by the State of Connecticut. Charter Oak, he added, is the first of several bottling companies which his firm plans to acquire in this State.

Red Rock also announced the board of directors as follows: G. Everett Parks, chairman, New York investment banker; William M. Dunbar, president of Downing & Perkins, 120-year-old Hartford trucking and transportation contracting concern; Isadore Sherman, owner of the Sherman Department Store in Clinton, Conn.; Dr. Edward R. Harvey Jr., of Seymour, Conn.; Walter W. Moore, also of Clinton, and Griffin.

# THEY'RE HERE!

... AND YOU CAN GET THEM IN 15 DAYS!

The scale with the greatest net earning power on the American Market. Gives a character reading or fortune with every weight, but you don't buy tickets or ribbons and continually service the scale. Wide coin chute to prevent clogging.

No levers or knobs to operate. It is 100% automatic—the coin does all the work.

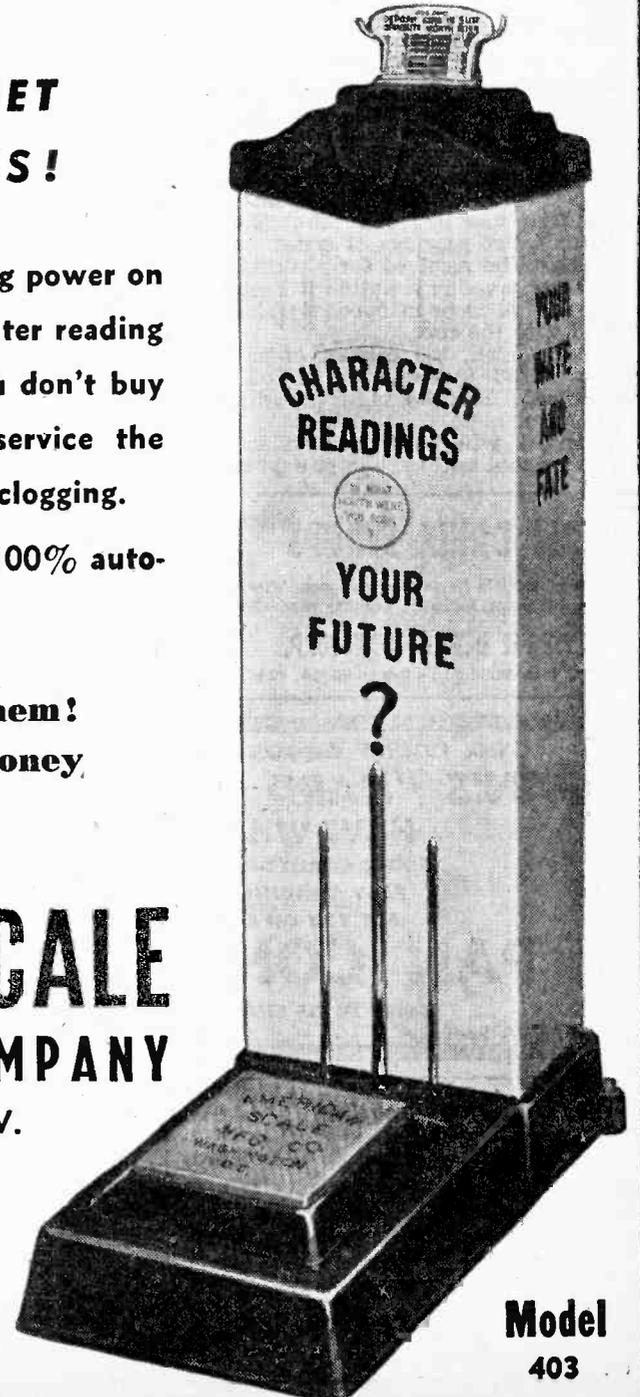
Gets locations and holds them!  
Start earning real scale money  
by ordering today!

## AMERICAN SCALE MANUFACTURING COMPANY

3206 GRACE STREET, N. W.  
WASHINGTON, D. C.

Long Distance Telephone  
REPUBLIC 1355

Cable Address: "AMSCA"



Model  
403

# Coffee Vender Shipments Start

## Phila. Firm Rolling Now

Distribs will handle 425-cup machine with selector buttons for sugar, cream

PHILADELPHIA, March 22.—The Kwik-Kafe automatic vender, a new hot coffee machine manufactured by Rudd-Melikian, Inc., of this city, is now in production and deliveries are leaving the plant, according to Lloyd Rudd, firm president. Machines are sold thru coin machine distributors to franchised operators.

With a 425-cup capacity, the machines have been on test location for over a year in this area. At present the manufacturer is operating 30 of the machines in the city and intends to keep the Philadelphia franchise.

### How It Operates

The machine vends a cup of hot black coffee for a nickel. The drink is made from a liquid coffee concentrate that will be sold by the firm and its appointed distributors. Cups, cream and sugar will also be sold by the firm. After receiving the vended cup of coffee, the purchaser may press a cream or sugar button—or both. These buttons may be pressed only once after a coin insertion before they lock automatically. If a patron doesn't want the sugar or cream, buyer can get the use of an added sugar or cream by pressing the right button before inserting his coin. No more than two servings of cream or sugar could be received for a nickel, since after pressing a button it locks by itself. A wooden spoon is also vended with the cup.

Six feet high, the cabinet of the vender is 33 inches wide and 18 inches deep. Machine is brown with cream trim.

Operators will be franchised for territories that will vary in size from

## Comparative Candy Sales

Product	January, 1946		January, 1947		December, 1947	
	Pounds	Value	Pounds	Value	Pounds	Value
Bar Goods .....	71,577,000	\$17,785,000	67,585,000	\$22,984,000	54,244,000	\$18,905,000
Package Goods .....	6,472,000	2,755,000	8,920,000	4,590,000	9,987,000	5,679,000
Bulk Goods .....	16,820,000	3,185,000	16,747,000	3,840,000	16,635,000	4,008,000
<b>Totals</b>	<b>94,869,000</b>	<b>\$23,725,000</b>	<b>93,252,000</b>	<b>\$31,414,000</b>	<b>80,866,000</b>	<b>\$28,592,000</b>

## Candy Sales Show 31% Dollar Increase Over 1946 Period; Chocolate Leads

### 278 Manufacturers Report \$61,399,000 January Sales

WASHINGTON, March 22.—Candy manufacturers' dollar sales for January, 1947, were 31 per cent higher than for the same month a year ago and remained at the December, 1946, level, according to a report released by the Department of Commerce's Bureau of the Census.

Based on a poll of 278 manufacturers thruout the nation, the survey showed that dollar sales during the

first month of this year totaled \$61,399,000 compared with \$61,829,000 recorded for the previous month.

Chocolate manufacturers, whose January, 1947, sales were 34 per cent above the corresponding period in the previous year, registered the heaviest year-to-year gains. Figures, however, represented a 4 per cent drop from those on record for December, 1946. Wholesale manufacturers' sales during January, 1947, were up 30 per cent over the first month in 1946 and 7 per cent greater than the December, 1946, averages.

Bureau's report also pointed out a decided falling off in sales by retail manufacturers. For this group dollar sales for January, 1947, declined 61 per cent from the figures for the previous month, tho showing a 19 per cent gain on sales for the corresponding period in 1946.

The price fluctuations and other related factors allowed a 30 per cent dollar value increase in the year-to-year survey, January, 1947, poundage of 93,252,000 for 126 reporting firms was off 5 per cent when compared with the same period in the preceding year. Largest gain in the comparative periods was recorded by package goods whose poundage rose 38 per cent while value soared 67 per cent. At the same time bar goods dropped 6 per cent, while gaining 29 per cent in dollar value.

In a breakdown by territories, the most significant gain was reported in the New Jersey-Maryland-District of Columbia area where the January, 1947, sales jumped 159 per cent over the corresponding month in 1946.

## Northwest Ice Cream Ass'n Renames Pres.

SEASIDE, Ore., March 22.—Members of the Northwest Association of Retail Ice Cream Manufacturers at their annual convention here re-elected Fred C. Klaus, Salem, Ore., president, and elected Frank Humble, Portland, vice-president, and Agnes Humble, Portland, secretary-treasurer.

Executive secretary is Kenneth P. Jette, Portland. District vice-presidents are Ralph Fowler, Kelso, Wash.; Harold Horn, Roseburg, Ore., and Harry Truesdale, Portland.

Elected directors were: Ray Thiesen, Hoquiam, Wash.; Al Call, Multnomah, Ore.; H. L. Hatchard, Hillsboro, Ore.; James Rogers, Seattle, and Fred Bozeman, Cathlamet, Wash.

## No Sugar Uncut

HAVANA, March 22.—Cuban sugar industry leader, Sen. Jose Manuel Casanova, assured the United States this week that Cuba will not leave any sugar cane uncut this year. He made the statement in commenting on James H. Marshall's testimony before the Senate House Banking sub-committee in Washington. Marshall, head of sugar cane branch of U. S. Department of Agriculture, said that price control was essential to keep the ratio system functioning until the country's estimated 1947 shortage of 1,000,000 tons was broken.

## Candy Council Plans 26 Meets Across Nation

CHICAGO, March 22.—A Council on Candy official, S. H. Cady Jr., recently released details of the Coast-to-Coast preview rallies preceding Council on Candy Month (October) which are to be held in 26 cities. Rallies will take place during August, September and early October.

Object of the regional meetings is to encourage awareness of the need for improved selling at all levels of candy distribution. National Confectioners' Association, thru the council, has adopted the slogan, "Let's Sell Candy," as a further aid to the campaign.

List of dates and cities for the candy conferences follows: August 13, Denver; August 15, Salt Lake City, Hotel Utah; August 18, Seattle; August 20, Portland, Ore.; August 22, San Francisco; August 25, Los Angeles; August 28, Dallas; September 3, Minneapolis; September 4, Milwaukee, Hotel Plankinton; September 8, Pittsburgh; September 10, Buffalo; September 12, Boston, Somerset Hotel; September 17, New York, Hotel Pennsylvania; September 18, Philadelphia; September 19, Baltimore; September 22, Chicago, Hotel Sherman; September 29, Detroit; September 30, Cleveland; October 2, Louisville; October 3, Kansas City, Mo., President Hotel; October 6, St. Louis; October 7, Memphis, Peabody Hotel; October 8, New Orleans, and October 10, Atlanta.

## Form M&B Vending, Miami

TALLAHASSEE, Fla., March 22.—Secretary of state has issued a charter to operate vending machines to the M & B Vending Company, Miami. Firm has 50 shares of no par value stock. Morris S. Salomon, Ely R. Katz and Virginia W. Gibson are stockholders.

## SOFT DRINK SYRUPS

All flavors, suitable for vending machines. Wire or write for prices, indicating quantity required.

### BEVERAGE DEVELOPMENT CORP.

318 W. 15th St. Cincinnati 14, Ohio

## FOR COUNT GOODS AND BULK VENDORS PAN'S "HARD SHELL" CANDIES HAVE WHAT IT TAKES

FINEST QUALITY—SNAPPY APPEARANCE  
EASY VENDING—CORRECT PRICE  
ARE YOU ON OUR MAILING LIST?

## PAN CONFECTIONS

DIVISION OF CHASE CANDY COMPANY

311-329 W. Superior

Chicago 10

## SMALL SALTED ALMONDS—85¢ PER LB.

When buying these Almonds you are getting the Cream of the Crop at a very low price. WE SPECIALIZE IN SELLING FRESH QUALITY SALTED NUTS TO THE VENDING MACHINE TRADE. WE CAN FILL ORDERS PROMPTLY. Write for Samples and Prices on PISTACHIO, PIGNOLIA, CASHEWS, FILBERT, SPANISH PEANUTS, VIRGINIA PEANUTS AND SPECIAL VENDING MACHINE MIX. Packed in 10 or 30 Lb. Cartons.

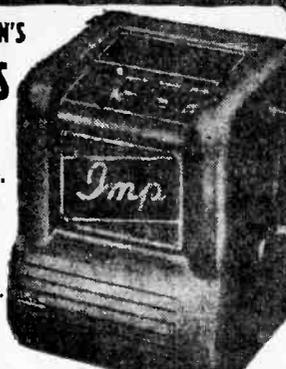
Terms: 1/3 Deposit, Balance C. O. D., F. O. B. St. Louis.

### ACE-HIGH PRODUCTS CO.

1811 S. 14TH STREET

ST. LOUIS, MO.

**GROETCHEN'S**  
 1¢ or 5¢ **IMPS**  
 Fruit or Cigarette Reels.  
 Brand New. Immediate Delivery.  
**\$13.75**  
 Lots of 6. Single—\$14.75



**RUSH ORDER**

**SHIPMAN**  
 Triplex Stamp Machine. Brand new! Vends 1¢, 3¢ and new 5¢ airmail postage stamps. Sluggproof, compact, foolproof. Immediate delivery.  
 Operator's Price  
**\$39.50**  
 Jobbers interested in selling our Shipman Stamp Machine, write for details.



**STAMP FOLDERS**  
 For Shipman, Schermack, N. Y.  
 10,000 ..... \$ 5.75  
 25,000 ..... 13.95

**VICTORY**  
 Duplex Stamp Machine. Brand new! Vends 1¢ and 3¢ postage stamps. Can be used inside or outside. Guaranteed weather proof. Returns slugs and foolproof. Immediate delivery.  
**\$24.75** Lots of Ten  
 Single, \$29.50.



Write for Catalog on Bulk Vendors, Games, Etc.  
 1/3 Deposit on All Orders.  
**PARKWAY MACHINE CORP.**  
 623X W. North Ave. Baltimore 17, Md.

## Ice Cream Vending Men Eye Production Totals for Supply

WASHINGTON, March 22.—January production of ice cream in the United States was estimated at 38,630,000 gallons, Bureau of Agricultural Economics reports. Figure is a .4 per cent gain over December, 1946, production but a 3 per cent decline from that of January, 1946.

Ice cream vending operators, who at present time have about 3,000 machines on location, are watching with increasing interest ice cream production figures in different sections of the U. S. Tho accounting for but a fraction of total ice cream sales, they contemplate ever expanding use of such venders which are now being readied by these companies who are tooling for new and improved models. One type ice cream cup vender in 1940 was found to average a gross of \$1,000 per machine for that year, and with the upswing in year around ice cream sales future profits from the machine vended product is expected to be proportionately greater.

### Sharp Rise Over Averages

Production of ice cream this January compared with the January 1941-'45 average was up 99 per cent and had reached the highest level in relation to the five-year average for any month since April. Production more than doubled in the West North Central area and in the East North Central; South Central area showed a 59 per cent boost.

East North Central area recorded a 2 per cent decline of production during January, 1947, from previous January; Indiana was exception in this area, holding up even on ice cream output. West North Central

area had decreased production in Missouri, Kansas and Nebraska, which reduced average output of this area to 5 per cent below January, 1946. South Atlantic area declined but 1 per cent from previous January production. South Central production

was down 12 per cent and Mountain States dropped 18 per cent; Pacific States' output was down 11 per cent. North Atlantic area showed a 4 per cent increase in production due to greater output in Pennsylvania and New York.

**BALL BUBBLE GUM**  
 170 to a pound  
 Limited Quantity.  
 Write or Wire for Prices

**BOSTON BAKED BEANS**  
 33c per lb.  
 35 pounds per carton.

**PISTACHIO NUTS**  
 Red ..... 64c per lb.  
 White ..... 55c per lb.  
 25 pounds per carton.

**M & M's CHOCOLATE**  
 45¢ per lb.

**M & M's MIXED COLORS**  
 53¢ per lb.  
 25 pounds per carton.

**LICORICE PASTELS**  
 42¢ per lb.  
 40 pounds per carton.

All orders F.O.B. New York.  
 1/3 Deposit, Balance C.O.D.

**SUNFLOWER DISTRIBUTING CO., INC.**  
 2125 Amsterdam Ave. New York 32, N. Y.

**BALL GUM**  
 5/8" 140 Count, 25 Lbs.,  
 3500 Balls Per Case.

1 to 4 Cases ..... \$22.75  
 5 or More ..... 21.00  
 Barrel, approximately 220 lbs. Per lb. .80

**CASH WITH ORDER**

**THOMAS NOVELTY CO.**  
 1572 JEFFERSON ST. PADUCAH, KY.

## Use Electronic Test On C-Eight Vender

NEWARK, N. J., March 22.—As part of the C-Eight Laboratories' program to eliminate bugs in the Electro cigarette vending machine manufactured by the firm, a new electronic testing machine which gives the equivalent of 10 years of actual operation in three days has been developed.

Mario Caruso, president of the concern, says that the machine tests sample parts from the production line before the venders are assembled. Only two of the 1,200 pilot model Electros placed on the market a year ago have been returned for repairs. Both had been damaged in transit. Therefore, a packaging procedure that gives 50 per cent more protection has been developed. Reversals of crates in transit is blamed for most of shipping damage. The crates now have a slanted top that makes it impossible to stand the vender on end.

## P. K. Flaskamp Joins Candy Council Staff

CHICAGO, March 22.—Philip P. Gott, president of National Confectioner's Association, announced that Paul K. Flaskamp is the new publicity assistant for the Council on Candy. Flaskamp succeeds Duncan Campbell, who served in that capacity from January 1, 1946, to March 1, 1947.

Flaskamp formerly was associated with Montgomery Ward & Company and Precision Scientific Company, both Chicago firms. Prior to his employment with these companies he spent four years with the Army Air Forces in public relations work. He graduated from Illinois Institute of Technology in 1941 and now makes his home in Des Plaines, Ill.

## ★ SEE RAKE FOR VENDING MACHINES COUNTER GAMES—SALESBOARDS ★

**AUTHORIZED DISTRIBUTOR**  
**COLUMBIA BELLS**  
 Twin Jackpot 1946 Models  
**\$145.00** EA.  
 Changeable to 1¢, 5¢, 10¢, 25¢ Play  
 Deluxe Model—\$209.50.  
**IMMEDIATE DELIVERY—NO WAITING!**  
 Authorized Distributor  
**ABT CHALLENGER**  
**\$65.00**  
 Write for Quantity Prices.

**GOTTLIEB GRIP SCALE**  
**\$39.50**  
 Slightly Used—\$22.50.

**ADVANCE ELECTRIC SHOCKER**  
 Sample \$25.00  
**2 to 11 ... \$18.75 Ea.**

**FREE—FREE**  
**STAR PICTURE CARD VENDER**  
**\$29.50**  
 1000 Cards Free.

**WORLD'S SMALLEST 3 REEL COUNTER GAME**  
**NEW IMPS**  
 6"x6"x6"  
 Cigarette or Fruit  
 Either 1¢ or 5¢  
**\$13.75** EA.  
 LOTS OF 6. SAMPLE, \$14.75.

Authorized Distributor  
**MARVEL'S POP-UP BAKER**  
**KICKER & CATCHER**  
 1c—\$49.75

**MILLS VEST POCKET BELL**  
**\$74.50**  
 Reconditioned Blue & Gold ..... \$54.50  
 Reconditioned Green ..... 44.50

**NEW SHIPMAN TRIPLEX STAMP VENDERS**  
**\$39.50**  
 Reconditioned Duplexes—\$25.00.

**NEW Northwestern VENDORS**

<b>MODEL 39</b> All Purpose Vender Less than 25, \$12.75. Less than 100, \$12.80. 100 or more, \$11.90.	<b>MODEL 33</b> Peanut Vender Less than 25, \$10.95. Less than 100, \$10.75. 100 or more, \$10.60.	<b>DELUXE</b> 1¢ and 5¢ with <b>PLASTIC GLOBE,</b> <b>\$28.20</b> Less Than 100, \$27.95. 100 or More, \$27.45.
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**HEAVY STANDS FOR VENDING MACHINES** ..... \$4.00 EA.  
 ALL ORDERS MUST BE ACCOMPANIED BY 1/3 DEPOSIT.  
 Send for Complete List of Coin Operated Equipment We Accept Trade-Ins.

## RAKE COIN MACHINE EXCHANGE

509 SPRING GARDEN STREET LOMARD 3-2676 PHILADELPHIA 23, PA

**CIGARETTE MACHINES**

New DuGrenier Challenger, 7 Col. ....	\$159.50
New U-Need-A, 8 Col., 510 Pack Cap. ....	159.50
New U-Need-A, 6 Col., 380 Pack Cap. ....	149.50
Rowe Royals, 10 Col. ....	\$100.00
Rowe Royals, 8 Col. ....	85.00
Rowe, 150 Pack Cap. ....	32.50
U-Need-A Model 500, 15 Col. ....	115.00
U-Need-A Model E, 8 Col. ....	57.50
DuGrenier Champion, 9 Col. ....	89.50
DuGrenier W, 9 Col. ....	60.00
DuGrenier S, 7 Col. ....	42.50
DuGrenier, 150 Pack Cap. ....	32.50

**CANDY MACHINES**

Stoner's 8 Col., 160 Bar Cap. ....	\$120.00
Rowe, 120 Bar Cap. ....	89.50
Rowe De Luxe Model With Lights, 120 Bar Cap. ....	110.00
U-Need-A, 102 Bar Cap. ....	70.00
National 9-18 Standard, 162 Bar Cap. ....	110.00
DuGrenier Candyman, 72 Bar Cap. ....	62.50

**Penny Inserting Machines** .... \$25.00 and up

**TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED**  
 One-Third Deposit With Orders—Balance C. O. D.  
**PARTS AND MIRRORS AVAILABLE FOR ALL MODELS!**

**UNEEDA VENDING SERVICE**  
 "THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"  
 166 CLYMER STREET BROOKLYN 11, NEW YORK

# ALABAMA OPS OPEN P-R DRIVE

## Better Public Opinion Goal

Campaign to last as long as necessary, president tells ops at meeting

MONTGOMERY, Ala., March 22.—The Alabama Music Operators' Association has opened an intensive public relations campaign designed to improve public opinion of the industry thruout the State.

Campaign was formally opened here recently when members of the association met to hear public officials and leaders of the industry paint a graphic picture of conditions facing them and steps that will have to be taken to remedy the situation.

"The campaign will last as long as is necessary to convince the people that the reputation is undeserved and has no roots in actual fact," Claude N. Hall, of Jasper, president of the organization, stated during the meeting.

### Legitimate Business

"Rather, the members of the association are legitimate business men carrying on a lawful, in fact beneficial, business. 'Certainly,' they reason, 'there is nothing wrong in providing people with music for the nominal sum of a nickel.'"

Expressing the attitude of music operators from all parts of the State, Hall added:

"The members of the association in Alabama are determined to start the post-war period with a clean slate as well as wonderful new products, so as to prove that the Music Operators' Association of Alabama stands for good government and good business practices."

Plans for the campaign were laid carefully prior to the meeting. One of the first steps taken by the organization was the selection of R. E. L. Choate, retired army colonel, to serve as business manager. The next step was to formulate a long-range educational program to be given the people thru news releases.

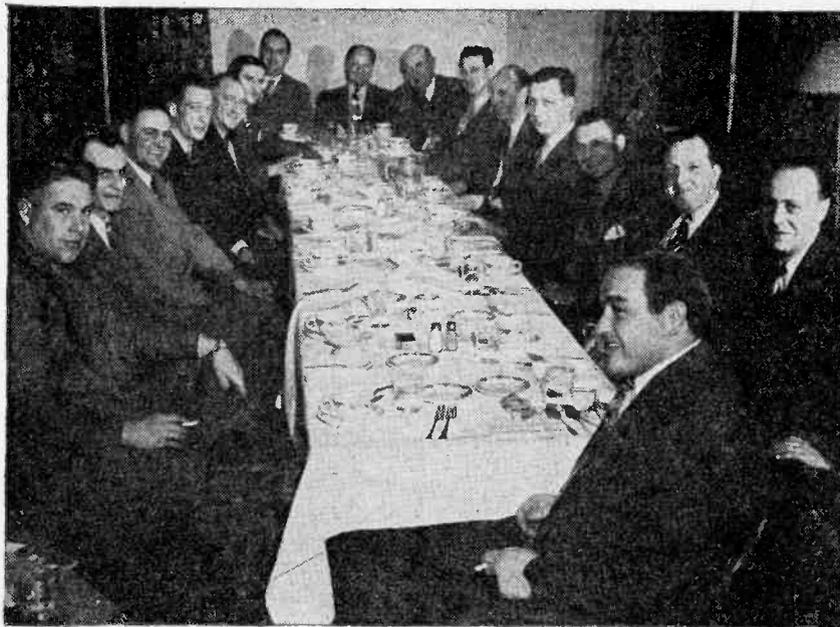
"The appeal centered in the humanity of the operator—the man," Choate declared. "It is a simple, honest-to-goodness plan. It lacks all the frills of a big publicity build-up. For the most part, the operators are men from small towns thruout the (See *Alabama Ops Open*, page 163)

## Dime Play Idea Dead in Oregon

PORTLAND, Ore., March 22.—Dime, three-for-a-quarter juke box play has been tried here only in private clubs and consensus among coinmen here is that the idea, especially for the general public, is dying out.

Operators are of the opinion that dime play proposals came about a year too late, arguing that any increase in prices should have been made when new machines first started coming out.

Operators generally are opposed to the price increase now because play is dropping off from the boom days of the war and is returning to the peace time normal.



LARRY FRANKEL, who heads the Frankel Distributing Company, played host to this group during a two-day sales meeting held at the Savoy Hotel, Des Moines. Among those present are Bob Bleekman, Packard Manufacturing Corporation; Lawrence Kehoe, Interstate Finance; Philip Leman, Bob Regan, Dan Mack, Bob Robertson and Harold Harten, all of Rock Island, Ill.; Mike Oakley, Jack Wiley, Charles Page and Rex Bone, all of Des Moines, and the Omaha delegation of Barney Luckman, Ken Willis and Bud Keeney.

## Worcester Music Men Drop Dime Play After Trials Show Biz Cut Beyond 50%

### Press Hails Association Plan To Keep Nickel Price

WORCESTER, Mass., March 22.—Worcester County Phonograph Owners' Association has dropped plans to convert juke boxes to dime, three-for-a-quarter play, officials announced at a meeting in the Sheraton Hotel here March 17.

When the group was first organized in December, members were almost unanimously in favor of increasing the price. However, public resentment to the higher price, plus general acceptance of the group's plan to cut commissions to location owners, led to a change in plans.

During the first week dime play was tried operators reported apparent success, altho location owners said there were grumbles from patrons. Second week of the experiment, play dropped approximately half, bringing the gross down to about the same level as that under nickel operation.

### Sharp Drop Third Week

According to reports, the real drop in play came during the third week, when it went far below the halfway mark. A few operators kept their machines on dime play for a few weeks but when there was no improvement in play they reconverted to a nickel.

Decision to return to nickel play received notice in the daily newspapers and one paper, *The Worcester Evening Gazette*, carried an editorial in a light vein. Entitled "A Nickel Proposition," the editorial declared: "How blessed it is to learn that the juke box in Worcester County will still dispense its joys for a nickel. There had been a threat of raising the price to a dime, or three records for a quarter, but the Worcester County Phonograph Owners' Association studied the problem from all angles. The price remains 5 cents. The juke box is, said the association, strictly a 5-cent proposition.

"To help in this problem of keeping the juke price down, it is said restaurant and cafe owners have agreed to take smaller commissions. The juke box public will be grateful.

"There are many, of course, who would give strong support to an increase in juke box fees per record. They would not weep if the playing of each disk in those elaborately illuminated music boxes cost 50 cents, or \$1, or \$5, or \$10 or even \$100. Any time the juke box owners want to increase their prices to a really substantial figure—that is, any time they want to make the juke box strictly a \$5 proposition—they will find hearty endorsement from surprising sources.

"But a nickel it is and a nickel it stays. Those who object can eat and drink in the non-juke establishments, if any. Which suggests that some day cities may have to fix juke and non-juke zones by law."

## Linotype Music

SCRANTON, Pa., March 22.—Telephone music system has been installed in the mechanical departments of *The Scranton Tribune* and *Scrantonian*, local dailies, in an effort to reduce fatigue of printers and press operators. Music, however, does not go to the editorial and business departments.

## Harold Pearson Named Aireon's New President

KANSAS CITY, Mo., March 22.—Harold L. Pearson has been selected president of Aireon Manufacturing Corporation, it was announced here this week.

Pearson, who has been assistant to Sewell Avery, chairman of the board of Montgomery Ward & Company, succeeds Randolph C. Walker, who had directed the company five years prior to his resignation several weeks ago after bankers and the Reconstruction Finance Corporation approved new loans for the company. Walker, however, continues as chairman of the board. Election of a new board of directors for the company is in progress and announcement of the names of the new directors is expected next week.

Pearson is reported to have served with Avery for 20 years previous to his election to the Aireon post.

Rudy R. Greenbaum, vice-president of Aireon, reported that production of the firm's 1947 "super-de luxe" model is going ahead on schedule, with output of the firm's quota of these machines slated to be finished by May. Then, Greenbaum said, production of the Fiesta juke will get under way.

Previously, Walker had reported that Aireon completed a schedule of 10,000 juke boxes manufactured during 1946.

## Music Guild To Hold Open Meet For N. J. Ops

NEWARK, N. J., March 22.—An open industry meeting of the Music Guild of America, New Jersey Juke Box Association, will be held Thursday (27) at 7:30 p.m. in the Guild Auditorium, LeRoy Stein, MGA executive director, announced this week. Meeting will be conducted by Sam Waldor, association prexy.

All automatic music operators in the area, whether Guild members or not, have been invited to attend the meeting. Open meeting is part of the public relations program stressed by the MGA Board of Governors. Talks on *Music for Profit and Pleasure* will be given before liquor dealers, tavern owners, restaurant owners, beverage distributors, food suppliers, confectioners, civic groups, Lions, Kiwanis, Rotary and fraternal organizations as part of the program.

Stein also announces that he will be able to spend as much as four days a week in the field assisting with location problems as a result of a recent board of governors ruling. No charge is made for the service of the executive director to MGA members.

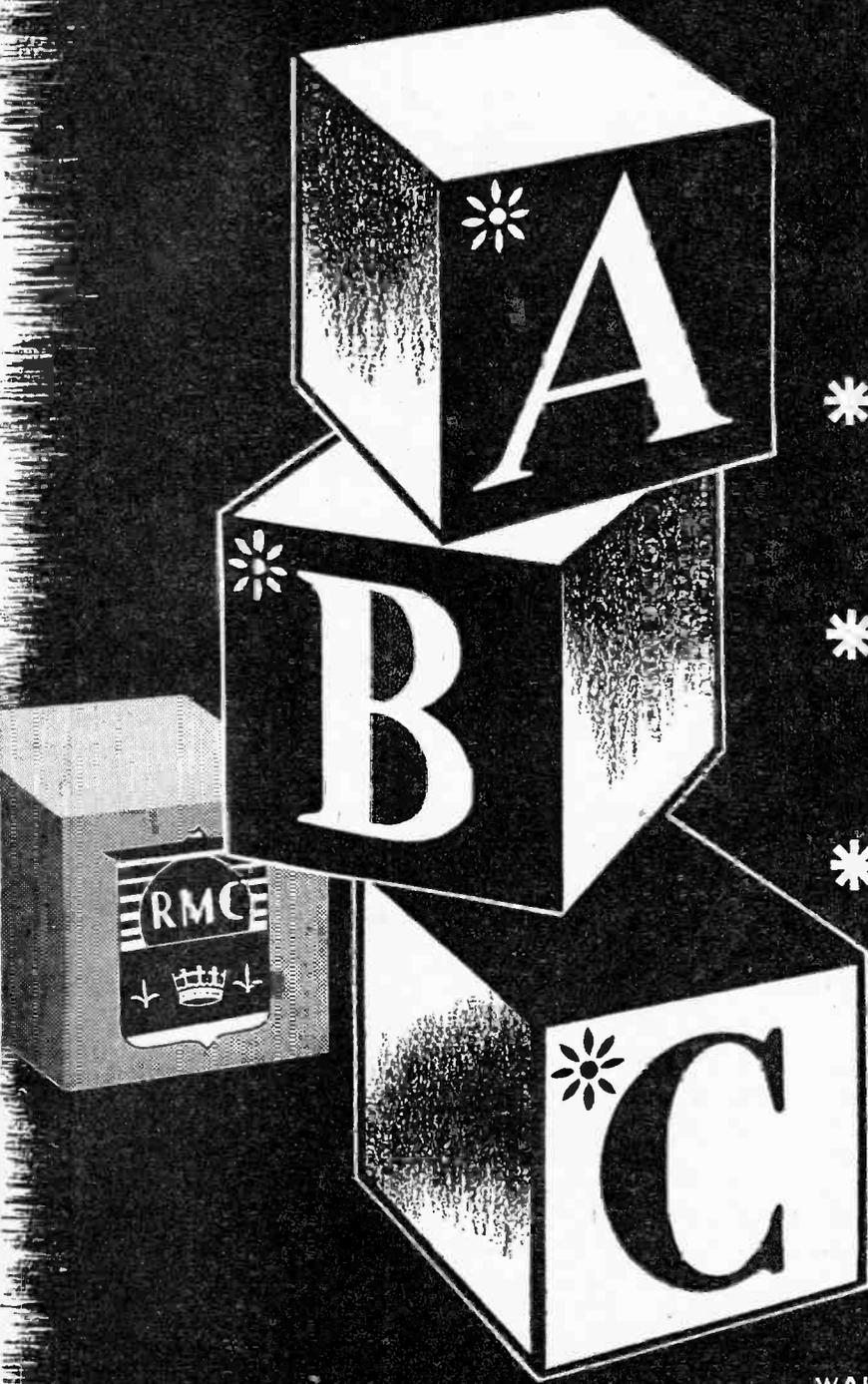
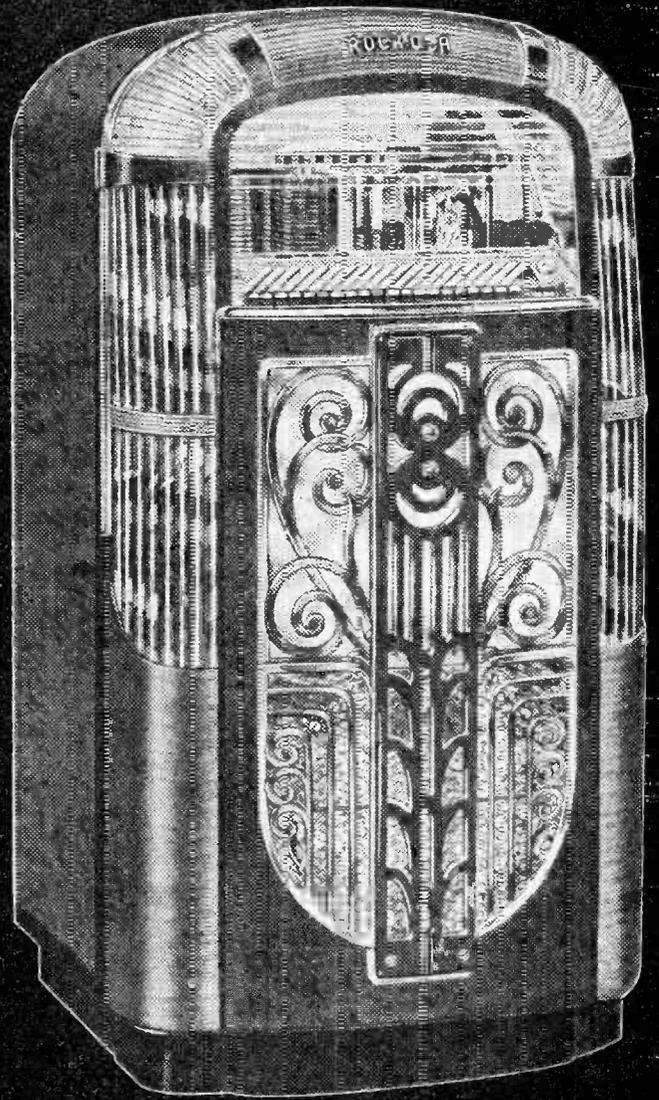
## Ohio Music Ass'n Elects Ross Secretary-Treasurer

CLEVELAND, March 22.—Jimmie Ross, advertising committee chairman of the Cleveland Phonograph Merchants' Association, has been elected secretary-treasurer of the Ohio State Phonograph Owners' Association, OSPOA announced here this week.

Model  
1422

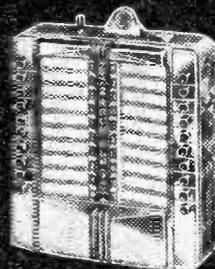
# ROCK-OLA

WITH THE MECHANISM THAT'S  
SIMPLE AS

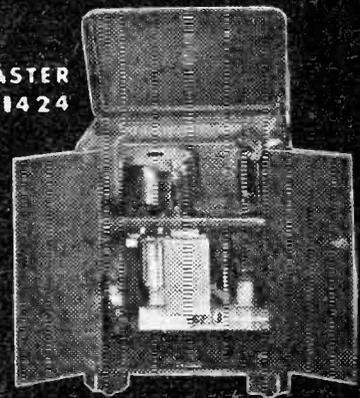


- \* **A**dvanced design
- \* **B**eautiful music
- \* **C**onsistently the best

WALL  
BOX  
Model  
1530



PLAYMASTER  
Model 1424



ROCK-OLA Manufacturing Corporation • 800 N. Kedzie Ave. • Chicago 51, Ill.

## Atlas To Hold Ops' Service School in Des Moines Mar. 26

CHICAGO, March 22.—Another in the series of Seeburg service schools being conducted for operators by the Atlas Novelty Company in its Des Moines branch will be held March 26, according to an Atlas announcement.

Sid Schneider and Ed Feldmann, sales engineers, will conduct the classes scheduled to start at 10 a.m., while Phil Moss, Atlas' Des Moines manager, will be in charge of arrangements.

School has proved valuable in the

## College Juke

WAVERLY, Ia., March 22.—Wartburg College here and its juke box made headline and photo spread in Waterloo (Ia.) *Courier* last week. Photo depicted scene in college's basement social center with the automatic phonograph occupying a prominent position. Juke is said to be very popular in the newly rededicated Wartburg Hall Den section.

past, the announcement said, and operators have been able to glean many points of information that have helped them in the conduct of their businesses.

## Charles E. Parker Honored at Packard Testimonial Dinner

INDIANAPOLIS, March 22.—Speaking over a direct wire hook-up from his Washington office, Homer E. Capehart, chairman of the board, Packard Manufacturing Corporation, led firm officials and co-workers in honoring Charles E. Parker at a testimonial banquet here.

Occasion was the completion of Parker's first year as vice-president in charge of engineering and production for the juke box manufacturing concern. Capehart praised Parker's experience and his contribution to the advancement of the automatic music industry. He also associated Parker's work with the production progress made by the firm since post-war reconversion.

William H. Krieg, firm's president and general counsel, followed Parker's response with an address designed to orient the group with regard to existing business conditions in the industry. He traced progress of the firm's production last year and set goals for the current year.

Also attending were M. J. Smith Sr., secretary-treasurer; T. J. Hicklin, sales manager; Gustave Erickson, chief engineer; William E. Woodworth, assistant factory manager; J. F. Ratliff, advertising manager; Horace Moorman, of Sidener & Van Riper Inc., firm's advertising agency, and more than 50 other business associates of Parker.

## News Staff Hears On-the-Job Music

SACRAMENTO, March 22.—Telephone music has been piped into the city room and other departments of *The Sacramento Bee*, daily newspaper here. It is believed to be the first such installation in the editorial and business offices of a newspaper in the country.

Music is played in the city and press rooms at intervals during the day to reduce fatigue of newspaper writers, as well as the printers and other manual workers. Reactions of the writers are said to be mixed. One or two say that the melodies, even tho played softly, annoy them, but others voiced wholehearted approval of the musical intervals, declaring that it seems to make the time pass more quickly.

## Conlon New Ad-Sales Director at Aero Co.

CHICAGO, March 22.—E. J. Conlon has been named director of advertising and sales promotion for the Aero Needle Company here, manufacturers of Aeropoint phonograph needles.

Conlon has been in charge of the Aero advertising account for the Burton Browne Advertising agency here for the past two and one-half years.

A native of Chicago, he is a World War II veteran, having served as an officer in the navy for about two years.



**WESTERN DISTRIBUTORS**  
3126 ELLIOTT AVENUE  
SEATTLE, WASHINGTON

Distributor for **Aireon**

America's Newest, Most Profitable Phonograph

This exciting new electronic miracle is by far the greatest coin-operated phonograph ever developed. Profit-making results prove that it takes in 18% to 36% more money every week.

See and hear the fascinating AIREON today. Call us and let us prove what the AIREON will do for you on location.

## Top Eaterie Has Coin Music Plan

COLUMBUS, O., March 22.—Pointing up the trend to remote-controlled music systems in well-known restaurants is an installation in the Maramor Restaurant here. Sher Vending Company, of Columbus, made the installation recently, using a Seeburg music system.

Manager of the Maramor said the system improved the atmosphere in the dining rooms. Music is played for 15 minutes every half-hour from noon to closing time, and consists of semi-classical and popular tunes. Restaurant employees claim the music aids them in their work and often operate the system before and after business hours.

## Permo Needle Price Won't Be Increased

CHICAGO, March 22.—Permo, Inc., announced here last week that altho some production costs of the firm's phonograph needles have increased, there will be no increase in the price of this product.

Gene Steffens, vice-president and general sales manager, in explaining the firm's position, said that altho labor and general overhead costs have gone up, the company's improved production methods have offset these factors.

## R. Randall Appointed Head Of NAMM By-Law Committee

NEW YORK, March 22.—Hugh Randall has been named chairman of the committee on by-law revisions of the National Association of Music Merchants (NAMM). The committee will report at the annual convention and trade show June 2-5 at the Palmer House, Chicago.

Financing the NAMM committee in the music promotion program is one of the problems facing the by-laws committee. A definite plan will be proposed as an amendment.

E. D. Turner Jr. and John Weisert are on Randall's committee.

**ATTENTION**  
**Seeburg & Wurlitzer**  
**Operators**

**TUBES AND PARTS**

Standard Brands in Factory-Sealed Cartons, with 90-Day Guarantee.

2A4C	.....\$1.95	6SN7	.....\$ .69
2A3	..... 2.00	6SC7	..... .99
5U4	..... .69	#30	..... .69
6C4	..... .69	#45	..... .59
6J7	..... .99	#56	..... .60
6L6	..... 1.55	#2050	..... .95

and many others.

12" P. M. Speaker with 20 oz. slug, individually packed .....\$8.90

ALL KINDS OF CONDENSERS AT MANUFACTURER'S PRICE.

**PAUL'S RADIO ACCESSORIES**  
4425 DREXEL BLVD.  
CHICAGO 15, ILL.

**MAKE ME AN OFFER**

**A. M. I. AUTOMATIC HOSTESSES**  
(TELEPHONE MUSIC SYSTEM)

57 A. M. I. Automatic Hostess complete with studio equipment which includes 6 switchboards, 60 turntables, 12 record racks and everything necessary to accommodate a complete operation ready for a location.

This equipment is in perfect condition as it has just been gone over and most cabinets refinished like new.

No reasonable offer refused as this equipment must be sold at once to settle an account.

WRITE, WIRE OR PHONE

**JAX PHONOGRAPH COMPANY**  
1432 Main Street Phone 5-0187 Jacksonville, Fla.

**"THE HIGHEST BIDDER"**

TURN YOUR USED RECORDS  
\$\$ INTO CASH \$\$

WRITE, CALL OR JUST SHIP TO

**NATHAN MUCHNICK**  
1251 N. 52nd St., Philadelphia, Pa.  
Phone: GRE 3153

WILL PICK UP WITHIN 100 MILE RADIUS.

**USED RECORDS WANTED**

8c WILL PICK THEM UP WITHIN A RADIUS OF 300 MILES. OTHERWISE SHIP BY FREIGHT. NOT MORE THAN 5% RACE. 8c

**CROWN DISTRIBUTORS**  
1133 BROAD ST. NEWARK, N. J.



# IT'S A TOSS-UP

● What's the answer to increased operator income under current conditions? It's the hottest topic in the business.

Says one group, "It's more play per phonograph!"

Says the other, "It's more pay per play!"

Who's right?

We say both.

We say it's a toss-up.

Both ways will produce more profits—if somebody backs them up with action.

That's what Wurlitzer is doing today.

... action to produce more plays per phonograph in the form of the most powerful and far-reaching national consumer magazine, billboard and point-of-purchase campaign this industry has ever seen.

... action to produce more pay per play in the form of the most extensive public relations program ever launched in the commercial phonograph business to promote quarter-dime play.

Side by side the two programs are producing results for all who adopt or tie into them.

The Rudolph Wurlitzer Company, North Tonawanda, N. Y.

## FOR TOP PROFITS TODAY



Quarter



Dime play



"Skeets" Yodels

Clyde (Skeets) Yaney, known as the Golden Voiced Yodler, has been on Station KMOX, St. Louis, for the past 17 years and has had the same sponsor, Uncle Dick Slack, for 16 years. Skeets started in radio in Evansville, Ind., singing and playing guitar and harmonica. He has broadcast over 100 different stations and has been on the Columbia network for 10 years. Skeets has won seven national yodeling championships. He has written words to several published songs and he is now recording for Town & Country. One of his recent waxings is *Don't You Tell a Soul I Love You*, published by Chaw

**AMERICAN FOLK TUNES**

Cowboy and Hillbilly Tunes and Tunesters

Mank's Blue Ribbon Music Company, of Stauton, Ill. Skeets is on the air several times daily, including Sunday.

The Bailes Brothers are now heard daily at 8:15 over KWKH, Shreveport, La. . . . Lou Emerson, formerly of WWVA, Wheeling, W. Va., is now heard over Station WOAI. . . . Sleepy Jeffers has a group of his own now and is heard on an early morning program over Station WDBJ, Roanoke, Va.

Jimmie Hutchinson recently joined

up with Doc Williams's Border Riders at WWVA, Wheeling, W. Va., and is heard daily over that station at 3:30. Jimmie has appeared on many stations, including KQV, WJAS, WWSW, WWVA, WLBJ and WOR. He also played overseas on Guadalcanal with a G. I. act called *The Foxhole Four*. He was also in the 295th A. G. F. Band, playing a bass fiddle on these shows. Among those he worked with while overseas were Ray Milland, Jack Benny, Larry Adler, Carole Landis and Martha Tilton, and the last big name act was with Martha O'Driscoll, Franciene Fay and Berle Cuff. In the army it was necessary that Jimmie learn popular music too, so he now does a lot of the popular tunes and the lighter classics, altho he does not do them on the air, Jimmie has a fan club. President of the club is Dorothy McLaughlin of Washington.

Sidney B. Holcomb, of Chanute, Kan., writer of many folk songs, including *Love Me Today*, *Just One Red Rose*, *I Hear the Ozark Mountains Calling Me*, *Wool-Loo-Moo-Loo Blues* (written in collaboration with H. C. Handy and Clarence Jones), *You Will Never Grow Too Old for Me* and *Then I'll Come Back to You*, reports great success with his latest, *Out in Kansas*.

Johnny Brit, formerly of WWVA, Wheeling, W. Va., now has his own show and is heard every Saturday at 10:30 a.m. over WPIC, Sharon, Pa. . . . Several WSM *Grand Ole Opry* entertainers appeared in the Akron Armory recently. Entertainers included Grandpa Jones, Jam-Up and Honey and Bill Monroe and His Blue Grass Boys.

20th Anniversary

WWVA, Wheeling, W. Va., has just come out with its 20th Anniversary Family Album, a book that will be of interest to followers of folksong entertainers. Album contains a history of the station's 20 years of broadcasting, a history of their big jamboree that is aired every Saturday night, photos of many of their first entertainers in the folksong field and of all their latest entertainers. Photos of former WWVA entertainers include Hugh Cross, Cap, Andy and Flip, Eloise Boffo, Blue Grass Roy, Frankie Moore, The Sheepperder, Shug Fisher, Cowboy Loye, Frank Dudgeon (who is on WWVA again at present) Elmer Crowe, Shorty Hobbs, Quarantine, Ginger, Snap and Sparky. June 15, WWVA will become affiliated with the Columbia Broadcasting System.

Smokey Mountain Shindig, new half-hour show of folk music, made its debut over WSM, Nashville, recently. Aired at 11 p.m. Friday nights, the show stars Pee Wee King and Wally Fowler and their guest stars.

Mel Morris is cutting a series of six new sides for Maratone Records, new label being put out by Melmore, Inc., of Detroit.

Pie Plant Pete and Bashful Harmonica Joe have written a new song, *The Rooster Serenade*, which is being published by Kelly Music Publications. Pete and Joe plan to record this number soon. It is reported that the Process label is dickering for the duo.

Another new number, *Prairie Moon*, by Gale Rice, is already being featured by Rex Allen, of the *National Barn Dance*; the *Prairie Ramblers*, of WLS, and others. Song will be waxed on Blue Ribbon Records by the Rocky Mountain Boys. The song, *Look on the Bright Side*, was pulled out of the Columbia picture, *Over the Santa Fe Trail*, and will be featured in the new Columbia picture, *Swing the Western Way*, by the Hoosier Hot Shots. *Look on the*

*Bright Side* is another McDaniel tune. The song *Down in Nashville, Tenn.*, is being featured on the *Grand Ole Opry* by Cowboy Copas, over WJAS by Al Rogers and on other stations by well-known entertainers, including Jim Boyd, of WRR, Dallas, and "Skeets" Yaney, of KMOX, St. Louis.

Kelly Music is proud of the fact they have so many well-known songwriters in their catalog. To mention a few: Bill Boyd, Jim Boyd, Polly Jenkins, Cliff Carlisle, Asher Sizemore, Gordon Sizemore and Little Betty; Colleen Wilson, of the Beaver Valley Sweethearts; Pie Plant Pete and Bashful Harmonica Joe, Cowboy Jack Hunt, Al Stewart, Cowboy Ted Holly, Jake Miller, Gerry McGee, Ernie Benedict, Roy West, Lenny Sanders, Tex Cal, Tex Hall, Perry Douthit, Cowboy Shel Fisher, Fleetwood Jack, Susie the Gal From the Hills, Lew Mel and George Calder.

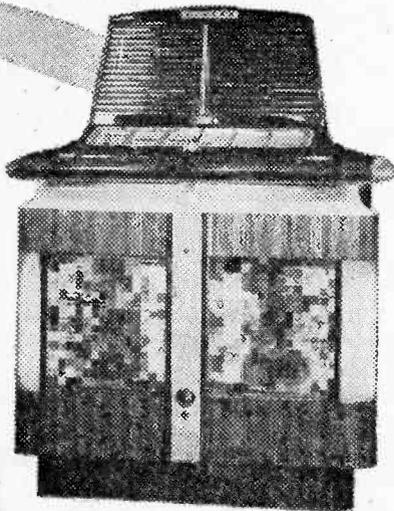
Ziphia Horton, cultural director of Highlander Folk School, Monteagle, Tenn., and singer of folk songs, gave a folk song demonstration recently in Chicago.

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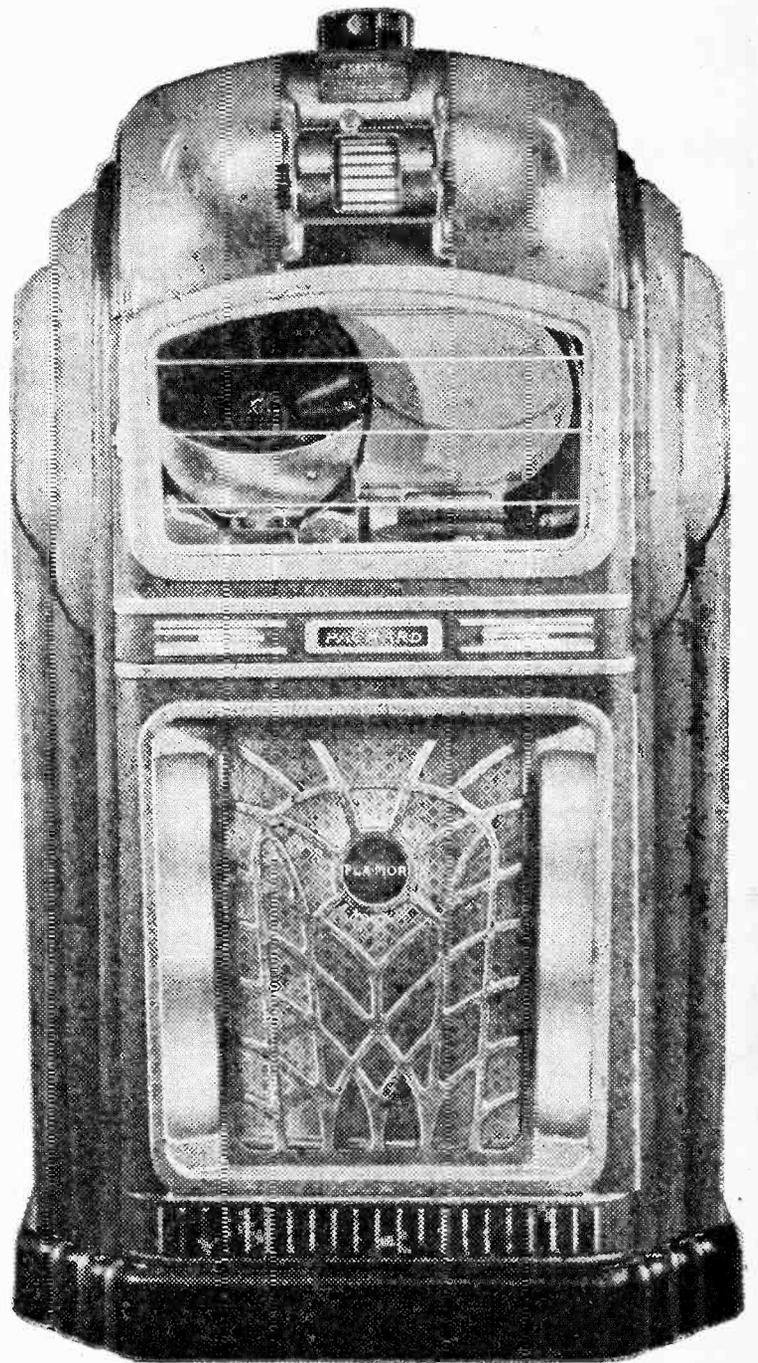
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# RECORD REVIEWS

(Continued from page 30)

**JACK McVEA (Black & White 828)**  
*The Key's in the Mailbox*—FT; V.  
*Richard Gets Hitched*—FT; V.

Its original disk of *Open the Door*, Richard having loosed a wax deluge that skyrocketed the novelty to top spot on the *Honor Roll of Hits*, Jack McVea's combo returns to bid for further profits with a cleverly conceived sequel, *The Key's in the Mailbox*. The second installment picks up where the first left off, leads the locked out crew to the mailbox where the key is found. Door is opened and the gang (which for the sake of plot, happens to be hungry) makes a beeline for the icebox. Punch line ending: Richard's put a lock on the icebox door, which has 'em right back where they started. It's the same belly-tickling dialog, the same contagious rhythm singing, and the same fetching keyboard backing that makes this a sock follow-up. Only weak spot is a sax solo ride spotted midway in the disk which tends to slacken the pace. Flip is as corny as the topside is clever, apparently resulting from lack of better material as B side filler. Burslesking marriage ceremony at best is n.s.h. disk topic.

Label is wise to waste little time with a Richard follow-up while the original is still hot, and by following its example, ops will reap a new coin harvest with *Key's in the Mailbox*.

**DAVE BARBOUR (Capitol 358)**  
*Forever Paganini*—FT; V.  
*Forever Nicki*—FT; V.

Ace guitarist Dave Barbour turns over the lead chairs of his waxing ork to Buddy Cole on piano, Ray Linn on trumpet, Herbie Haymer on tenor sax, Nick Fatool on drum, Heinie Beau on clary and Phil Stevens on bass, and when backed by a four-man tram wing and a reed quartet, the music-making in this couplet provides exciting ear nourishment. *Forever Paganini* consists of cleverly penned syncopations on a theme from Paganini's *Perpetual Motion*. With Barbour's clean-cut guitar setting the high pace and flashes from Cole's facile-fingered keyboard highlighting the instrumental color, other lead jazzmen chime in to make side a disk delight. While reverse is musically not as strong as its mate, it matches the instrumental high quality of the topside. Also, Barbour achieves fetching tonal combinations in pairing his guitar in unison with other instruments. The Haymer tenor here adds considerably to side's strength.

While couplet is a collector's delight, *Paganini* should keep jazz jukes in perpetual motion.

**KING COLE TRIO (Capitol 356)**  
*I Want To Thank Your Folks*—FT; V.  
*You Should Have Told Me*—FT; V.

The Benny Benjamin-George Weiss hit-headed ballad, *I Want To Thank Your Folks*, is right up Nat Cole's vocal alley. Framed in clean-cut bass and guitar blends touched off with his own captivating pianology, Nat's heart-warmingly intimate voicing makes this strong competition for other waxed versions. The same quality vocal and instrumental style gives the ballad flip an appealing luster.

As a follow-up to Cole's current money maker, *For Sentimental Reasons*, *I Want To Thank Your Folks* is a nickel natural.

**HUGH CAMERON (Vel-tone 502)**  
*Remember When*—FT; V.  
*Just One More Chance*—FT; V.

Another new Coast indie label takes to wax, and for its first offering comes up with a relaxing bit of voice work by bary-piped Huge Cameron,

accompanied by the restful blends of organ, piano and harp. Picking on two oldies, Cameron dusts them off with ease, and injects a nostalgic flavor into his warbling. Leonard Resig's Hammond and Steinway dusting, smoothed over with June Weiland's harp arpeggios, adds to the pleasantry.

Best suited for the home shelf, this one will find takers at spots where they like their music soft and sweet.

**JIMMY WAKELY (Capitol 360)**  
*Somebody's Rose*—FT; V.  
*Everyone Knew It But Me*—FT; V.

Latest addition to label's cowboy corral, Jimmy Wakely makes his initial Capitol bow with a pleasingly homespun voicing of his own tuneful *Somebody's Rose*. Bright Western love ballad is sold easily with vocal trio chiming in on the chorus and instrumental group (The Rough Riders) providing the saddle swing beats. *Everyone Knew* is a typical ditty of the heart-heavy variety and is warbled with fitting sentimentality.

Featured in Monogram's Western pic, the Wakely tag should attract considerable folk coinage. *Somebody's Rose* has a bright future in rural phonos.

**GEECHIE SMITH (Capitol 365)**  
*Let Your Pride Be Your Guide*—FT; V.  
*Big Fine Girl*—FT; V.

With a small jazz group setting the well-defined beats, Geechie Smith easily chants the sermon of *Let Your Pride Be Your Guide*, a mellow sax and Geechie's growl trumpeting rounding out the side. Honky-tonk piano and voicer's temperature raising trumpet flavors the reverse. Beyond that, *Big Fine Girl*, cut from typical blues-shouter cloth, has little to offer.

*Let Your Pride* may snare race coins.

**TEX RITTER (Capitol 366)**  
*One Little Tear Drop Too Late*—FT; V.  
*Ninety-nine Years Is a Long Time*—FT; V.

Tex Ritter's teary troubadoring makes Jenny Lou Carson's tune, *One Little Tear Drop*, a convincing entry in the folk sweepstakes. There's plenty of authentic folk appeal in his pipes as he sings of love that came too late. Accordion, guitars and fiddles set the Western mood here as well as on the flip. In the latter he warns against being roped into matrimony, since *Ninety-nine Years Is a Long Time*.

*One Little Tear Drop* should corral a flock of folk shekels.

**JO STAFFORD (Capitol 355)**  
*Give Me Something To Dream About*—FT; V.  
*That's Where I Came In*—FT; V.

It's the flip that holds the ear on this one with Jo Stafford giving the Peter de Rose-George Tobias torcher an expressive vocal send-off. Innocuous tune material weakens the A side but Miss Stafford's top-drawer styling, the Paul Weston Strad-reed heavy ork dream settings and hon-eyed blends of an unnamed vocal group that make *Give Me Something* a palatable wax dish.

Both sides will collect on the strength of the Stafford tag, but look to *That's Where I Came In* for the heavier returns.

**JOE ALEXANDER (Capitol 359-372)**  
*At Your Command*—FT; V.  
*I Keep Telling Myself*—FT; V.  
*Heartaches*—FT; V.  
*If I Had a Chance With You*—FT; V.

A new voice for the whirling waxes, Joe Alexander's strong bary pipes bear a striking resemblance to Vaughn Monroe. Youthful Negro balladist, Cap's latest addition to its song department, tops both disks with two revivals. *At Your Command*, fave of the early '30s, makes a welcomed comeback as interpreted by

Alexander. Tenor Saxist Dave Cavanaugh (Bobby Sherwood featured reeder) capably arranged and batoned ork support. It's plattering with a purpose for *Heartaches*, the standard which is beginning to blossom out again in various sections of the country. Warbler's voice is showcased to better advantage here with Cavanaugh adding strings to the recording ork, injecting warmth into the spinning. Weak song material on both flips (*Myself*, and one of the Peggy Lee-Dave Barbour lesser tune-smithing efforts, *If I Had a Chance*), gives balladist little with which to work.

In area's where *Heartaches* is in demand, this version should spin for profit.

**ARTIE WAYNE (Hucksters 1002)**  
*Mozel*—FT; V.  
*It's Past My Bedtime*—FT; V.

Ex-Freddy Martin warbler Artie Wayne goes back to the same Yiddish (See *RECORD REVIEWS*, page 180)

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# Alabama Ops Open P-R Drive; Better Public Opinion Is Goal

(Continued from page 156)

State. Their machines are in those small communities."

### Pull No Punches

For the Montgomery meeting, Choate obtained as speakers a number of men in important positions thruout the State. Choate told them to "pull no punches" because he felt it was necessary for the operators to know the full story of how things stood.

Co-operation of the State was promised by H. S. Pfifer, head of the license division of the State revenue department, who declared:

"Gentlemen, I find that the law is, in a large degree, inadequate. Since the time it was written, so many changes have been made in the business which you are in that it has become almost impossible for the tax collectors to keep up with them.

### Identification Problem

"One of our chief worries is identifying the machine, but that is just one. We ask for suggestion and any you care to make will be presented to the Legislature. We want to cooperate with you."

Other phases of State law were discussed by O. H. Culver, assistant head of the State sales tax division.

"The burden of the law," Culver stated, "requires that the State sales tax of 2 per cent be extracted from the gross receipts on each music machine. The case has been taken to the Alabama Supreme Court and the State's case was upheld. The court decided that the operator (Editor's

note: Culver apparently is referring to the location owner) is the consumer and is merely renting a space in his business establishment and, as the consumer, is liable for the sales tax.

"Until the law is changed, the revenue department must press for all the books showing the full story. We know extracting the tax is painful to you—but it is to us, too."

### Jukes and Bars

Melvin L. Dawkins, member of the Alabama Beverage Control Board, lamented the position in which the former State Administration had placed the operators in making it impossible to install machines in places selling alcoholic drinks.

"The law provides," Dawkins said, "not that music machine operators will be prosecuted for having machines in a place of business selling drinks, but that the proprietor is liable to prosecution."

A plan of public relations was outlined by William I. Truby, State director of the U. S. Brewers' Foundation. His plan included "admitting your faults, seeking a remedy, working a cure and telling the people what you are doing." One remedy, he said, includes helping all law enforcement agencies.

Another speaker, Frank Livingston, member of the city commissioners of Tuscaloosa and president of the Alabama League of Municipalities, recommended that members of the association take their problems of "cleaning up" directly to State and city officials.

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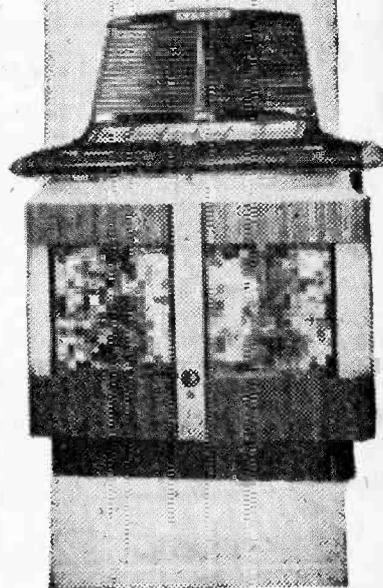
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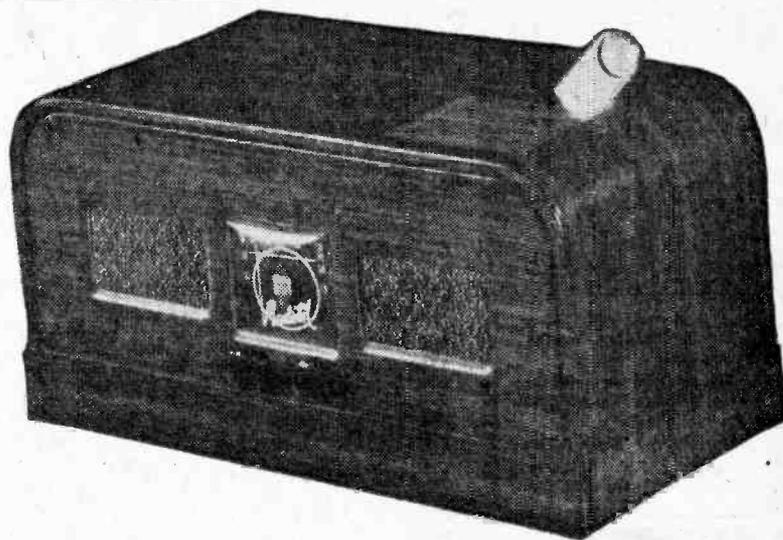
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**DICK LIEBERT AT THE ORGAN** (Victor P-164)

This package of eight sides, featuring Dick Liebert at the grand console, is pleasant enough for the sentimentalists who like their familiar melodies with organ glissandos. Keyed to restful listening, Liebert adds instrumentalists to his organology, including harp, rhythm instruments, oboe and English horn. Save for his own *In a Little Clock Shop*, a fanciful musical novelty, other seven sides are all standard faves, taking in *Estrellita*, *The Sweetheart of Sigma Chi*, *A Kiss in the Dark*, *Over the Rainbow*, *When Day Is Done*, *Amor and Laura*. Album cover smartly lettered, the inside page blank altho a photo of the grand organ would make for eye appeal.

**SNOW WHITE AND THE SEVEN DWARFS** (Adventure ARC 3)

The familiar story of Snow White and the Seven Dwarfs is told in simple story fashion by Uncle Henry, director of WNEW Children's Playhouse in New York. It's the straight fairy tale without the lyrical charm that Walt Disney's movie found in the story. Nonetheless, Uncle Henry's forthright manner will make the moppets listen. Organ music by Ray Carter bridges the story over the two 10-inch records. Color drawing of the Seven Dwarfs makes for the album cover design, with cartoons of each of the four story chapters on the inside flap.

**ADVENTURES OF BUZZY BEAR AND PEGGY PENGUIN** (Willila 1)

A fanciful kiddie story that strikes a responsive note for boys and girls

# ALBUM REVIEWS

(Continued from page 33)

alike, this first kiddie set by the label rings the bell. It's Julie Marvin's story of Buzzy Bear and Peggy Penguin who ran away from their Arctic home to New York to join the air corps. Story is packed with humor and pathos, and it's all brought out by Glenda Farrell in her narration, heightened by the play-acting of Jack Mercer as Buzzy Bear and Marjorie Mercer as Peggy Penguin. Original organ music by Emil Velazco bridges the four 10-inch sides. Entire production, and a commendable one, is by W. F. Martens. Photo of Miss Farrell, of stage and screen note, and figures of the story characters, make for an attractive front cover, inside cover carrying a flimsy of the story.

**THE MESSIAH—HANDEL** (Columbia MM-666)

A real contribution to the world of recorded music, for this is indeed a notable needling. The label has seen fit to bring forward this new recording of Handel's *The Messiah* in its entirety, packing 19 12-inch records in two boxed albums. It's a rare performance of Handel's great choral work, including all 53 numbers of the famous oratorio. Recording was made in England by the Huddersfield Choral Society and the Liverpool Philharmonic Orchestra conducted by Malcolm Sargent. And with outstanding voice soloists, the impressive al-

bum offers complete fidelity to a concert performance. A rare gem for the record library, giving the label much prestige even if this massive pressing doesn't pay off.

**LET US PRAY** (Variety V-102)

Screen thesp Pat O'Brien devotes these four sides explaining and reading five of the fundamental prayers of the Catholic faith, recorded with Ecclesiastical approval. Voiced in a simple, informal yet sincere manner, he gives the background and purpose of each prayer in a manner that can be understood by the younger set. An a cappella chorus blends beautifully in the background as O'Brien reads *The Lord's Prayer*, *The Hail Mary*, *The Confiteor*, *Act of Contrition* and *The Apostles' Creed*. The Reverend Edward V. Dailey (editor-publisher, *The New World*) arranged the prayers and scribed an introduction for the inner-cover, discussing the values of prayer. Aimed directly at the child, Catholic parents will find this set ideal for the youngster's collection. Cover is designed with dignity, colored in red and gold. Inner flap contains pic and biog of O'Brien.

**IRISH SONGS—PAT O'BRIEN** (Variety V-103)

Pat O'Brien turns Shamrock balladist for these six sides and proves that the beloved old Irish songs should be left to those who are better vocally equipped than he. However, the Pat O'Brien tag will lure many a sale for this package. Accordion and piano supports his ho-hum voicing and a barbershop quartet (held for chorus chiming), providing a measure of authentic Shamrock flavor to the spinning. Selections include *Tread on the Tail o' Me Coat*, *Old Donegal*, *Mrs. McSorley's Twins*, *The Same Old Shillelagh*; *Brannigan*, *M. P.*, and *Wearin' o' the Green*. All green cover pic of O'Brien and gives his name big play as well as listing his tune selections. Inner flap holds biog and pic of O'Brien singing at a piano. Tho musically on the minus side, thru the O'Brien tie book should get a plus rating commercially.

**CALYPSO—Vol. 2** (Disc 628)

It's the native Trinidadian singing of Macbeth, Lord Invader and Duke of Iron, sharing the six selections, that makes for an engaging set of calypso music. Heightening their singing is the authentic musical backgrounds of Felix and His Internationals, a small and capable combo. The folk flavor of calypso entirely captured by the cuttings, the six sides in *Donkey Wants Water*, *Mattilda*, *Dorothy*, *Out the Fire*, *Small Island* and *Sly Mangoose*. David Martin's etchings of native figures make for an attractive cover design, with an accompanying booklet readable and educational for those unfamiliar with this folk music.

**KHATCHATURIAN'S CONCERTO FOR PIANO AND ORCHESTRA—WILLIAM KAPELL** (Victor DM-1084)

With brilliant colors in his tones and fine dynamic control, William Kapell brings a rhapsodic interpretation of the richly melodic *Concerto for Piano and Orchestra*, by Aram Khatchaturian, the Armenian-born Soviet composer. And with excellent orchestral support from Serge Koussevitsky, conducting the Boston Symphony Orchestra, Kapell's piano translates all the native folklore fashioned by the composer for this flavored concert piece, which incorporates the distinctive Caucasian music into the modern symphonic scheme. This is the first domestic recording of the concerto, spinning

over four 12-inch records. Photograph of the soloist and conductor on the front cover, notes on the composer and his music on the inside page.

**DVORAK'S CONCERTO IN B MINOR—GREGOR PIATIGORSKY** (Columbia MM-658)

The brilliant technique and warmth of tone as Gregor Piatigorsky plays the cello brings out the rich melodic theme of Dvorak's *Concerto in D Minor*, accompanied by the Philadelphia Orchestra, Eugene Ormandy conducting. Unlike the composer's *New World Symphony*, altho this, too, was written on his visit to America, the concerto is idyllic, eliciting a Bohemian nostalgia thruout its three movements. The performance of cellist and orchestra is entirely sensitive and intelligent, and represents a tonal accomplishment that makes it an important contribution to the realm of recorded music. Five 12-inchers to the set. The soloist's instrument embellished by Slavic figures makes for an attractive cover design, with photo of Piatigorsky and notes on the music for the inside page.

**ZINO FRANCESCATTI—VIOLIN RECITAL** (Columbia M-660)

The concert fiddling of Zino Francescatti projects eight familiar and melodic encore pieces with full understanding and tonal richness to make for a performance marked by precision, clarity and flexibility. Accompanied at the piano by Max Laner, this violin recital for six 10-inch sides includes *Variations on a Theme of Corelli*, by Tartini; Shostakovitch's *The Age of Gold*; Debussy's *La Fille aux Cheveux et Minstrels*; Schumann's *The Prophet Bird*, and Wieniaski's *Caprice in A Minor*. A panel design for titles and credits makes for the album cover, photo of the fiddler and bio notes for the inside flap.

**EDDY HOWARD** (Majestic M-15)

Six pop faves of an earlier day make for an engaging package of three platters in the conventional Eddy Howard manner. The emphasis on his sugar-coated chanting, alone and with the trio, with the soft brasses and clarys in the band providing the musical support, it's all sweet music that blends with soft lights for those who will go dancing with their dinking. Pipes it alone for *Heartaches* and *Once in a While*, joined by the trio for two other slow ballads in *Goodbye Girls*, *I'm Thru* (See ALBUM REVIEWS, page 182)

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  - SEEBURG Wallomatics, 5¢. 3-Wire ..... 24.50
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ADVANCE RECORD RELEASES

(Continued from page 32)

FOLK

- A BROKEN PROMISE MEANS A BROKEN HEART Rex Allen (Arizona Wranglers) (FOGGY RIVER) Mercury 6034
- BABY, I'M SO DOGGON' TIRED Red Egnor (YOU NEVER) King 604
- BOOGIE-WOOGIE BABY Delmore Brothers (BORN TO) King 599
- BORN TO BE BLUE Delmore Brothers (Boogie Woogie) King 599
- CHARMING BETSY Rubert McClendon-Smokey Reason and His Rainbow Range Riders (Georgia Dell) (GET ALONG) De Luxe 5028
- CROWLEY WALTZ Luderin Darbone and His Hackberry Ramblers (Lennis Sonnier) (LAFAYETTE) De Luxe 5031
- JIMMIE DAVIS SOUVENIR ALBUM Jimmie Davis Decca A-532
  - All Because You Said Goodbye Decca 46039
  - I'm Hurt Too Much to Cry Decca 46039
  - I've Learned My Lesson Decca 46037
  - Let's Be Sweethearts Again Decca 46037
  - My Mary Decca 46036
  - What Happened? Decca 46038
  - What's the Matter With You, Darling? Decca 46038
  - You Are My Sunshine Decca 46036
- DELIVERY MAN, BLUES Aubrey Gass-The Easterners (KILROY'S BEEN) De Luxe 6001
- DON'T LOOK NOW (But Your Broken Heart Is Showing) Ernest Tubb (SO ROUND) Decca 46040
- DOWN AT THE ROADSIDE INN Al Dexter and His Troopers (MY LOVE) Columbia 37303
- DOWNRIGHT LONELY, DOWNRIGHT BLUE Fred Kirby and the Mountaineers (I CAN'T) Sonora H-7043
- FOGGY RIVER Rex Allen (Arizona Wranglers) (A BROKEN) Mercury 6034
- FOGGY RIVER Moon Mullican (WORRIES ON) King 613
- GET ALONG CINDY Rubert McClendon-Smokey Reason and His Rainbow Range Riders (Georgia Dell) (CHARMING BETSY) De Luxe 5028
- GET BACK ON THE GLORY ROAD Grandpa Jones (SHE'S GONE) King 601
- GROUNDHOG Homer & Jethro (OVER THE) King 596
- HAVE A LITTLE FUN Arthur (Guitar Boogie) Smith and His Krackerjacks (MAYBE I'M) Super Disc 1033
- HERE TODAY AND GONE TOMORROW Hank Penny (WILDCAT MAMA) King 597
- I CAN'T TELL THAT LIE TO MY HEART Fred Kirby and the Mountaineers (DOWNRIGHT LONELY) Sonora H-7043
- I DON'T MEAN TO BE MEAN Rex Griffin (I LOST) King 594
- I LOST AGAIN Rex Griffin (I DON'T) King 594
- KEEP THEM COLD ICY FINGERS OFF OF ME Fairley Holden (PORT TO) King 612
- KILROY'S BEEN HERE Aubrey Gass-The Easterners (DELIVERY MAN) De Luxe 6001
- LAFAYETTE Luderin Darbone and His Hackberry Ramblers (Lennis Sonnier) (CROWLEY WALTZ) De Luxe 5031
- LIFE AIN'T WORTH LIVING WITHOUT YOU Ezzie Nicolus Westerners (SWEETEST LITTLE) Pacific W-628
- LISTEN TO THE BELLS The Rangers' Quartet (YOU GOT) Victor 20-2213
- LITTLE PAL Wade Mainer (MOTHER'S PRAYERS) King 603
- MAYBE I'M RIGHT Arthur (Guitar Boogie) Smith and His Krackerjacks (HAVE A) Super Disc 1033
- ME AND THE DOGGON' BLUES Jimmie Widener (SHE'S A) King 595
- MOTHER'S PRAYERS HAVE FOLLOWED ME Wade Mainer (LITTLE PAL) King 603
- MY ADOBE HACIENDA Billy Hughes (WRITING ON) King 609
- MY LOVE GOES WITH YOU Al Dexter and His Troopers (DOWN AT) Columbia 37303
- MY MEMORIES YOU NEVER TAKE AWAY Ezzie Nicolus Westerners (THE CATTLE) Pacific W-627
- OKIE BOOGIE Luderin Darbone and His Hackberry Ramblers (PRETTY BLONDE) De Luxe 5029
- OVER THE RAINBOW Homer & Jethro (GROUNDHOG) King 596
- PORT TO PORTAL PAY Fairley Holden (KEEP THEM) King 612
- PRETTY BLONDE Luderin Darbone and His Hackberry Ramblers (OKIE BOOGIE) De Luxe 5029
- SHE'S A SHADY LADY Jimmie Widener (ME AND) King 595
- SHE'S GONE AND LEFT ANOTHER BROKEN HEART Grandpa Jones (GET BACK) King 601
- SILVER BELLS Charlie Linville and the Fiddlin' Linnvilles (YOU'RE GONNA) King 602
- SINCE YOU WENT AWAY Hawkshaw Hawkins (WHEN THEY) King 611
- SO ROUND, SO FIRM, SO FULLY PACKED Ernest Tubb (DON'T LOOK) Decca 46040
- STEEL GUITAR RAG Merle Travis (THREE TIMES) Capitol 384
- SOUTHLAND POLKA Pee Wee King and His Golden West Cow-boys (TEXAS TONI) Victor 20-2212
- TEXAS TONI LEE Pee Wee King and His Golden West Cow-boys (SOUTHLAND POLKA) Victor 20-2212
- SWEETEST LITTLE GIRL Ezzie Nicolus Westerners (LIFE AIN'T) Pacific W-628
- THE CATTLE CALL Ezzie Nicolus Westerners (MY MEMORIES) Pacific W-627
- THREE TIMES SEVEN Merle Travis (STEEL GUITAR) Capitol 384
- WHEN THEY FOUND THE ATOMIC POWER Hawkshaw Hawkins (SINCE YOU) King 611
- WILDCAT MAMA Hank Penny (HERE TODAY) King 597
- WORRIES ON MY MIND Moon Mullican (FOGGY RIVER) King 613
- WRITING ON THE WALL Billy Hughes (MY ADOBE) King 609
- YOU GOT TO GET RIGHT IF YOU WOULD WIN The Rangers' Quartet (LISTEN TO) Victor 20-2213
- YOU NEVER MISS THE WATER TILL THE WELLS RUN DRY Red Egnor (BABY, I'M) King 604
- YOU'RE GONNA BE SORRY ONE OF THESE DAYS Charlie Linville and the Fiddlin' Linnvilles (SILVER BELLS) King 602

CLASSICAL AND SEMI-CLASSICAL

- AGNUS DEI Lauritz Melchior (DANISH CHILDREN'S) MGM 30006
- BEETHOVEN: SONATA IN C SHARP MINOR, Op. 27, No. 2 (Moonlight) ALBUM (2-12") Vladimir Horowitz Victor DM-1115
- BRAHMS: SYMPHONY No. 3, IN F MAJOR, Op. 90 ALBUM (5-12") The London Philharmonic Ork—Edouard Van Beinum, Dir. Decca London EDA-22
- BENJAMIN BRITTEN: INTRODU- TION AND RONDO ALLA BUR- LESCA; MAZURKA ELEGIACA (For Two Pianos, Op. 23, Nos. 7 and 2) ALBUM (2-12") Clifford Curzon-Benjamin Britten Decca London EDA-17

- JOHN CAGE AND ALAN HOV- HANESS: MODERN PIANO MU- SIC ALBUM (2-12") Alan Hovhaness-Marco Ajemian Disc 675
- Amores, I and IV; Invocations to Vahagn, IV and V. Disc 3058
- Mihr Disc 3057
- CHOPIN: INTRODUCTION AND POLONAISE BRILLANTE IN C MAJOR, Op. 3 Gregor Piatigorsky-Valentin Pavlovsky Columbia 71889-D
- CLAIR DE LUNE—Debussy (No. 3 of Suite Bergamasque) (12") Cincinnati Summer Opera Ork (Fausto Cleva, Dir.) (LIEBESTRAUM) Decca 29217
- ERIC COATES: THE THREE ELIZABETHS ALBUM (2-12") The National Symphony Ork—Eric Coates, Dir. Decca London EDA-8
- CORTIGIANI, VIL RAZZA DAN- NATA (From Rigoletto: Act II—Vile Race of Courtiers) Leonard Warren-RCA Victor Ork-Frieder Weissmann, Dir. (PARI SIAMO!) Victor 11-9413
- DANISH CHILDREN'S SONG Lauritz Melchior (AGNUS DEI) MGM 30006
- DE FALLA: EL AMOR BRUJO (Love by Witchcraft) ALBUM (3-12") Pittsburgh Symphony Ork—Fritz Reiner, Dir.—Carol Brice Columbia M-MM-633
- DUKAS: THE SORCERER'S AP- PRENTICE ALBUM (2-12") The National Symphony Ork—Enrique Jorda, Dir. Decca London EDA-16
- FRANCK: LE CHASSEUR MAUDIT —Symphonic Poem (The Accursed Huntsman) ALBUM (2-12") The London Philharmonic Ork—Franz Andre, Dir. Decca London EDA-20
- HANDEL: THE MESSIAH: OVER- TURE AND PASTORAL SYM- PHONY (12") The London Symphony Ork—Dr. Malcolm Sargent, Dir. Decca London K-1499
- KHACHATURIAN: GAYNE-BAL- LET SUITE ALBUM (3-12") Philharmonic-Symphony Ork of New York —Efrem Kurtz, Dir. Columbia M-MM-664
- LIEBESTRAUM—Liszt (A Dream of Love—No. 3 O Lieb) (12") Cincinnati Summer Opera Ork (Fausto Cleva, Dir.) (CLAIR DE) Decca 29217
- MENDELSSOHN: CAPRICCIO BRILLANTE, Op. 22 (12") Moura Lympany-National Symphony Ork —Boyd Neel, Dir. Decca London K1191
- MOUSSORGSKY: A NIGHT ON BALD MOUNTAIN Pittsburgh Symphony Ork—Fritz Reiner, Dir. Columbia 12470-D
- PARI SIAMO! (Yon Assassin's My Equal) (From Rigoletto: Act I—Monolog) Leonard Warren-RCA Victor Ork—Frieder Weissmann, Dir. (CORTIGIANI, VIL) Victor 11-9413
- PISTON: PRELUDE AND ALLEGRO FOR ORGAN AND ORCHESTRA Boston Symphony Ork—Serge Koussevit- zky, Dir.—E. Power Biggs Victor 11-9262
- POLONAISE IN A FLAT Op. 53 (Chopin) First Piano Quartet Victor 46-0005
- RAMEAU-COUPERIN ALBUM Sylvia Marlowe Musicraft M-84
  - Couperin: Les Pastes de la Grande et Ancienne Menestrandise, Acts 1 and 2 Musicraft 1178
  - Couperin: Les Pastes de la Grande et Ancienne Menestrandise, Acts 3 and 4 Musicraft 1177
  - Couperin: Les Pastes de la Grande et Ancienne Menestrandise, Act 5; Le Tic-Toc-Choo Musicraft 1176
  - Rameau: Gavotte and Variations in A Minor (Part 1) Musicraft 1176
  - Rameau: Gavotte and Variations in A Minor (Part 2) Musicraft 1177
- SWEETHEARTS ALBUM Al Goodman Ork Victor P-174
  - Angelus (Frances Greer-The Guild Choristers) Victor 45-0027
  - Every Lover Must Meet His Fate (Jimmy Carroll) (The Guild Choristers) Victor 45-0025
  - Game of Love (Earl Wrightson-The Guild Choristers) Victor 45-0026
  - I Might Be Your Once in a While (Christina Lind-Earl Wrightson) Victor 45-0024
  - In the Land of My Own Romance (Frances Greer-Jimmy Carroll) Victor 45-0025
  - Jeanette and Her Little Wooden Shoes (Christina Lind-The Guild Choristers) Victor 45-0027
  - Pretty as a Picture (Earl Wrightson-The Guild Choristers) Victor 45-0026
  - Sweethearts (Frances Greer-Jimmy Carroll-The Guild Choristers) Victor 45-0024
- TCHAIKOVSKY: EUGEN ONEGIN- POLONAISE The Halle Ork-Malcolm Sargent, Dir. (TCHAIKOVSKY: EUGEN) Columbia 7128-D
- TCHAIKOVSKY: EUGEN ONEGIN- WALTZ The Halle Ork-Malcolm Sargent, Dir. (TCHAIKOVSKY: EUGEN) Columbia 7129-D
- VIOLIN RECITAL ALBUM (3-10") Zino Francescatti (Max Lanner) Columbia M-660
  - Debussy: La Fille Aux Cheveux de Lin (Prelude No. 8, Book 1)
  - Debussy: Minstrels (Prelude No. 12, Book 1)
  - Schumann: The Prophet Bird
  - Shostakovitch: The Age of Gold—Polka
  - Tartini: Variations on a Theme of Corelli
  - Wieniawski: Caprice in A Minor

\*Re-listed to show change in record number from that listed in March 15, 1947, issue.

HOT JAZZ

- ACE IN THE HOLE Red McKenzie-Dave Rhodes Rhythm (PEG O') National 9027
- ALONE IN THE CITY BLUES Sabby Lewis Ork (EDNA) Continental C-6035
- BEST YEARS OF MY LIFE Eddie South Ork (HOT CANARY) Gold Seal 2005
- BILL'S MILL Count Basie (FREE EATS) Victor 20-2148
- DAPHNE Eddie South Ork (12 O'CLOCK) Gold Seal 2003
- EDNA Sabby Lewis Ork (ALONE IN) Continental C-6035
- FREE EATS Count Basie (BILL'S MILL) Victor 20-2148
- HOT CANARY Eddie South Ork (BEST YEARS) Gold Seal 2005
- JAZZ AT THE PHILHARMONIC ALBUM (3-12") Willie Smith-Illinois Jacquet-Charles Ventura & Selected Group Stinson 453
  - How High the Moon, Part 1 and 2 Stinson 453-1
  - How High the Moon, Part 3 Stinson 453-2
  - Lady Be Good, Part 1 Stinson 453-2
  - Lady Be Good, Parts 2 and 3 Stinson 453-3
- LONELY MOMENTS Benny Goodman (WHISTLE BLUES) Capitol 374
- NAT MEETS JUNE Metronome All Stars (June Christy-Nat Cole) (SWEET LORRAINE) Columbia 37293
- NO NAME JIVE, PARTS I & II Glen Gray Decca 25057
- PAGANINI'S 24TH Eddie South Ork (YESTERDAYS) Gold Seal 2007
- PEG O' MY HEART Red McKenzie-Dave Rhodes Rhythm (ACE IN) National 9027
- SWEET LORRAINE Metronome All Stars-Frank Sinatra (NAT MEETS) Columbia 37293
- THE VERY THOUGHT OF YOU Eddie South Ork (THESE FOOLISH) Gold Seal 2001
- THESE FOOLISH THINGS Eddie South Ork (THE VERY) Gold Seal 2001
- 12 O'CLOCK AT NIGHT Eddie South Ork (DAPHNE) Gold Seal 2003
- VAMP TILL READY Jerry Jerome & His Cats & Jammers (WE'RE LIVING) Apollo 765
- WE'RE LIVING IT Jerry Jerome & His Cats & Jammers (VAMP TILL) Apollo 765
- WHISTLE BLUES Benny Goodman (LONELY MOMENTS) Capitol 374
- YESTERDAYS Eddie South Ork (PAGANINI'S 24TH) Gold Seal 2007

**New York:**

Joe Kochansky, Bay Ridge Music Company, has gone to Florida. . . . Max Brown, Philadelphia Coin Machine Exchange, was in town. . . . Barney Schlang, Automatic Music Operators' Association manager, was delayed getting back from Florida until the middle of last week. . . . Dick Finders and Larry Silverstein have formed a partnership to operate coin machines. . . . Robert Sullivan, of Klein Sales, plans to marry a Boston girl April 9. . . . Sid Hoffman, Burt Music, has returned from a Texas biz trip.

Murry Goldstein and Charles Feldheim, Bronx ops, are resting in Atlantic City. . . . Bob Kaplan, cig op, has been joined by his brother, David, and both plan expansion moves. . . . Report from Atlantic City is that five and seven-ball play has fallen, but one-ball is holding its own. . . . Jack Mitnick, Runyon Sales, is leaving shortly on a biz trip. . . . C. M. McMillan, exec secretary of the National Candy Wholesalers' Association, is due in town this week to address local candy group.

Lou Brown, Coradio, just back from a Georgia-Alabama-New Orleans trip, left Monday (24) on a Kentucky-Arkansas-Texas tour with his new coin radio model that is now being delivered. . . . Joe Ash, Active Amusements, Philadelphia, made a hurried biz trip to Chicago last week. . . . West Side Distributing is in its new headquarters near 49th Street, but will not hold open house for another month.

Bob Jacobs, Amusement Games, Inc. will have his Coney Island Arcade open all week starting March 31. . . . George Seedman, Rowe executive, was among the many coinmen attending the Boston meeting of National Automatic Merchandisers' Association, Hershey, Pa., meeting of Regions A and 3 at the end of the week drew a large crowd.

Max D. Levine, Scientific prexy, states that "Field Goal," new game (See *NEW YORK* on page 168)

**Los Angeles:**

Art Wienuad, Rock-Ola sales manager, is going to join George Murdock, San Francisco distributor, in a Catalina trip. After a visit there they will go to San Francisco and Seattle. . . . Fernando Castillo and Juan C. Jimenez, both of Mexico City, stopping off here for a visit with Bill Happel, of Badger Sales Company. . . . Herman Schnickloth, of Los Angeles, making the Pico rounds. . . . Roy Smith in from Lancaster. . . . Earl Beatty a buyer from Temple City. . . . Lowell Ayers buying for his route in Inglewood.

Art Johnson, of Los Angeles, making the rounds of coin row. . . . S. J. Burris in from Montebello. . . . Al Reisz, a local operator, purchasing equipment. . . . Niles Smith, of Oildale, spotted along Pico. . . . Ben Korte, Glendale operator, is back in the city after visiting the Crafts 20 Big Shows, on which he has many friends. . . . K. B. Hoar in town from South Pasadena.

Carl Collard makes his weekly trek here from San Bernardino. . . . Oceanside's operator, Robert McClure, stopped off at the Pico coin center. . . . Jack Shepard, of Glen Ranch, here for a look-see. . . . James Mills drove in from Downey.

Phil Robinson, local representative for Chicago Coin, reports that Kilroy is here. . . . Bill Wolf, of M. S. Wolf Distributing Company, has the drawings for his new building. The executive office drawing has all the ear-marks of swank. . . . Golden Williams is now managing the San Diego branch of M. S. Wolf Distributing Company—California Amusement Company. Walter Huber has been named manager of the San Francisco Wolf branch, succeeding Chet Garton. . . . L. B. Webb, Los Angeles music operator, has added searchlight advertising to his activities.

**COINMEN YOU KNOW****Milwaukee:**

Harold Stark, of United Coin; Don Becker, of Acme Amusement Company, and George Gessert, of Packard Distributing Company, were coin machine representatives at the 14th Annual Food and Equipment Exposition of the Wisconsin Restaurant Association held at the Schroeder Hotel on March 18-20. They showed their equipment as related to restaurants.

George Gessert, an entertainment committeeman for the Wisconsin Phonograph Operators' Association's first annual show on April 14 at the Pfister Hotel, has been negotiating with LeRoy Stein, chief public relations counsel for the Music Guild of America, to be principal speaker at the April 14 event.

At the Morry Zenoff Plankinton Arcade the flu bug has been licked, and Morry is back at work. Estelle Lemerand, too, beat her case and reported back for work. Mary Lee Carroll, took over a new stand Morry (See *MILWAUKEE* on page 170)

**Cincinnati:**

Harry Hester has been nominated to office of vice-president of Automatic Phonograph Owners' Association and Nat Bartfield was nominated to serve as board member to fill the vacancy left by Hester. Charles Kanter returned from a business trip to Chicago. He also took in the Jimmie Bivins-Ezzard Charles fight in Cleveland.

Sam Gerros has been confined to his home for the past 30 days with an attack of lumbago and may go to Florida to recuperate. . . . Another home confinement case (don't jump to conclusions) was that of Tom Hastings. Tom expects to be back on the job soon, tho. . . . Recently returned from his trip to California, Morris Kleinman is now back on the route. . . . William Fitzpatrick is on the job again after a long seige with a broken ankle.

APOA President Sam Chester, and Secretary-Treasurer Charles Kanter, celebrated their birthdays March 15 and 17 respectively. . . . Abe Salmon and Louis Schoenlaub are two APOA members commended for their regular attendance at the association's monthly meetings.

**Detroit:**

Hazel Richlin, office manager at King Pin Distributing Company, is pleased at being able to share her responsibilities, now that her two bosses, J. R. Pieters and Samuel J. Rose, have returned from the South. . . . John Anderson, Dearborn operator, is getting ready to open his own jobbing business on the west side of the city. Major problem right now is difficulty of getting construction work done.

Frank Goodyear, veteran cigarette and candy machine op, with headquarters in River Rouge, is forming a partnership with Ted Mroz, formerly in the typewriter biz, under the new name of Down River Vending Company. Headquarters are being established at 3332 16th Street, Wyandotte, where their route centers. . . . L. V. Rohr, president of the Greater Detroit Vending Machine Operators' Association, is acting as the sparkplug in keeping association activity alive in this territory.

F. Stanley Collins, Detroit operator, is extending his route of candy, cigarette and nut venders thru a wide suburban territory north of the city. . . . James Ashley, former president of the old United Music Operators of Michigan, is again taking an active interest in the coin machine business. . . . Tony Vance is taking over the National Coin Machine Company at 4458 John R Street. Albert A. Weidman, Weidman National Sales, reports a nice backlog of orders for new cigarette venders, with a lively demand for all types of used ma- (See *DETROIT* on page 171)

**Portland, Ore.:**

Recent out-of-town coinmen visiting Portland included Vern Raw, Seaside, en route home from Palm Springs; C. H. Henning, Unity, Ore.; Walter Antram, Pendleton, head of Empire Music Company, and Rex Godding, Grants Pass, Ore.

A. M. Moss, branch manager of M. S. Wolf Distributing Company, reports a shift in demand on the part of operators, who are turning to arcade type machines rather than premium-paying devices. This trend is noted in taverns, Moss says, where amusement machines are being used by ops.

**Chicago:**

Joe Kline, of Atlas Novelty Company, is preparing for another road trip for the firm. While on the trip he plans to drop in on the Atlas-Seeburg service school for operators that will take place at Atlas's Des Moines branch March 26. Nate Feinstein is back at the office after a pleasant visit with his wife and baby in Florida. Visitors during the week included Henry Fox, the New Orleans veteran coinman; Ross Lewis, Peoria; Fay Gardner; Wayne Mayborn, DeKalb, and the Springfield operator, Moriconi.

J. Raymond Bacon, vice-president of O. D. Jennings, was agreeably surprised by the various press notices concerning his becoming an associate of Berea College. Art Puetz, of Garfield novelty, Columbus, O., and Phil Burgeson, Minneapolis, were visitors at the plant last week. . . . Helene Swyer, of American Amusement Company, reports that the boss, Harry Brown, is in Los Angeles.

Nate Gottlieb, of Dave Gottlieb & Company, reports that brother Sol is making a business tour of the East. Some of the cities he will visit en route are Pittsburgh, Buffalo, Syracuse, Hartford, Conn., and New York. Joe Ash, who heads the Active Amusement Company, Philadelphia, was a business caller last week.

Grant Shay, enjoying a vacation at Hollywood, Fla., dropped a post card to his secretary, Judy Sokolowski, informing her that all is well and he is feeling in the pink of condition. Other news at Bell-O-Matic Corporation is that Charley Zender, who has not missed a day at the office in 15 years is home fighting off a severe cold.

Bill Perry, at Marvel Manufacturing Company, reported last week that his firm is going into the new game field and that their first game, a five-ball free play, will be ready for unveiling about April 20. Lorraine Emerson and Nick Nelson, purchasing agent and plant manager, respectively, are keeping busy getting in the necessary tools, dies and parts. (See *CHICAGO* on page 168)

**Kansas City:**

Noel Fields, Independence Amusement Company, reports the phonographs he recently converted to six-for-a-quarter play are doing so well that he is converting all his single unit boxes to that price play. He's keeping his hide-away units, tho, on straight 5-cent play. . . . Hugh Roberts, of M & J Amusement Company, believes work on his firm's workshop will be completed this week. Material shortages and the bad weather has held up the progress somewhat. Their record department probably won't be completed before early summer, Roberts says, but they hope to have the department stocked and ready for business then.

Fred Lamb was handling operations at Automatic Coin Machine last week, while his boss, Victor Roos, was home with the flu. . . . Roos, who is distributor here for Packard Manufacturing Company, is also dickering for franchises to distribute vending machines. . . . Maynard Todd, Rock-Ola sales representative, was in from Chicago last week to confer with Irvin Weiler of Consolidated Distributing Company, Rock-Ola's outlet in K. C. Incidentally, Weiler is another juke box distrib who is branching into the vending machine business. His firm already is distributing a nut vender and has plans for handling candy and beverage machines. . . . A. H. Myers, partner of Weiler in Consolidated, is one of those who is in the midst of the historic "big bull" wheat market, which has already seen prices for the grain topping three dollars. Myers, who also operates an investment company, has a seat on the Kansas City Board of Trade.

Carl Hoelzel, United Amusement Company, spent several days in Chi- (See *KANSAS CITY* on page 169)



OWNERS AND STAFF members of the White Amusement Company are pictured together outside of the firm's headquarters at 126 A Street, Hutchinson, Kan. Front row, left to right, L. V. Marsh and Mrs. Grace Hall Patton, owners. Back row, Charley Sharp, service manager, and Ray Myers, auditor.



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Every part and tube used in this powerful 6-tube, 2-band, RCA superhet is a high quality standard RCA component . . . available to operators everywhere. You'll never have to miss profits while you wait for a remote factory to ship a badly needed nonstandard part.

**OVER 460 RCA TUBES and PARTS DISTRIBUTORS!**

RCA has distribution! In every section of the country, RCA distributors stock all of the parts and tubes you might need for

future servicing on these sets. That is worth thinking over!

**ONE FULL YEAR'S INSURANCE!**

Because of the tamper-proof, fool-proof and virtually theft-proof construction of RCA's coin-operated radio . . . we can give you a full year's insurance against fire, theft and vandalism!

**TOP ACCEPTANCE IN TOP LOCATIONS!**

There never is any difficulty in placing RCA radios. They are accepted throughout the world as the finest in radio reception. Here's a profit-making deal you can't afford to miss.

**WRITE or WIRE for COMPLETE DETAILS!**

For complete particulars, and name of nearest distributor, address Dept. 112-C, Special Products Section, RCA, Camden, New Jersey.

RCA does not sell direct to locations. RCA sells only through authorized RCA Coin Machine distributors. Watch for announcement of distributor serving your locality.



**SPECIAL PRODUCTS SECTION**

**RADIO CORPORATION of AMERICA**

**ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N. J.**

In Canada: RCA VICTOR Company Limited, Montreal

Look To The **GENERAL** For LEADERSHIP

The "GENERAL"

INVITES ALL FRIENDS TO THE ADVANCE TRADE SHOWINGS OF THE LATEST 1947

JENNINGS' MODELS

MARCH 27, 28, 29  
3 DAYS ONLY

PREVIEW OF THREE BRAND NEW MACHINES NEVER SHOWN BEFORE!



Established 1925

Growing Steadily Ever Since!

**GENERAL** Vending Sales Corp.

BIDDLE & HOWARD STS. Phone: Vernoh 4119 BALTIMORE 1, MD.

COINMEN YOU KNOW

New York:

(Continued from page 166)

machine is now in production. . . . Robert Fuller, Little Rock; Samuel Moore, Rochester, N. Y.; Harry Finkle, Boston, and Tom Shank, Trenton, N. J., were some of the salesboard, pocket table and arcade owners present at the American Toy Fair which closed March 22. . . . Ben Fielding, New York license commissioner, has been ill for a week.

Mario Caruso, C-Eight and Eastern Electric prexy, has been out of town on biz. His firm is busy planning distribution. . . . The meeting of the Music Guild of America Thursday (27) in Newark was open to all music men. . . . Howard Clarke has added music machines to his vending route. . . . Oscar Johnstone, New Orleans op, is in town. . . . Maurice Schack, Milk-Mat Corporation, is in Canada.

Chicago:

(Continued from page 166)

Perry said the firm also plans to expand its distributing set-up to take care of the new games. New glass block front in the plant was finished this week and Perry said he has received many compliments on the improved looks of the place. Visitors there last week included Ozzie Truppman, Minneapolis; Phil Simon, New York; Carl Hoelzel, Kansas City, and Norwood and Mel Veetch, St. Louis.

Joseph E. Beck, Telequiz vice-president, returned last week after a two-week road trip thru the East. He says he plans to stick around the Chicago office for a while. . . . Penny Bellack, secretary at Mid-State Company, has returned from two weeks in the sun down in Florida.

Mike Spagnola, of Automatic Distributing Company, had a birthday Friday (21). He didn't reveal how many this makes for him, commenting only on the fact that he would be celebrating the first day of spring at the same time. Visitors at Automatic last week included Leo Rupert, of Danville, Ill., a war veteran who has recently gone into music operating, and Eugene Smith, Ottawa, Ill., operator.

Ray Bazelon, head of Monarch Coin Machine Company, is back at his desk after an extensive vacation in the South. Helen Bronstein, secretary at Monarch, was scheduled to be married Sunday (23) to Sam Jaffe. The Monarch gang was laying plans to have a great time at the wedding. . . . Paul Glaser, whom we reported last week as having a hand in construction proceedings out at Empire Coin Machine Exchange, gave up the ghost when he caught a super head cold, but Ralph Sheffield is still hammering away. Firm's business callers during the week included Henry Fox Distributors, New Orleans, and Al E. Steele, of Steele Concessions, Valparaiso, Ind.

Jimmy Martin, of James H. Martin & Company, conferred last week with John Haddock, DuGrenier, Inc., head, on future plans. Jimmy tells us they were appointed distributors for two new wax lines last week; Keynote Records and Universal Recordings. . . . Ray Cunliffe, of Brown Music Company, wheeled into Chi early last week after driving some 3,700 miles on his Florida vacation. Ray says he covered Florida pretty thoroughly and touched most every spot of interest there. Only rained one day during his entire trip, which is some kind of record, he says.

Bob Manning, over at ABC Music Service Corporation, reports things are untruffled there and business is going along on an even keel. . . . Max Glass, Max Glass Distributors, is a very busy man when in his Chi office; when he is in town it is still difficult to find him in

STANDARD METAL TYPERS

NEW AND USED MACHINES



MACHINE PARTS AND SUPPLIES

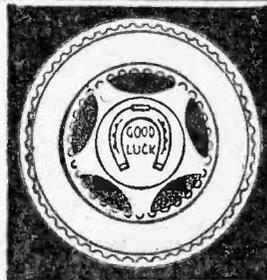
EXPERT REPAIR SERVICE

FINEST QUALITY METAL TYPER DISCS

Priced from \$7.50 Per 1,000

NEW COLORED DISCS

NOW AVAILABLE Guaranteed to increase your receipts. WRITE FOR SAMPLES AND PRICES.



STANDARD SCALE CO.

715 N. KINGSHIGHWAY, ST. LOUIS 8, MO.

WE CAN FINANCE YOUR PURCHASES OF NEW GAMES, PHONOGRAPHS, ETC., ON CONVENIENT TERMS. COME IN AND TALK IT OVER WITH US!

NEW GAMES		NEW COUNTER GAMES	
Bally DOUBLE BARREL \$269.50	Exhibit MYSTERY . . . . \$299.50	Gottlieb GRIP SCALE . . . . \$99.50	A.B.T. CHALLENGER . . . . \$65.00
Gottlieb DAILY RACES. 650.00	United RIO . . . . 309.50		
Gottlieb MISS AMERICA 310.00	Williams TORNADO . . . . 304.50		
USED FIVE BALL FREE PLAY			
AIR CIRCUS . . . . \$ 75.00	KEEP-EM-FLYING . . . . \$ 75.00		
ARIZONA . . . . 105.00	KNOCKOUT . . . . 75.00		
ARMY & NAVY (Knockout) . . . . 75.00	LAURA . . . . 85.00		
BASEBALL (Seven Up) . . . . 45.00	MARINES . . . . 50.00		
BELLE HOP . . . . 45.00	MIDGET RACER . . . . 165.00		
BIG LEAGUE (Genco) . . . . 27.50	MIDWAY . . . . 65.00		
BOLAWAY . . . . 55.00	SEA HAWK . . . . 37.50		
BOMBARDIER (Victory) . . . . 65.00	SHANGRI LA (Gottlieb) . . . . 75.00		
BRAZIL . . . . 105.00	SKY CHIEF . . . . 75.00		
BUBBLES . . . . 60.00	STAGE DOOR CANTEN . . . . 135.00		
CATALINA . . . . 60.00	SKY RAIDER (Big Parade) . . . . 75.00		
CANTEN (Rebuilt) . . . . 110.00	STEP UP . . . . 195.00		
DIXIE . . . . 37.50	STREAMLINER . . . . 105.00		
FIVE-TEN-TWENTY . . . . 75.00	SUN VALLEY . . . . 75.00		
FOUR ACES . . . . 75.00	SURF QUEENS . . . . 135.00		
G. I. JOE (Jungle) . . . . 65.00	TEN SPOT . . . . 40.00		
GLAMOUR GIRL (Sp. Parade) . . . . 37.50	TAIL GUNNER (Ten Spot) . . . . 40.00		
GRAND CANYON . . . . 105.00	TOPIC . . . . 55.00		
HOLLYWOOD . . . . 60.00	VICTORY . . . . 65.00		
HI HAT . . . . 60.00	WILD FIRE . . . . 37.50		
HOME RUN '42 . . . . 60.00	YANKEE DOODLE . . . . 60.00		
JEEP . . . . 60.00			



MEMBER

WRITE FOR OUR COMPLETE PRICE LIST.



OLIVE NOVELTY CO.

2625 LUCAS AVE., ST. LOUIS 3, MO.  
(Phone: Franklin 3620)



SALESBOARDS— All Orders Shipped Same Day Received

Home	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT . . . .	\$ 7.00	\$ .85
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS . . . .	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS . . . .	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS . . . .	17.37	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT . . . .	60.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED . . . .	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES . . . .	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES . . . .	42.75	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES . . . .	35.29	2.50
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES . . . .	38.57	3.80
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES . . . .	152.75	3.00
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED . . . .		

WRITE FOR OUR LATEST PRICE LIST

Large Stack Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢ stating your requirements. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

MYKO AUTOMATIC SALES CO

Actually Worth \$100.00 More!

PANORAMS \$249.50



These are not the ordinary run of machines. All are guaranteed to be in A-1 first-class condition.

Exporters Take Notice

Terrific to operate, using Hollywood Film. Also colored subjects in colored locations. Can be used for home movies . . . or rented to stores, factories, schools. Use any 16mm. film. Has R.C.A. Projector and Amplifiers which is worth this price alone.

1/3 Deposit With Order, Balance C. O. D.

347 S. HIGH ST., COLUMBUS, O. MA 1600

SPECIAL BUYS!

MUSIC	
10 Wurlitzer 600 K . . . . .	\$225.00
5 Wurlitzer 600 R . . . . .	200.00
3 Wurlitzer 750 E . . . . .	375.00
3 Rock-Ola Masters . . . . .	220.00

CONSOLES	
Keeney Bonus Bells . . . . .	Write
Bally Triple Bells . . . . .	Write
Bally Draw Bells, Used . . . . .	Write
1/3 Deposit with Order, Balance C. O. D.	
ALL NEW PIN GAMES, CONSOLES AND SLOTS IN STOCK.	

LEON TAKSEN COMPANY

2035 Germantown Ave., Philadelphia 22, Pa.  
Phone Poplar 5-3638

a free moment to comment on happenings in his firm. . . . Perk Perkins, Globe Distributing Company, is still said to be acutely coffee conscious. Maybe next move will be installation of a coin-operated coffee vender in the office.

IMMEDIATE DELIVERY

# Bally

## VICTORY SPECIAL

With Chrome End Rail and Instant Action **\$349.50**

# Bally

## VICTORY DERBY

With Chrome End Rail **\$335**

1/2 Deposit With Order, Balance C. O. D. F. O. B. Baltimore.

**CALVERT NOVELTY COMPANY**  
COIN OPERATED EQUIPMENT  
708 N. Howard St. Baltimore 1, Md.  
Vernon 3034



**1000 JUMBO HOLE \$1.98**  
SLOT SYMBOL  
SUPER THICK—DEFINITE

Takes in \$50 Pays out \$24  
PROFIT—Definite—\$26 00

**ONE OR A MILLION!**

**CHARLEYS — J. P. STEP-UPS**

We have the board you need!

Request Complete Catalog!

**GREENGLASS MFG. CO.**  
39 W. 23d. N.Y. 10

### Kansas City:

(Continued from page 166)

cago last week making the rounds of the factories to try and speed up delivery of machines. He was back in time to confer with Frank Larden, Bell-o-Matic Corporation, down from Chicago for several days. Mildred Nelson, secretary, says operations at United are a bit handicapped because a number of the staff are down with the flu. . . . At Music Service, Frank Murray is carrying on short handed, with eight of the servicemen and routemen off with flu. His partner, Edward J. Nettle, is still convalescing after a six-week stay in the hospital. Nettle has a bad heart.

New president of Aireon Manufacturing Company is Harold L. Pearson, who was formerly assistant to Sewell Avery, of Montgomery Ward. Rudy Greenbaum, Aireon's vice-president, says production on their 1947 super de luxe model is right on schedule and all work on the model will be completed by May. At that time they will swing into production on their Fiesta box.

Jerry Wilson, salesman for Central Distributing Company, reports delivery on their machines "just fair." Apparently the boxcar shortage is holding up shipments. . . . Dave Cooper, of Advance Music Company, says juke boxes started coming in good last week. Mrs. Martha Fleider, mother of Dave Fleider, partner in Advance, died March 18. She was 70 years old. . . . Missouri operators in on buying trips last week included N. E. England, of Purdy; Ivan Starks, Marshall; C. J. Troyer, St. Joseph; W. T. Kemper, Jefferson City; L. W. Bronson, Butler; Frank Boles, Springfield; Wilson Talley, Clinton, and L. L. Heines, Joplin.

Robert Dunlap, manager of sales promotion for the Seeburg factory, was down from Chicago last week to introduce Reed Whitney, his firm's new district manager, to Harry Silverberg and William Betz, of W. B. Music Company. Betz, who has W. B. Novelty Company, St. Louis, flew in for the conference. Al Capito is the new salesman at W. B. Silverberg reports that his firm has just been appointed distributors for International Mutoscope, photo and voice-recording machines, and RCA Victor coin-operated radios.

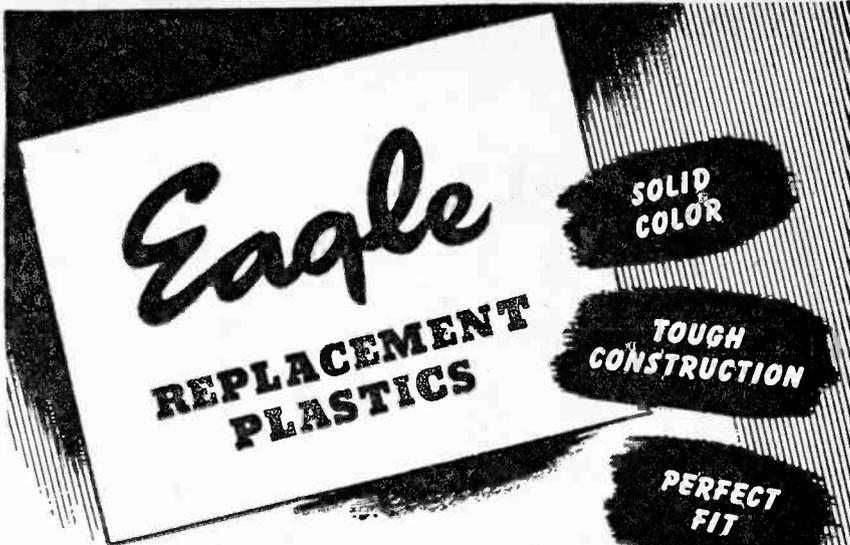
Romance and Roses Department: Bob Wormington, who is in charge of the record department of Melody Lane Music Company, recently presented Louise Bennett with a sparkler for the third finger, left hand. No date for saying the "I do's" has been set. . . . D. V. Thompson, music operator at Picher, Okla., was in visiting coinmen last week. . . . Kansas operators calling on the trade included Pat Houston, of the Cassco Amusement Company, Garden City; C. E. Kneiner, of Pittsburg, and R. C. Lykke, of Salina.

IMMEDIATE DELIVERY



Single Pop Up  
**\$49.50**

**T. O. THOMAS CO.**  
1572 JEFF. PADUCAH, KY.



**SHEET PLASTICS**  
20"x50" — Pliable — Per Sheet **\$12.50**  
50 gauge, red, yellow, green or clear

**PLASTIC WINDOWS**  
New, clear, transparent . . . for your model 850 program holder. **\$5.00**  
Per Set . . . . .

**WURLITZER**

Each	
800 Top Corners . . . . .	\$16.50
800 Lower Sides . . . . .	15.00
800 Middle Sides . . . . .	3.00
800 Top Centers (Right or Left, Red) . . . . .	9.50
800 Back Sides (Green) . . . . .	9.50
800 Top Centers (Onyx) . . . . .	5.50
600, 500 Top Corners . . . . .	5.50
700 Top Corners . . . . .	3.50
700 Lower Sides . . . . .	3.50
700 Back Sides . . . . .	9.50
750 Top Corners . . . . .	9.75
750 Lower Sides . . . . .	9.75
750 Top Center . . . . .	5.50
750 Middle Sides . . . . .	2.00
850 Top Corners . . . . .	12.50
850 Lower Sides . . . . .	3.75
850 Top Center . . . . .	12.50
850 Peacock Glasses . . . . .	4.75
950 Lower Sides . . . . .	12.50
24 Top Corners . . . . .	1.25
24 Lower Sides . . . . .	5.50
41, 61, 71 Top Corners . . . . .	5.50

**ROCK-OLA**

Each	
Standard, Master, DeLux or Super: Top Corners (Solid Red, Yellow or Green) . . . . .	\$12.75
Lower Sides (Red or Yellow) . . . . .	12.75

**SEEBURG**

"Hi-Tone" Model 9800, 8800, 8200: Lower Sides (Solid Red, Yellow or Green) . . . . .	\$14.50
"Hi-Tone" Grille Pilasters (Solid Red, Yellow, Green or Onyx) . . . . .	2.25
"Classic" "Colonel": Top Corners (Solid Red, Yellow or Green) . . . . .	6.00
Lower Sides . . . . .	9.50

If you don't see what you want . . . ask for it!  
We may have it in stock!

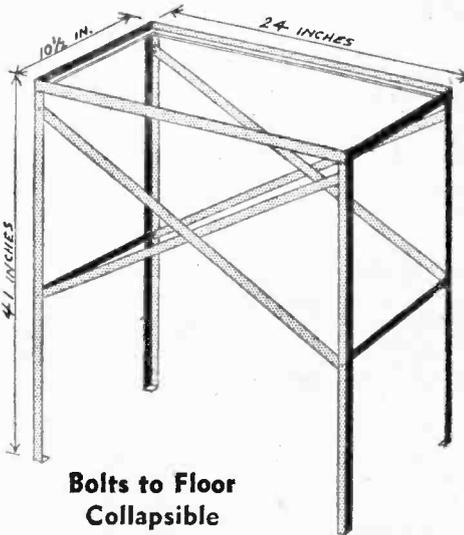
**MONEY-BACK GUARANTEE**

### Eagle Coin Machine Co.

1514 NORTH FREMONT AVENUE • CHICAGO 22, ILLINOIS

PHONE MICHIGAN 1247

### ALL METAL STANDS FOR A.B.T. PENNY PISTOLS



Bolts to Floor  
Collapsible

These stands are brand new, all metal and painted black. They are collapsible and can easily be set up. Stands have feet that can be bolted to the floor. Price, \$12.50 each. Distributors, write for quantity prices. Satisfaction guaranteed or your money refunded.

**HEATH DISTRIBUTING CO.**  
217 Third Street  
MACON, GEORGIA  
Phone: 2681

### FOR SALE — A GOING BUSINESS

Consisting of the Manufacturing and Sales of  
**COIN COUNTING MACHINERY—\$50,000.00**

These products have been manufactured and sold since 1916 and enjoy a national reputation for dependability and accuracy. All assets pertaining to this division of our firm, including tools, dies, fixtures, parts and raw materials are for sale. Other activities make it expedient for us to sell.

BOX D-461, The Billboard, Cincinnati 1, Ohio

### ACE FEATHER-LITE COIN COUNTER

**\$139.50**

Complete Carrying Case and Tubes

SEE IT NOW

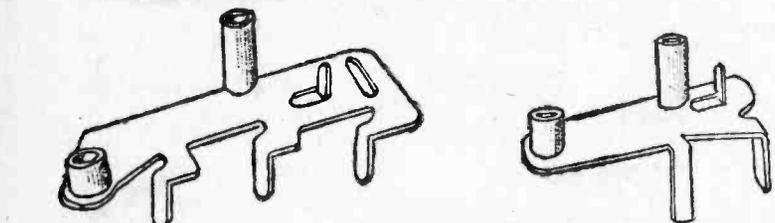


At Your Distributor

**ACE COIN COUNTING MACHINE CO.**  
3715 N. Southport CHICAGO

# HEATH'S PARTS SPECIALS NOW AVAILABLE IN LIMITED QUANTITIES

Rush your orders today for these hard-to-get parts. This merchandise is precision built of best material. We guarantee 100% satisfaction on every purchase. Your money will be cheerfully refunded if you are not satisfied.

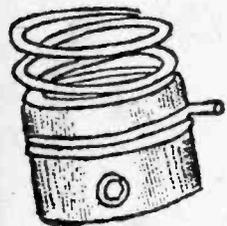


## CHANGE OVER KITS

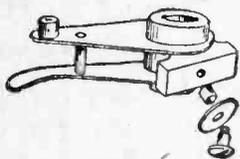
Motor Drive Fingers for Wurlitzers  
700-750-780-800-850.

Available in

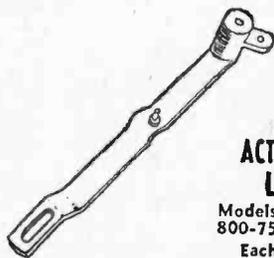
1 play 5¢ or 1 play 10¢ } Per Kit  
2 plays 10¢ } \$1.95.  
5 plays 25¢ }  
3 plays 25¢ }  
Specify Type Wanted.



**TURNTABLE CLUTCH ASSEMBLY**  
For all model Wurlitzers. Ea., .95



**LIFTER LINK ASSEMBLY**  
Complete with Shoulder Screw, Washer and Brass Bearing. Will work on all models from 616-24-600 - 500 - 700 - 800-750-850-950 - 1015, etc. Each, \$2.95.



**ACTUATING LEVER**  
Models 500-700-800-750-850-780.  
Each, \$3.50.

Write today for parts circulars. We have the most diversified line of parts in America for music and other coin operated machines.

# HEATH DISTRIBUTING CO.

217 THIRD STREET

MACON, GEORGIA

# COINMEN YOU KNOW

## Milwaukee:

(Continued from page 166)

is installing for the making of duplicate keys. On March 27 Harry Matsunaka, Morry's mechanic, gets his diploma from the Milwaukee School of Engineering, and then he will take on coin machine repair duties full time.

Bill Huber Jr., of the Gessert firm, and Carl Happel, of Badger Novelty, were bedded by flu last week. Lorraine Lamboy, who subbed for Lucille Grabbe when the latter was in the hospital, has returned to her regular duties at the Packard office. . . . Recent record and music men in to see Abe Heller, of Mercury Records, included Lou Albofonte, Badger Amusements, Kenosha; Jerry Davidson and C. G. Bookmeier, Bookmeier Sales, Green Bay, and Roland Kross, Jimmy McCool, Johnny Gordon and Gene Annell, of Schroeder. Bookmier's son, Roger, has just won his basketball letter at Green Bay High School.

Ed Gessert Jr. has taken over his duties as head of stock in his father's firm. Gene Shew, route man for the same firm, has completed his round of Sheboygan, Manitowoc and Hilbert, where he put in new Packard equipment. His younger son, Peter, a lad of four, has already made up his mind to be a juke box man, too, and often accompanies dad Gene on northern trips. Gene's older son, Lyle, recently had six baby teeth pulled to make room for his second set. William Jordan, Packard factory representative, was here for a short stay.

A new wrinkle in making records is what Morry Laskin, a produce man in Milwaukee, is trying. He has persuaded George Givot, noted comedian and singer, to make a sales talk on a record which Laskin then plans to send to prospects. Laskin plans to have his own salesman carry a small phonograph on which to demonstrate these records to customers. During Givot's recent appearance in Milwaukee at the Tic Toc Club, details of this plan were worked out between the two and Mrs. Givot, who acts as his business manager, while they were guests of Laskin's Sherwood home.

Irv Stacel's Wurlitzer office staff is congratulating Charles Aisbet, trainee serviceman, on his marriage to Carol Anderson March 15. . . . G. E. Vosburg has just returned from an educational tour of the northern part of the State, and Jay Albrent is back with the firm after a leave of absence. Toni Rohde, a member of the office staff, is very pleased with her new Easter outfit, but Jeanne Thaver saved her money to pay her income tax. Recent visitors to the firm's offices were Ed Billyard, parts maker for Paster Distributing Company; Oliver Williams, operator from Bailey's Harbor; Charlie Hopp, of Manitowoc; George Forst and William Zweigel, of Green Bay; Dan Savage and Ed Sanborn, of Beloit, and Al Durnad, of Green Bay.

Frank and Walter Lyons, who were in the coin machine business before they went into military service, have returned to Milwaukee and will get back into the business. . . . Mrs. Marie

## WANTED EXPERIENCED JUKE BOX AND PIN BALL MECHANIC

Must be steady, reliable, and have References.

**Ted Key Amusement Co.**  
308 Taylor Ave. Farmington, Mo.

# IN KENTUCKY

IT'S

# BRANSON

FOR

# PIN GAMES

OF ALL LEADING MANUFACTURERS

ALSO

JENNINGS CHIEFS and CHALLENGERS  
AIREON ELECTRONIC PHONOGRAPHS and ACCESSORIES  
COLUMBUS BULK VENDORS  
DAVAL PRODUCTS  
SCHERMAC STAMP VENDORS  
MAX GLASS PRODUCTS  
MAESTRO POINT PHONO. NEEDLES  
SUPPLIES AND PARTS OF ALL KINDS

Get On Our Mailing List

# H. M. BRANSON DISTRIBUTING CO.

514-16-18 So. 2nd Street  
LOUISVILLE 1, KY.  
Phone: Wabash 1501

# SALESBOARDS

**IMMEDIATE DELIVERIES—25% Deposit**

Holes	Name	Profit	Price
400	5¢ S Game	\$ 7.00	.55
1000	5¢ Diamond Dust	11.00	.97
300	25¢ Kuter Kolors	15.00	.78
1000	1¢ Cigarette (Girlie)	26 Pk.	.78
500	25¢ Charley Board, X Th.	26.00	.88
600	25¢ Charley Board, X Th.	51.00	.78
1000	25¢ Charley	50.00	.89
1000	5¢ Nickel Charley	17.00	.96
800	5¢ Jumbo Hole Lulu, X Th.	13.50	1.42
1800	5¢ Lulu, Extra Thick	18.00	1.50
1000	25¢ J.P. Charley, Thin	\$52.04	\$1.10
1000	25¢ J.P. Charley, Thick	52.08	1.25
1000	25¢ J.P. Charley, X Th.	52.08	1.35
1000	10¢ J.P. Ready Money	50.70	1.79
1000	5¢ J.P. Win a Pin, Jumbo	24.80	1.79
1200	25¢ J.P. Texas Charley, Seal	102.28	1.89
1020	25¢ J.P. Block Buster, Tk.	81.56	2.89
1000	5¢ J.P. Girlie	Avg. \$28.00	\$2.59
1800	5¢ J.P. Lulu, X Thick	31.75	2.69
2400	5¢ J.P. Barrel	Avg. 46.32	2.98
2400	10¢ J.P. Barrel	Avg. 92.65	2.98
1664	5¢ J.P. Slot Symbols	46.55	3.35
1184	5¢ Jumbo Tens, Thick	Avg. 93.00	2.49
2160	10¢ Rd., Wh., Bl. Sgls.	Tickets \$72.00	\$1.48
2172	5¢ Rd., Wh., Bl. Sgls.	Tickets 36.00	1.48
120	Tip Ticket Books, \$21.00 Gr.	Doz.	1.95
2520	5¢ J.P. Ticket Deal.	Avg. 48.00	2.75

Grand Prize & Real McCoy Boards. Send for Cat.

WORLD'S BEST BOARDS, TICKETS, CARDS  
**DELUXE MFG. CO.**  
DeLuxe Building Blue Earth, Minn.

## FOR SALE

DeLuxe Photomatics & Voice-o-Graphs . . . . . Write  
1 Slightly used Victory Derby . . . \$350.00  
IMMEDIATE DELIVERY.  
**ART'S VENDING MACHINES**  
1203 HERTEL AVE. BUFFALO 16, N. Y.

## SPECIALS BY STEWART

### SLOTS

1	5¢ Watling Rolatop, '46	...	\$155.00
1	10¢ Watling Rolatop, '46	...	171.00
2	5¢ Watling Rolatop	...	62.00
1	5¢ Watling Blue Seal	...	36.00
1	10¢ Watling Blue Seal	...	67.00
1	10¢ Watling Rolatop	...	68.00

## STEWART NOVELTY CO.

1361 S. Main St., Salt Lake City, Utah

*Marvel's*  
**POP-UP**

THE COUNTER GAME THAT IS LEGAL EVERYWHERE!

POP-UP will 'score' every time in ANY location EVERYWHERE! POP-UP will out-earn any game of its kind.

**ACCURATE, COMPETITIVE, SKILL SCORING**

POP-UP WILL TRIPLE YOUR PROFIT!  
FULLY METERED—NO COIN COUNTING NECESSARY

**PRICE \$49.50**

F. O. B. Factory

**MARVEL MANUFACTURING CO.**  
7847 FULLERTON AVE. EVERGLADE 0230 CHICAGO, 47

ORDER FROM YOUR NEAREST DISTRIBUTOR

## "HARD TO GET" COIN MACHINE

# PARTS

LIVE BUMPER RINGS, PIN GAME GLASS, COIN CHUTES, TIME CLOCKS, BACKBOARD GLASSES — ANYTHING YOU CAN THINK OF FOR YOUR COIN MACHINES!

WRITE TO  
**HAROLD PINCUS**  
FOR OUR  
**1947**  
COIN MACHINE  
PARTS LIST

# COIN MACHINE SERVICE CO.

PARTS FOR EVERY OPERATOR'S NEED  
7307 N. WESTERN AVE. Phone HUMBoldt 3476 CHICAGO 47

# BOUNCER! BOUNCER! BOUNCER!

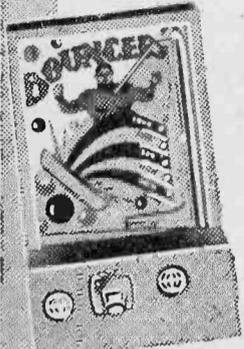
The Catchiest 5-Ball  
Counter Game in  
Years

HEAVYWEIGHT PUNCH  
IN LIGHTWEIGHT SIZE

Can't go  
out of  
order,  
double  
score balls,  
5-color  
playing  
field,  
penny or  
nickel  
chute.

ORDER  
NOW  
\$44.50

1/3 Dep.  
Bal. C.O.D.



## J. SCHOENBACH

EXCLUSIVE  
NEW YORK STATE  
DISTRIBUTOR

1647 Bedford Ave. Brooklyn 25, N. Y.

### DO YOU WANT SOMETHING DIFFERENT?

We have a few Original Mills Deweys and Caille New Centurys. Seven-Coin Head—1 to 7 Nickels Per Play—Pays 10¢ to \$2.00. Makes money faster than Bell Machines. A big hit in Clubs and Resorts. Cabinets re-finished, mechanisms perfect. A real buy at \$165.00.

PEERLESS NOVELTY CO.  
SPOONER, WIS.

### United Novelty Company

Delaunay & Division Streets, Dixie, Miss.

The authorized  
BELL-O-MATIC distributor of Mills  
Bell Products in the State of  
Mississippi and the Gulf counties  
of Alabama suggests: MILLS  
GOLDEN FALLS, the hand load  
Jackpot Bell.

### FIRESTONE GAMES Top-Flight Machines FIRESTONE GAMES

Top Money Makers  
FIRESTONE  
ENTERPRISES, INC.   
1604 Chestnut St.  
Brooklyn 30, N. Y.  
ESplanade 5-5700

Pierce, wife of the president of the Wisconsin Phonograph Operators' Association, has been taken home from the hospital in Sparta and is on the road to recovery. . . . While Fred Pease, of the Gessert staff, waits for his smashed car to be repaired he makes his rounds of Northern Wisconsin by train. . . . Bill Huber, whose uncle died recently, has been in the northern section of the State making calls.

Tony Smerke, son-in-law of Tony Zore, Sheboygan operator, has become a member of the Zore firm. . . . Frank Barca, of Advanced Novelty Company, is said to be pleased with his roller rink business in Kenosha. . . . Mike Chesnick will install a Packard music system in his new cocktail lounge, The Music Box.

Art Cohen, of Mercury Records, flew in recently to visit the Milwaukee office. He had been in Boston where he supervised the opening of a new office there March 7. He discussed promotional plans with Abe Heller, Mercury's chief of staff here. Art announced the appointment of Gene Barron, as new Mercury contact man here, replacing Al DeFoe. Another new man on the Mercury staff is Carl Peterson, in charge of shipping.

Down at the Plankinton Arcade, Morry Zenoff is on the sick list, as is Estelle Lemerand. Harry Matsunaka is awaiting his diploma from a nearby college, after which time he will devote his full time to mechanics or radio. Dick McDermott is now in charge of the rifle range at the arcade and Dolly Michelson is managing the photo booth.

#### Detroit:

(Continued from page 166)

chines, especially in the candy field. Irving Mekler, son of the owner of the Cotton Club, uptown night spot, is going into the vending machine business. His outfit is Veterans' Commodities Vending Company, and is at 7511 Beaubien Street. . . . R. H. Wann, vice-president and general manager of the Hotel Radio Corporation, makers of a new coin-operated radio, was confined to his home by a severe attack of flu this week. . . . H. L. Dawson, chief engineer of the company, reports distribution has now been set up in 12 States.

Ario Dixone is entering the music machine field with route headquarters at 997 Theodore Street, under name of Dixie Music Company. . . . Carl Angott, of the Angott Sales Company, has disposed of the Ideal Music Company which he formerly operated, to Alfred Raskin. Raskin is operating the entire route under the name of Bond Music Company, with headquarters at 16596 Normandy Avenue. . . . Ben Bernard, partner in the Playland Arcade at Flint, was married Monday (17) to May Hamilton at Napoleon, O.

#### Brand New, Post War

### PACE DELUXE CHROME SLOTS

5c-10c-25c-50c-\$1

GET OUR PRICES!  
Write Today!

#### IMMEDIATE DELIVERY

1/3 Dep. with order, Balance C. O. D.  
F. O. B. Baltimore

CALVERT NOVELTY CO.  
708 N. Howard St.  
Baltimore 1, Md.  
Vernon 3034



FOR BEST SERVICE—  
BETTER VALUES, TRY  
AUTOMATIC COIN!



### BRAND NEW 1947 MILLS 3-BELL MILLS BLACK CHERRY BELL, 5c-10c-25c-50c MILLS VEST POCKET BELL

Double DeLuxe Revolve-a-Round  
Safes for Slots.  
Triple DeLuxe Revolve-a-Round  
Safes for Slots.

SLIGHTLY USED 1946  
A. B. T. CHALLENGERS . . . \$39.50

### MILLS SLOT MACHINE PARTS

Main Clock Gears . . . . . \$ 3.00  
Idle Clock Gear . . . . . 2.00  
Complete Clock Assembly . . . 8.50  
Complete Escalator Assembly . . 17.50  
Main Operating Lever . . . . . 5.00  
Reel Strips, Ea. . . . . .30  
Chrome Plated Brass Award  
Plates, 2/5 or 3/5, for Mills  
Chromes . . . . . 3.95

### GUARANTEED RECONDITIONED EQUIPMENT

BALLY SPOTTEM, F. P. } ALL 3  
STONER CHUBBY, F. P. } for  
BALLY CHEVRON, F. P. } \$59.50

#### CONSOLES

Pace Saratoga . . . . . \$ 89.50  
Pace Twin Reels, 5¢/25¢ . . . . 169.50  
Pace Twin Reels, 5¢/10¢ . . . . 169.50  
Keeney Twin Super Bell,  
5/25, P.O. . . . . 269.50  
Bally Club Bells, Comb. F.P.  
& P.O. . . . . 169.50

#### BELLS

Jenn. 4-Star Chief, 5¢ . . . . \$109.50  
10¢ . . . . . 119.50  
Blue Front, 25¢ . . . . . 124.50  
Brown Front, 5¢ . . . . . 124.50  
10¢ . . . . \$129.50; 25¢ . . . . 134.50  
Gold Chrome, 5¢ . . . . . 159.50  
10¢ . . . . \$164.50; 25¢ . . . . 169.50

ALL USED EQUIPMENT RECONDI-  
TIONED BY FACTORY TRAINED  
EXPERTS

WRITE FOR COMPLETE LIST OF PARTS AND EQUIPMENT  
TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

## AUTOMATIC COIN MACHINES & SUPPLY CO.

ALL PHONES: CAPITOL 8244

4135-43 ARMITAGE AVE. • CHICAGO 39, ILLINOIS

Affiliate Office: IOWA STATE SALES CO., 567 Seventh St., Des Moines 9, Iowa

Write for complete list  
but TODAY order



DAVAL'S SKILL THRILL

Fastest action pistol-target game on the market. Jam-proof pistol shoots actual pennies . . . returns them to player when target is hit. Colorful, streamlined metal case fully enclosed in transparent plastic top and glass sides. Cash box holds over \$100.00. **\$57.50**

**THE VENDING MACHINE CO.**  
207 Franklin St., Fayetteville, N. C.

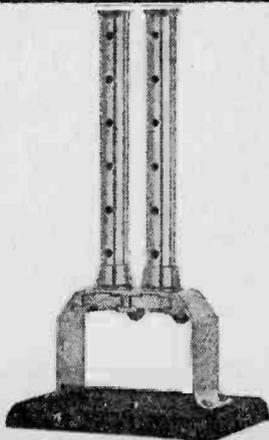
Takes up only 9" of counter space

## COIN CHANGERS

- High luster chrome finish—all metal construction.
- Automatically dispenses EITHER 5 or 10 NICKELS in the palm of your hand.
- Capacity—thirteen dollars in nickels.
- Floating-mount solid die cast coin slides cannot warp, stick or jam.
- Well balanced design—13" high, 7 1/4" wide, 5" deep.
- Weighted non-slip base.

JUNIOR CHANGER --- \$17.50

Northwest Sales Co.



3144 ELLIOTT AVENUE

SEATTLE 1, WASHINGTON

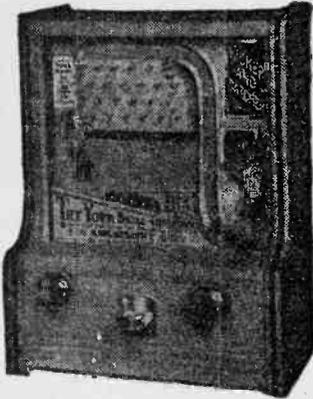


## KICKER & CATCHER

Tops In Return Per Dollar Invested

100% Skill

Immediate Delivery



Penny Play **\$49.75** Add \$3.75 For 5c Play

1/3 Deposit With Order. Write for quality prices.

**The VENDING MACHINE CO.**  
FAYETTEVILLE, NORTH CAROLINA  
U. S. A.

### Practically NEW

Keeney Super Bells—Bally Draw Bells  
Jennings Challengers—Vally Victory  
Derbys—Mills and Jennings Slots  
**CALL OR WRITE FOR CLOSE-OUT PRICE!**

5c Big Games P. O.  
5c Jennings Silver Moons P. O.  
Ref. LIKE NEW ..... \$85.00

**FIVE CENT, TEN CENT & QUARTER**

Brown Fr., Blue Fr., Bonus Bells,  
Refinished, K.A., C.H., D.P. . . \$135.00

5c-10c-25c-50c Black Cherries and Golden Falls—

**WRITE FOR SPECIAL PRICES!**

**TWIN PORTS SALES CO.**

230 Lake Ave., So., Duluth, Minn.  
2027 Washington Ave., So.,  
Minneapolis, Minn.

### YOUR 5c VEST POCKET

is worth an additional \$1,000 re-built to 25c Play—for \$29.50 complete. Express prepaid your machines and we will make charge for same back to you C. O. D.

**Guaranteed Satisfaction P. K. SALES COMPANY**

507-509 Wheeling Ave.  
Cambridge, Ohio

### KWIKHEAT

#### THERMOSTATIC IRON

**SAVES TIME!** Heats Fast. Weighs 14 Oz. 225 Watts.

Approved by Underwriters Laboratories.

"In a Class by Itself!"  
Price With 1 Tip ..... \$8.75  
Extra Tips—Set of 5 Asst. 5.00  
25% With Order, Balance C. O. D.,  
F. O. B. Phila.

**BLOCK MARBLE CO.**  
Largest Parts Supplier in the U. S. A.

1425 NO. BROAD ST., PHILA. 22., PA.  
PHONE: STEVENSON 4-8975

Get It From Block—They Have It In Stock.

### \$1,500 CASH

5 Exhibit Rotaries and All Merchandise, A-1 Condition, Crated. 1/3 Down, Bal. C. O. D.

**PLAYLAND AMUSEMENT CO.**

340 Monroe Ave., N. W., Grand Rapids 2, Mich.

## Instructions Given Via Phonograph in Game Just Patented

WASHINGTON, March 22.—Patent for an amusement game which would use automatic phonograph equipment to give play directions has been granted to Nathan D. Wyckoff, of Sterling, Ill., according to the *Official Gazette* of the U. S. Patent Office.

Application was made June 18, 1941, and the patent has been assigned Serial No. 398,514. Description of the apparatus as given in the patent office publication is as follows:

In an amusement apparatus of the character described, a card vending means having an operating means arranged for actuation as an incident to the vending of a card therefrom, automatic phonographic reproducing means operable in an operative cycle to give play directions relating to a predetermined game and having an energizing circuit for operating said phonographic reproducing means including two switches, means operable as an incident to the operation of said operating means of said card vending means for closing a first one of said switches, means operable by said phonographic means at the end of a cycle of operation thereof to open said first switch, means operable as an incident to the operation of said operating means of said card vending means to open the second one of said switches, electrically operated means for returning said second one of said switches to a closed position to start operation of said phonographic reproducing means, and a starting circuit for energizing said electrically operated means, including a normally open manually operable switch and also including a second switch actuated to an open position as an incident to closure of said first-named second switch and actuated to a closed or conditioned position as an incident to opening of said first-named second switch.

## High Court Upholds Mississippi's Coin Mach. Privilege Tax

JACKSON, Miss., March 22.—Constitutionality test of the 1946 State law permitting counties and municipalities to levy a privilege tax on coin machines has been upheld by the Mississippi Supreme Court.

Ruling came as the result of an appeal by an operator from a decision of a lower court, which had approved action of the mayor and aldermen of Biloxi, Miss., in assessing privilege taxes totaling \$57.50 on machines belonging to the operator.

Appeal of the operator challenged the constitutionality of the law on the grounds that it referred to provisions of an earlier law enacted in 1944 without repeating fully the sections amended. The operator argued that a provision of the State Constitution provided that "no law shall be revived or amended by reference to its title only, but the section or sections as amended or revived, shall be inserted at length."

Supreme Court decision held that the 1946 coin machine tax measure "merely adopts the general provisions of the said general privilege tax law as the means by which the provisions of the statute here involved may be enforced, and the taxes collected, in the manner now provided by law, and such a provision would have meant the same thing as saying that the general provisions of a then existing statute (chapter 137, laws of 1944) should be followed as the means by which the tax imposed under the latter statute may be enforced and collected. In such a case, we are of the opinion that Section 61 of the Constitution would not be violated."



## UNITED'S NEW FIVE-BALL GAME

# RIO

Novelty or Replay

- Dynamic . . . intriguing new playing principle
- Twin kick-out pockets with cross-ball action
- R I O Feature doubles value of pockets
- Eleven ways to score replays
- Last second play suspense

See Your Distributor Now!

## UNITED MANUFACTURING COMPANY

5737 NORTH BROADWAY

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### ALL EQUIPMENT IN A-1 CONDITION—READY FOR LOCATION!

#### NEW PINS--Prompt Delivery

WILLIAMS  
UNITED  
GENCO  
EXHIBIT  
CHICAGO COIN  
BALLY

#### ARCADE

3 Shoot Your Way to Tokyo. Ea. \$ 35.00  
1 Super Skeeroll, Practically new. 175.00  
1 Mutoscope Sky Fighter . . . . . 125.00  
3 Paratrooper Guns. Ea. . . . . 37.50  
2 Keeney Anti Aircraft. Ea. . . . . 37.50  
2 Keeney Submarine Guns. Ea. . . . . 35.00  
1 Pre-Flight Trainer, Practically New . . . . . 150.00

#### BRAND NEW COUNTER GAMES

A.B.T. CHALLENGERS, NEW. EACH . . . . . \$47.50  
MARVEL POP-UP. EACH . . . . . 45.00  
CHAMPION BASKETBALL. EACH . . . . . 59.50  
GOTTLIEB GRIP SCALES . . . . . 39.50

#### SLOTS

9 25c Q.T., Factory Rebuilds, Never Used. Ea. . . . . \$87.50  
2 5c Columbia. Ea. . . . . 37.50  
1 5c Jennings Silver Chief. Ea. . . . . 59.50  
MILLS NEW VEST POCKETS. Ea. . . . . 74.50  
Mills New 5-10-25c Black Cherry Bells . . . . . Write

#### CONSOLES

2 4 Bells, 5-5-5-5c. Ea. . . . . \$249.50  
1 Jumbo Parade, F.P. . . . . 35.00  
1 Jumbo Parade, C.P.O. . . . . 80.00  
5 Silver Moons, F.P. Ea. . . . . 35.00  
9 5c Paces Races, Rebuilt by Baker & Evans, Never Used. Ea. 175.00  
10 High Hands, Late Serial. Ea. . . . . 100.00

#### MUSIC SPECIALS

7 Seeburg Selectomatic Wall Boxes, Type S16-1Z. Each . . . . . \$ 7.50

**WE STAND BEHIND EVERY MACHINE WITH AN UNCONDITIONAL GUARANTEE OF SATISFACTION OR YOUR MONEY BACK. TERMS: 1/3 DOWN, BALANCE C. O. D. OR SIGHT DRAFT**

## EAST COAST MUSIC COMPANY

Cable Address: "EASCO"

Branches: PENNSYLVANIA, DELAWARE, MARYLAND, FLORIDA

MAIN OFFICE: TENTH AND WALNUT STREETS, CHESTER, PA. PHONE: CHESTER 2-3637-9300

### UNITED REVAMPS

Trade Winds, Oklahoma,  
Arizona, Idaho, South Seas,  
Cover Girl.

**\$125.00 EACH**

Clean and Mechanically Perfect

SOUTHERN AMUSEMENT CO., 628 Madison, Memphis, Tenn.

# CLEAN SWEEP SALE!

Thoroughly Reconditioned--Ready for Location

- Texas Leaguer . . . . \$ 29.50
- Rocket Buster . . . . 49.50
- Submarine . . . . . 49.50
- Tail Gunner . . . . . 49.50
- Air Raider . . . . . 59.50
- Tommy Gun . . . . . 59.50
- Love Teller . . . . . 69.50
- Chicago Coin Hockey . 99.50
- Liberator . . . . . 99.50
- Periscope . . . . . 99.50
- Ace Bomber . . . . . 129.50
- Sky Fighter . . . . . 129.50
- Drivemobile . . . . . 139.50
- Under Sea Raider . . . 169.50
- Stewart-McGuire  
Coca-Cola Machine . 195.00
- Groetchen Typers . . . 215.00

1/3 With Order, Balance C. O. D.

## PHOTOMATIC

Stainless steel interior, refurbished like new. Inside lighting.

\$695.00

**MAX GLASS**  
DISTRIBUTING COMPANY  
214 DIVERSEY - CHICAGO 14, ILL.

# Small Motors Output Rise Dents Orders

## Shortage Still Acute

WASHINGTON, March 22.—With the coin machine industry's need of small motors still acute, altho production of fractional horsepower a. c. motors is climbing steadily, many operators are not receiving delivery on many types of needed equipment because of this shortage.

Civilian Production Administration recently reported that monthly shipments of small motors had climbed from 873,376 units in January, 1946, to 2,117,943 in December, 1946. Despite this greatly increased output, last year ended with a backlog of 40,266,000 unfilled orders, which would be equal to 19 months' shipments at the December shipment rate.

Just how much of this backlog would be whittled down during 1947 was a moot question, as far as CPA officials were concerned. Spokesmen made mention, however, that production is still on the increase and would likely reach a high of 2,750,000 units a month in the third quarter of 1947. But while production is rising, order cancellations are also increasing, they said.

Small motor supply and demand picture during 1946 is given in following table:

Month	Shipments	Unfilled Orders (Units)	Backlog (Months)
January	873,376	24,093,148	27
February	848,942	26,979,554	30
March	1,163,881	30,275,343	26
April	1,508,427	30,884,665	20
May	1,653,744	31,682,072	20
June	1,610,256	32,881,908	20
July	1,681,342	36,112,913	21
August	1,781,175	37,728,698	21
September	1,907,932	39,684,911	21
October	2,136,840	41,886,662	20
November	2,261,741	39,767,881	17½
December	2,117,943	40,266,220	19

Total Shipments...19,546,599

Figures in backlog column are based on total shipments for that particular month.

## Consider City Sales Levy Enabling Act for Oklahoma

TULSA, Okla., March 22.—State Senate taxation and revenue committee is now considering a revised enabling act that will permit cities to levy a sales tax of not more than 1 per cent, according to A. M. Widdows, assistant city attorney here. Proposed measure is limited in scope, he said, and would not provide financial relief for cities compared with a previous act giving them unlimited taxing powers.

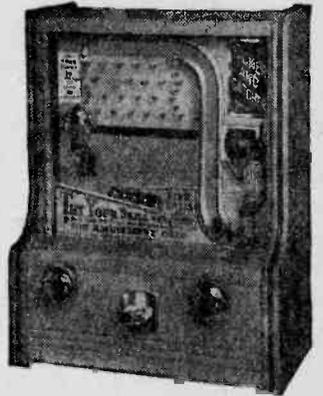
New measure, however, makes sales tax optional with cities and stipulates that levying of the tax first requires a majority of all votes cast in a general or special election. Also as proposed, those items specifically exempted from the State tax will not be subject to inclusion in municipal listings. Such exemptions include tobacco and cigarettes and motor vehicles among the major items.

Widdows claims that Oklahoma City officials favor the new measure and are supporting it, only questioning requirement of optional voting. Their lead in approval of the new measure is attributed to the city's budget which is said to lack approximately \$900,000 to meet anticipated needs.

Opposition to the measure by W. M. Melton, research director for Tulsa Chamber of Commerce, is reported. Various members of the board of directors of the chamber are also actively fighting legislation giving cities additional tax powers.

# KICKER and CATCHER

THE BIG HIT FOR PROFITS



100 PER CENT SKILL!  
TAKES IN MORE MONEY PER DOLLAR INVESTED THAN ANY GAME MADE!

PENNY \$49.75 F. O. B. PLAY CHICAGO  
ADD \$3.75 FOR NICKEL PLAY

ORDER TODAY. TRY IT FOR 10 DAYS. MONEY BACK IF NOT SATISFIED. YOU KEEP THE RECEIPTS!

**BAKER**  
NOVELTY COMPANY  
1700 WASHINGTON BLVD.  
CHICAGO 12, ILLINOIS

## Used Music Equipment REFINISHED • RECONDITIONED • GUARANTEED

- SEEBURG ENVOY, ES. Walnut Refinish. Excellent Condition . . . . \$289.50
- SEEBURG COMMANDER, Like New, Marble-Glo, Reconditioned . . . . 249.50
- SEEBURG CLASSIC, ES. Completely Reconditioned . . . . . 219.50
- SEEBURG 9800, RCES. Hi-Tones. Mechanically Perfect. Walnut or Marble-Glo. New Grille Cloth . . . . . 299.50
- SEEBURG MAYFAIR. Excellent Condition. Refinished in Walnut . . . . 169.50
- WURLITZER 850E. Excellent Condition . . . . . 325.00
- WURLITZER 780E COLONIAL, A-1 Shape . . . . . 329.50
- WURLITZER 500A KEYBOARD. Mechanically Perfect . . . . . 249.50
- WURLITZER 600A ROTARY. Completely Reconditioned . . . . . 199.50
- WURLITZER 600A KEYBOARD VICTORY. Excellent Condition . . . . 189.50
- MILLS THRONE. Refinished. Reconditioned . . . . . 250.00
- MILLS THRONE. As is . . . . . 125.00
- ROCKOLA SUPER 40. As is. Good condition . . . . . 150.00
- SOLOPHONE PERSONALIZED WALL BOXES. New. Latest Model . . . . . Write
- SOLOPHONE AMPLIFIERS. Brand New . . . . . Write

SPECIAL DISCOUNT ON QUANTITY PURCHASES — FOREIGN INQUIRIES INVITED ONE THIRD CERTIFIED DEPOSIT, BALANCE C. O. D.

## Music Systems Inc.

NORTHERN OHIO FACTORY DISTRIBUTORS FOR SEEBURG  
6210 EUCLID AVE. • CLEVELAND 3, OHIO • ME 6114  
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## VICTORY CONVERSION VALUES

- ON DECK for Snappy
- GIRLS AHOY for Seahawk
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- FOLLIES OF '46 for Hi-Hat
- TWIN SIX for Gold Star
- BASEBALL for Seven-Up

COSTS YOU ONLY \$12.50 Ex. F. O. B. CHGO.

HERE IS WHAT YOU GET . . .

- NEW! Flashy 14-Color Score Glass
- NEW! Large Size Bumper Caps
- NEW! Score Cards

WRITE FOR COMPLETE LIST

NO MECHANICAL CHANGES

RUSH YOUR ORDER TODAY!

## VICTORY GAMES

2140-44 Southport Ave. CHICAGO 14, ILLINOIS  
"America's Pin Game Conversion Headquarters"

NOTHING ELSE TO BUY!

## FOR SALE

MILLS VEST POCKET CHROME BELLS \$49.50 EACH

1/3 Deposit, Balance C. O. D.  
WE BUY, SELL AND EXCHANGE  
Phone: Jefferson 1644  
3147 Locust St. St. Louis 3, Mo. **CALL NOVELTY CO.**

## ARCADE EQUIPMENT FOR SALE

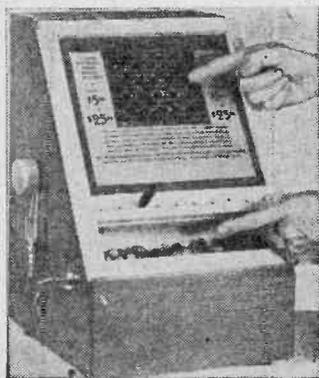
Must close out about 37 pieces in one lot. All equipment of latest type and in good working condition. Inspect at warehouse. Make offer.

**H. HOWARD**  
280 Hobart St. PERTH AMBOY, N. J.  
Telephone 4-0128



**WHILE THEY  
LAST**  
Sample Dozen  
\$11.52

A Trial Order  
With Full In-  
formation Will  
Convince You.



**NO MORE CHEATING  
WRITE FOR FULL INFORMATION**

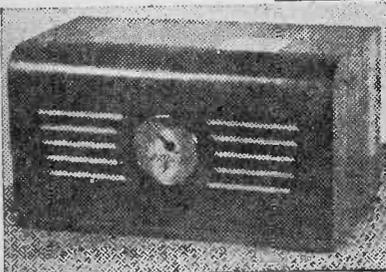
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**THE NEW DEAL MFG. CO., INC.**

411 North Bishop Dallas 8, Texas

**Radiotel**

Coin Operated Radio Has Everything!



**IMMEDIATE DELIVERY**

R. C. A. Licensed and Approved. Your  
choice of 25¢ coin unit for 1 hour or  
2 hour playing time. Wire or write for  
full details.

**DEALERSHIPS OPEN**

**NATIONAL COIN  
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The NEW ABT Chal-  
lenger. We ship the  
day we get your  
order.

Single ... \$65.00  
2 to 4 ... 60.00  
5 to 8 ... 55.00  
10 UP ... 50.00

**T. O. THOMAS  
CO.**

1572 Jeff.  
Paducah, Ky.



**LOOK**

1-2-3, '40 ... \$39.50	Keeney Anti-Aircraft ... \$49.50
Land Slide ... 39.50	Major ... 50.00
Hi-Stepper ... 39.50	Sport Parade ... 49.50
Jolly ... 39.50	ABC Bowler ... 59.50
Score Card ... 39.50	Star Attraction ... 49.50
Twin Six ... 44.50	Ten Spot ... 59.50
Commodore ... 34.50	Tall Gunner ... 59.50
Ray-o-Lite Gun ... 39.50	Mystic ... 49.50
Jap Ray Gun ... 59.50	

1/3 Deposit, Balance C. O. D.  
**MORRISETTE AMUSEMENTS**  
4000 Old Ocean View Rd. Norfolk, Va.

**See Good Coin  
Mach. Market,  
Play in Canada**

WASHINGTON, March 22.—Prospects for coin machine exports to Canada and also sales of commodities thru individual vending machines, along with high play on coin-operated amusement games and juke boxes in 1947 appears to be favorable as the Dominion's reconversion battle is won and domestic production and employment figures reach new record highs.

According to an authoritative article in a recent edition of *Foreign Commerce Weekly*, U. S. Department of Commerce publication, Canada now has a substantial increase in purchasing power over the pre-war period, along with a greater circulation of money and improved standard of living. National income has doubled from \$5,500,000,000 before the war to \$11,000,000,000 today. Approximately \$1,000,000,000 has been spent by private industry on industrial expansion alone during 1946, while the pre-war figure of 3,800,000 employed persons in 1939 has been upped to 4,800,000.

Present volume of business activity, says Commerce publication, altho below wartime peaks, still approximates the levels of the closing months of 1941 and remains higher than any figure reached prior to that time. In the first 10 months of 1946, wholesale sales showed a gain of 20 per cent over corresponding period of 1945. Regarding increases in wholesale prices when based on the year 1926 as 100 per cent, increases except for months of August and September on November 1, reached 110.8, the highest level since April, 1921.

**Imports Hit New High**

Canadian imports for 1946, which are estimated at \$1,900,000,000, hit an all-time peak exceeding even wartime figures. All general groups figured in the increased inflow of goods, with greater emphasis on textile goods, books, household equipment, petroleum products, automobiles, non-agricultural machinery and parts, and variety of fruit. Most of these imports came from the United States, which accounted for about 75 per cent of the total imports from all nations. United Kingdom was second largest shipper of Canadian imports, with Argentina third.

Tourist trade in Canada boomed sharply during 1946. A record number of 22,000,000 tourists swarmed over the country, most of them from the United States. The Canadian Travel Bureau set the expenditures of these visitors at \$212,000,000, comparing this figure with the average pre-war year (1938) figure of \$134,000,000. Tourist dollars spent in Canada reached an all-time low of the mid-war year of 1942, when \$79,000,000 was spent. The years 1944 and 1945 saw this figure rise to \$117,000,000 and \$164,000,000, respectively. From these figures it is easy to see why the tourist business is regarded as one of the fastest growing industries in Canada today.

Looking at the over-all picture of business conditions in Canada as they exist at the present time, American exporting firms and Canadian business men are confident of steady profits and forecast a continuance of same for some years to come.

**Harriman To Open Arcade  
In N. Y. Times Sq. Area**

NEW YORK, March 22.—A new amusement arcade will be opened on Seventh Avenue in the Times Square area April 1, according to Ben Harriman, its proprietor.

They're  
Here!  
At  
McGlenn's

DAVAL'S  
**SKILL  
THRILL**



\$57<sup>50</sup>

Fastest action pistol-target game on the market. Jam-proof pistol shoots actual pennies... returns them to player when the target is hit. Small and compact... takes up less than 9" of counter space. Colorful, streamlined metal case fully enclosed in durable transparent plastic top and glass sides. Cash box will hold over \$100.00 in pennies.

**McGLENN'S**  
DISTRIBUTING CO. PITTSBURGH, PA.  
**612 FIFTH AVENUE 612**  
ATLANTIC 1818

Oh Nellie!... they're RED HOT and a WOW!

"WOW"  
1020 G.L. Holes • Special Thick • 5c Play  
**Board \$51.00 Payout \$22.90**  
**Average Profit - - - \$28.10**



"RED HOT NELLIE"  
960 G.L. Holes • Special Thick • 5c Play  
**Board \$48.00 Payout \$21.50**  
**Average Profit - - - \$26.50**

**HARLICH MANUFACTURING COMPANY**  
1200 NORTH HOMAN AVENUE CHICAGO 51, ILLINOIS

**HARLICH**  
is Always First  
with the BEST

- New Columbias
  - New Vest Pockets
  - New Black Cherry Bells
- 1/3 Deposit—Bal. C. O. D.

We Have All Mills  
SLOTS and JUMBO  
PARTS.

- ORIGINAL (Like New)
- BLACK CHERRY BELLS
- 5¢ .. \$165.00 | 10¢, \$175.00
- 25¢, \$185.00.
- 25¢ Bally Draw Bell
- Evans' Bangtail Winterbook
- BONUS BELLS
- 5¢ .. \$155.00 | 10¢, \$165.00
- 25¢, \$175.00.

- 5¢ Brown Front ... \$110.00
- 10¢ Brown Front ... 120.00
- 25¢ Brown Front
- Orig. .... 130.00
- 10¢ Mills Q.T. .... 60.00
- 5¢ Blue Front ... 100.00
- 10¢ Blue Front ... 110.00
- 25¢ Blue Front ... 120.00
- 50¢ Mills Orig. Blue
- Front ..... 200.00
- 5¢ Silver Chrome. 115.00
- 5¢ Gold Chrome . 125.00

**Lewis COIN MACHINE SERVICE**

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# PRICES SLASHED!

Get a Load of This Music Equipment!

WURLITZER	
412	\$79.50
616 Plain	119.50
616 Lite Up	149.50
24	189.50
24 Victory Model	219.50
600 Rotary	249.50
600 Keyboard	249.50
500 Victory Keyboard	425.00
700	450.00
800	475.00
750	175.00
850	450.00
Twin 12" & 16", Ready for Location	99.50
950 Counter Model	149.50
71 Counter Model	

SEEBURG	
Casinos or Plaza	\$129.50
Major, RC	249.50
Regal or Crown	169.50
Vogues	269.50
8200 Victory Model	219.50
Hi Tone, ES	269.50
Hi Tone, ESRC	289.50
Hi Tone, 8200, RC	325.00

Wurlitzer Record Trays	
for any Model except Counter Models. In lots of 100 or more,	\$38.00 per 100.
ROCK-OLA	
Imperials	\$119.50
Standards	229.50
De Luxo	239.50
Master	299.50
Super Commandos	295.50

NEW SUPER ROLLS  
USED SUPER TRIANGLES } \$249.50

MILLS	
Throne	...\$169.50
Empress	...\$189.50

AMI	
Singing Towers	\$199.50
High Boys	259.50
Stream-liner	229.50

1/2 Deposit,  
Balance C. O. D.  
We can fill your requirements on all late music equipment not listed, phone, wire or write for prices.

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593 TENTH AVE., NEW YORK 18, NEW YORK - TEL: LONGACRE 3-4820

# Legislation Dropping Off; Solons Quit

## Gov. Vetoes Mont. Bill

(Continued from page 147)  
to set new fees on vending and service machines (see *The Billboard*, March 22).

CONNECTICUT—On April 29 a hearing will be held on House Bill 632, a measure which would classify cigarette venders as retail stores. Most operators of cigarette vending machines would likewise be classified as distributors of cigarettes under the measure which reads "any person engaged in conducting 10 or more retail stores or 25 or more machines for vending packages of cigarettes in this State who shall buy such cigarettes at wholesale and sell them direct to the consumer in said stores or in said vending machines." The proposal would likewise eliminate the clause in the 1939 regulations which requires a firm to be in business one year prior to date of application for a distributor's license. This will enable new firms to qualify as tobacco distributors.

## Bill To Raise Fees

GEORGIA — Proposal has been made here to increase the license fees on all types of coin-operated equipment. Increased revenue would be used for the support of public institutions. In the Georgia General Tax of 1935 a \$1 annual license fee was fixed for penny machines, and a \$5 annual fee for all machines requiring more than a penny to operate. New fees in S. B. 124 would be \$3 for penny machines and \$50 for all machines requiring more than a penny to operate. Measure was introduced March 12, with no action reported as this is being written. Drastic increase on the larger type coin machine is one of the largest proposed hikes to appear this year.

ILLINOIS—House Bill 245, introduced March 11, is an enabling act which would empower Illinois county boards to license various types of businesses and to collect the revenues for the county's own use. Specific businesses named in the bill are places of eating and amusement; all places where any beverage or food for human consumption is sold at retail; pinball, bowling alleys, billiard, bagatelle, pigeon-hole, pool or any other tables or implements; tourist cabins and motor courts, and all places selling motor fuel at retail. All of these county powers are with the understanding that licenses can be issued any location or business which is within the boundaries of the county but outside the limits of cities, villages and incorporated towns.

IOWA—Following the trend in other States, Iowa's House Bill 323 is an enabling act which would empower cities and towns to enact ordinances to license all types of coin machines, including merchandising equipment. No details on the measure were available as this summary was prepared, nor had there been any action taken.

LOUISIANA — Legislature here, quiet since it adjourned July 11, 1946, was called into special session March 16 to take up legislation appropriating funds for the aged and for the maintenance of schools.

## Vender Recognition

MAINE—House Bill 23 is now law, signed by the governor March 13. This bill puts vending machines in the same classification as retail stores, and as such each machine will be licensed at \$1 annually. In addition

**MILLS**  
**VEST POCKET BELLS**

5c  
PLAY



\$74.50

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 also can be instantly covered, automatically removing the reward plate from sight.

Terms: 1/3 Dep., Bal. C. O. D.

SOUTHERN AUTOMATIC  
MUSIC COMPANY

634 S. 3rd St.      LOUISVILLE 2, KY.

NEW—"GRIP-VUE"



\$49.95

Lite Up Picture Grip, 1¢ or 5¢ play. Battery or transformer operated. Metal Cabinet.

NEW 5¢ Silver King Vendors.  
SEE YOUR DEALERS.

SILVER KING CORP.

622 DIVERSEY      CHICAGO 14, ILL.

# LIFT YOUR PROFITS WITH a New FREE PLAY Glamour Board

5c SALE

FREE-HOLE FUN



\$30

★ THICK SLOT SYMBOL TICKETS 5c SALE 166 FREE PLAYS KEEPS 'EM COMING AVERAGE PROFIT

ORDER AS:  
NO. 1000  
FREE HOLE  
FUN  
★  
THICK  
SLOT SYMBOL  
TICKETS  
5c SALE  
166  
FREE PLAYS  
KEEPS 'EM  
COMING  
AVERAGE  
PROFIT  
  
**\$28.04**

Gardner & Co.

2222 S. MICHIGAN AVE. CHICAGO, 16, ILL.

14 WURLITZER SKEE BALL ALLEYS \$1,400.00

EASTWOOD PARK AMUSEMENT CO.

Gratiot and Eight Mile Roads      East Detroit, Mich.

WHAT'S COOKING?

ZODI

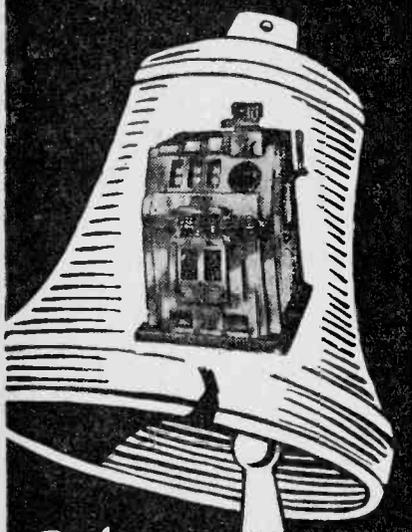
Authentic Horoscopes, mysteriously typed while customers wait. Earns \$10 an hour!



CONTROL

166 W. Jackson, Chicago

**PACE**  
The **BIGGEST**  
NAME in BELLS



*Deluxe Chrome Bells*  
5¢ - 10¢ - 25¢ - 50¢ - \$1.00

**PACE**  
MFG. CO. INC.  
2909 INDIANA AVE. CHICAGO, ILL.

tion wholesalers of cigarettes, which will include some vending operators, will pay \$25 annually. Venders must bear disks or markers showing that they have been licensed, just as over-the-counter retail outlets must display their licenses.

**MARYLAND**—Free-play pinball got a boost here when House Bill 618, which would license the games in Allegany County, was reported favorably, on second reading. This bill would place a \$30 license on pinball machines and juke boxes. In addition a fee of \$3 would be levied against each low-level music box, which the measure describes as "independent coin-operated speaker delivering music on the same premises."

**MISSISSIPPI**—Legislature here is back in session. It adjourned in April, 1946, was called into special session March 4, 1947. No action affecting coin machines seen in the offering.

**MISSOURI**—Veterans' bonus bill would be financed thru a tax on coin machines, cigarettes, tobacco, soft drinks, beer, liquor, etc. Measure is labeled House Bill 246, would place a flat fee of \$10 on each coin-operated amusement machine. Cigarettes would be taxed at two cents per pack and soft drink bottlers would pay a 10 cents per case levy on their products. Another section provides for a 25 cents per gallon fee on sirup used at soda fountains. The bill was introduced March 12, with no action as yet.

**Vetoes Club Bill**

**MONTANA**—Governor has vetoed House Bill 403, which would have considerably broadened the interpretation of the term "club." Montana provides for the licensing of bell machines in certain types of fraternal and religious clubs, but 403 would have extended this licensing to what the measure called "social clubs." This bill passed both House and Senate, was vetoed March 17. Meantime, the governor has approved and signed House Bill 269 which classifies cigarette vending operators as retailers, fixes a dealer fee of \$5. According to the measure, each vending machine must be licensed but operators with more than one machine on location will pay the license for only one machine. Bill also places a two cents per pack tax on cigarettes.

**NEBRASKA**—Slugs, tokens and false coins are outlawed in Bill 220 which was passed March 15. This measure is similar to one up in Iowa. Legislature has fixed March 26 as the hearing date for Bill 463 which would make illegal any "mechanical device, which mechanical device upon playing delivers some commodity, money, token of any kind redeemable for something of value."

**Gaming Bill Delayed**

**NEW MEXICO**—Coinmen throught the nation, who were watching to see what results would come of the legislature's move to okay local option on gaming, are in for disappointment. The Legislature adjourned at noon March 15, and no action on Senate Bill 198 (which would have provided that local option) has been released.

**NEW YORK**—Legislature here adjourned March 19.

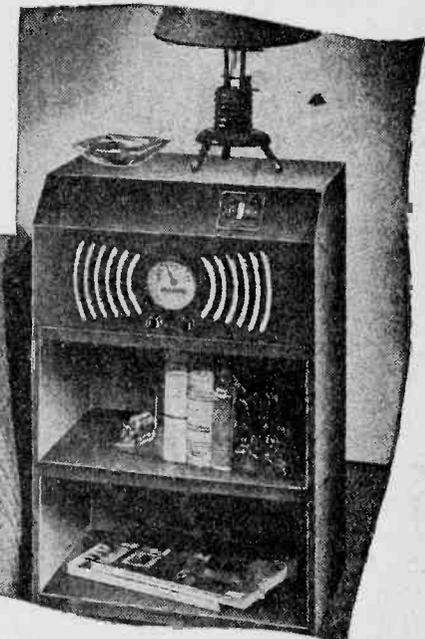
**OHIO**—Senate Bill 228, introduced March 13, would license and tax coin-operated amusement and gaming devices. Few observers have any hopes that this bill will pass in its present form. It proposes a \$10 fee on games, \$5 fee on juke and \$100 fee on gaming machines. The State proposes to use 50 per cent of the receipts to pay the veterans' bonus, with the remainder equally divided between schools and aid for the aged.

**OKLAHOMA**—House Bill 308 would provide for the licensing of all types of coin amusement games. Proposed fees have not been made available, and the measure is in the hands of the Committee on Revenue and Taxation.

**PENNSYLVANIA**—House Bill 662 (See Legislation Drops on page 178)

*Now!* YOU CAN BUY  
**Coin-operated Radios!**

We waited until we had them. Now we can deliver on a bonded performance basis, high quality, fast profit-returning radios. Priced to pay off in six months in the best locations. A low equipment investment can start you in a radio route which adds plus profits to your equipment string. Guaranteed high quality, life-long reception.



**LOOK AT THESE FEATURES!**

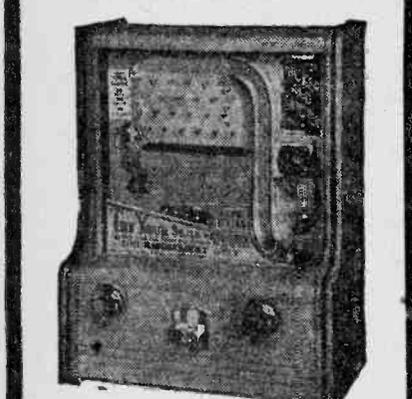
- ✓ PRE-SET volume control adjusted to room level.
- ✓ TIMER completes cycle with radio either "on" or "off."
- ✓ TAMPER-PROOF coin box, individually locked to protect collections.
- ✓ PRICED TO PAY-OFF in 6 months.
- ✓ FIRE-MAR-AND ALCOHOL resistant finish on the cabinet.
- ✓ CHOICE OF PLAY PERIOD—Either one or two hours for 25 cents.

Phone, wire or write today. Distributors now being selected in all parts of the United States.

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**KICKER and CATCHER**



1¢ Play **\$49.50**  
5¢ Play Add **\$3.75**

100% Skill! Takes in more money per dollar invested than any Game made!

TERMS: 1/3 Deposit, Balance C. O. D.

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634 S. Third St. Louisville 2, Ky.

**WANTED**

Man thoroughly experienced, factory trained Seeburg mechanisms and Sound Systems. Must be capable of calling on trade as field service manager. State full experience, previous and present connection. Unusual opportunity for advancement.

**FRANCO DISTRIBUTING COMPANY**  
24 N. PERRY ST. MONTCOMERY, ALA.  
Phone: 7475 or 3-9164.

**FOR SALE—6 PANORAMS**  
\$225 Each. Good Condition. Perfect Running Order.  
If interested in any or all, write

**J. T. HARDIN**  
619 S. STATE ST. LINCOLN, ILL.

**GET IT RIGHT --- GET IT AT MONARCH!**

<b>A. B. T. CHALLENGERS</b> 1¢ Play Immediate Delivery <b>\$55.00</b>	<b>BRAND NEW GOALEES</b> In Original Crates <b>\$317.50</b>	<b>FOR DISPOSAL AT BARGAIN PRICES</b> <b>500 PIN GAMES</b> Thoroughly Reconditioned. Write for List
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**EXTRA AMUSEMENT AND ARCADE OPERATORS—WRITE FOR LIST AND PRICES OF THOROUGHLY RECONDITIONED ARCADE EQUIPMENT.**

WRITE FOR PRICES ON ALL NEW 5-BALL, FREE-PLAY GAMES, SLOTS, USED FREE PLAY AND PAYOUT ONE-BALL GAMES AND CONSOLES.

**FOREIGN TRADE!** Our Foreign Sales Department welcomes the opportunity to be of Service. We invite correspondence in all foreign languages. We are especially equipped to handle all coin chute adaptations and are experts in special export packing and crating. Send for our beautifully illustrated folder describing all our coin-operated equipment.

**CABLE ADDRESS: MOCOIN.**

**TERMS: 1/3 DEPOSIT, BALANCE C. O. D. OR SIGHT DRAFT**

**MONARCH COIN MACHINE CO.**  
1545 N. FAIRFIELD AVE., (PHONE ARMITAGE 1434) CHICAGO 22, ILL.

**OPERATORS AND JOBBERS OF TICKET DEALS**  
A few of our leading PROVEN Player-Appeal TICKET DEALS.  
Machine folded and banded.  
IN LOTS OF 100 OR MORE.

1000's on Spindle. Each ..... \$ .75	1380 R.W.B. Jar Deal. Gross ..... \$150.00
1260's on Spindle. Each ..... 1.00	2170 R.W.B. Jar Deal. Gross ..... 200.00
1600's on Spindle. Each ..... 1.20	

**Pad Deals Are Guaranteed — Winners Hand Stamped**

<b>WIN-A-FIN</b> 1000 Tickets. 5 in Bdl. 25¢ Play. Average Net Profit, \$24.00. \$2.25 EACH.	<b>LUCKY FIVE</b> 1200 Tickets. 5 in Bdl. 25¢ Play. Average Net Profit, \$30.00. \$3.00 EACH.	<b>LUCKY TEN</b> 1000 Tickets. 4 in Bdl. 50¢ Play. Average Net Profit, \$55.00. \$3.00 EACH.	<b>TEN FIVES</b> 1200 Tickets. 5 in Bdl. 25¢ Play. Average Net Profit, \$34.00. \$3.00 EACH.	<b>TWELVE TENS</b> 1200 Tickets. 5 in Bdl. 50¢ Play. Average Net Profit, \$50.00. \$3.00 EACH.
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Any size Spindle, Jar or Combination Deals, Tip Books, Payout Cards and Stands.  
1/3 Deposit, Balance C. O. D. WIRE, WRITE OR PHONE EITHER

**MISSOURI NOVELTY CO.**  
"National Sales Representatives"  
3032 OLIVE STREET (Phone: Jefferson 2857) ST. LOUIS 3, MO.

**TRI-STATE CORPORATION**  
"Manufacturers of Fast Ticket Deals"  
201 8TH STREET (Phone 356) BRISTOL, TENN.

**MILLS NEW POST-WAR MACHINES**

**ORDER TODAY  
IMMEDIATE  
SHIPMENT**



**BLACK CHERRY BELL**

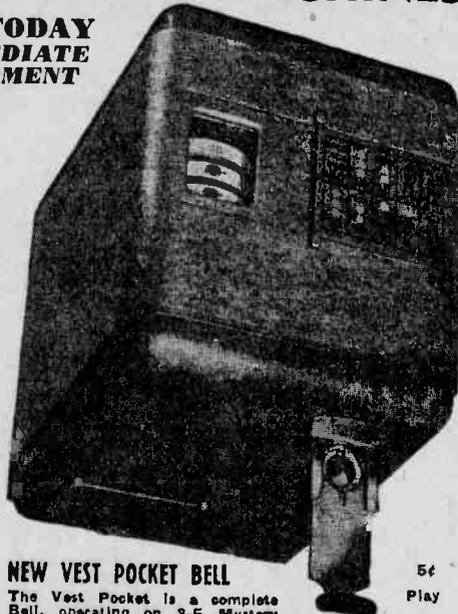
This wonderful new Bell is now ready for delivery in 5¢, 10¢, 25¢ and 50¢ Play. This machine actually glows and sparkles with brilliant dashes of Silver, Black, Red and Green.

Write For Prices

**NEW SAFE STANDS \$27.50**

Send 1/3 Deposit With Order.

**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.

**\$74.50**

1401 CENTRAL PARKWAY, CINCINNATI 14, O.

**Licenses Cause Latin American Export Trouble**

NEW YORK, March 22.—Coin machine exports to most European and some Latin American countries will be handicapped for some time to come by import licensing practices, according to forecasts made at the 30th anniversary meeting of the Export Managers' Club, of New York.

W. A. Coogan, foreign sales manager for Sylvania Electric Products, Inc., told the group that only in Sweden, Belgium, Portugal, Switzerland, Czechoslovakia and the Middle East are American manufacturers' transactions satisfactory.

Coogan sketched the trade picture in European countries, pointing out that because of economic or political disorders, France, Spain, Greece, Italy and England must be counted out.

He added that England is unlikely under present conditions to "achieve her ambition to be our greatest competitor in the immediate future."

Reporting on Latin American export prospects, Oliver E. Zimmerman, regional export manager of General Foods Sales Company, asserted that Argentina no longer presents "any opportunity or field for salesmanship, as we know it."

He blamed the nationalistic trend, dollar shortage and import licensing difficulties for the Argentine condition.

Background for the export men's conference was provided by increased U. S. exports chalked up in January.

Exports of semi-manufactured and finished products in January were valued in the Department of Commerce report at \$1,096,000,000, compared with \$1,083,000,000 in December, 1946.

**LEGISLATION DROPS**

(Continued from page 177)

(an amendment to the Act of 1935) would increase from \$1 to \$2 the license permit for selling tobacco products; would increase State tax on cigarettes from one to one and one-half cents for each 10 cigarettes sold; would levy a State tax of one and one-half cents on every 10 little cigars; \$10 per thousand on cigars selling above four cents each and \$5 per thousand on cigars selling at not more than four cents each. The Legislature here has also received House Bill 664 which proposes a tax of one per cent per ounce on bottled soft drinks to be paid by the bottler; provides for the licensing of soft drink bottlers and importers of sirup.

RHODE ISLAND—March 19 was final day for introduction of new bills without unanimous consent.

**Bill on Venders**

TEXAS—House Bill 634 would place a tax of one-sixth of 1 cent on each 5 cents or fractional part of the retail selling price of soft drinks, and a tax of 5 cents on each one fourth of a gallon of sirup. March 24 has been fixed as the hearing date for House Bill 211, which would place an occupation tax of \$15 on each juke box. Merchandise machines would be taxed at \$3.50 on those venders which charge more than a penny but not more than 5 cents for merchandise.

UTAH—Legislature adjourned March 13.

VERMONT—Length of session is unlimited. Last day for introduction of bills was March 18.

WASHINGTON—Legislature adjourned March 13.

WISCONSIN—Assembly Bill 321 would prohibit the sale of food or drinks in theater lobbies, foyers or any connected part of the theater. No action reported.

*We are now delivering*

- Williams Tornado
- Williams Show Girl
- Chi Coin Kilroy
- Bally Double Barrel
- Bally Entry
- Bally Comb. Draw Bell, 5-25c
- Bally Triple Bell
- United Rio
- Miss America
- Daily Races
- Exhibit Vanities
- Mills Blk. Cherry, 5, 10, 25, 50c
- Mills Vest Pocket
- Keeney Bonus Bells
- New Slot Stands
- A.B.T. Challenger
- Gottlieb Deluxe Grip Scales
- Columbus Peanut Machines
- Daval's Products

Terms: 1/2 Certified Deposit, Bal. C.O.D.



**Sterling NOVELTY CO.**  
669-671 S. Broadway  
LEXINGTON 20, KY.

**FOR SALE**

**3,000  
SALESBOARDS  
and  
PREMIUMS**

OUR LOSS YOUR GAIN

Box 179, The Billboard  
1564 BROADWAY NEW YORK CITY

**FOR SALE**

7 1946 Model Track Odds, used three weeks; latest model, twin tube Buckley Track Odds. Guaranteed like new, \$850.00 each. One-half certified deposit must accompany all orders.

**Heath Distributing Co.**

217 THIRD STREET MACON, GA.  
PHONES 2681-2

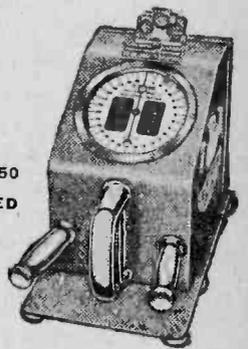
**BRAND NEW  
ORIGINAL  
GOTTLIEB  
THREE-WAY  
GRIPPERS**

Single . . . \$39.50

ORDERS FILLED  
Day received.

**T. O. THOMAS  
CO.**

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**"Bargains in Used Games"**

YOUR CHOICE WHILE THEY LAST  
BALLY SURF QUEEN . . . \$115.00  
GOTTLIEB STAGE DOOR CANTEN 130.00  
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EXHIBIT BIG HIT . . . 135.00  
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Mechanically Perfect—Refinished Like New.  
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A TOP MONEY-MAKER**

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All sizes of straight or skip numbers, with all winners, or with one winner under Master Seal. Also regular Cards up to 600 Holes.

FREE Catalog. Write

**W. H. BRADY CO., MFRS.  
CHIPPEWA FALLS, WISC.**

# Steel Marketing Ills Hit Coin Machine Production

CHICAGO, March 22. — Irregular marketing of steel products, steel industry's big problem this week, is having a serious effect on costs and production progress of coin machine producers, representatives of manufacturers here report.

An alleged "grey market," in which thousands of would-be brokers and jobbers who never have been in the steel business before are operating to spiral already-high prices is largely discounted by leading steel makers. But resale of steel products which have been acquired by agencies new to merchandising in this field has become a factor of concern to the steel industry as well as to steel users such as the coin machine industry.

### Supply Still Critical

Doryn V. Edgar, at Mills Industries, Inc., said that steel supplies were still very critical, but expressed the view that difficulties in procurement resulted more from the basic steel shortage than from any possible black market activities.

Edgar pointed out that manufacturers were forced to buy steel from varying sources and in lots and sizes available—a practice which inevitably would make for higher costs, both direct and indirect.

Thus, in addition to higher costs at time of purchase, there are added expenses in further processing of steel which is not in a form suitable for use as purchased. Necessity of buying in small quantities and lapses between purchases cause an ebb and flow in supplies, which is reflected in unsteady production and consequently affects costs.

James J. Sears, purchasing chief for Rock-Ola Manufacturing Corporation, explained how fading of many pre-war sources of steel had forced his firm to do some of its purchasing from new firms. For making juke boxes, he said, sheet and strip steel are in greatest demand. Because of irregular buying, experience has been that cost per usable ton of these materials has increased considerably. When desired sizes are not available—a common problem—the manufacturer must take a different size, from which fewer pieces can be cut.

### Cuts Yield, Ups Cost

This, said Sears, often cuts the yield from 10 to 15 per cent. He repeated the observation that addi-

tional costs result when further processing of steel must be arranged for and paid for after the original purchase.

Sears forecast a marked improvement in steel supplies by July. Attributing the difficulties he outlined to the outstanding fact that there just isn't enough steel to go around today, he declared that the irregular market couldn't end too soon to

please any manufacturer.

Hope that high prices of steel products in general may start downward was expressed this week as one maker, Carnegie-Illinois announced moderate reduction in delivered price by cutting extra charges. *Iron Age*, industry trade paper, said that over 68 per cent of steel consumers say steel prices are at too high a level, and that some companies have already acted to cut orders.

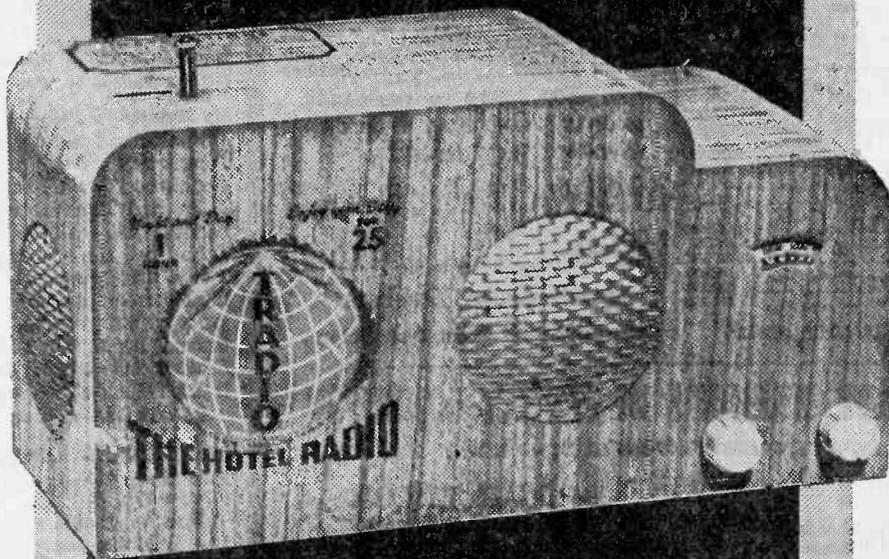
*Iron Age* also warned the industry that 36 per cent of steel users are expecting to change their source of supply, or are thinking about it.

Meanwhile, the industry was gird-

ing to fight any black market tendencies, at the same time minimizing them as a factor of too great concern. Spokesman for the pressed metal institute urged stamping plants to join an industry-wide campaign. Telling members that in the not-too-distant future some firms would be caught with over-priced steel, he called upon individual steel companies to work toward a better deal for steel consumers.

This source declared that any black market steel came largely thru allocation issued for housing or farm machinery which were diverted for resale.

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## Alice Carey Resigns CMI Publicity Post

CHICAGO, March 22. — Alice Carey, member of Coin Machine Industries' (CMI) bureau of public relations staff has resigned to take a position with Crosby-Fogle, radio production firm, Hollywood, according to an announcement by James T. Mangan.

Prior to joining CMI, Miss Carey had been in radio production work both in New York and Chicago and at one time was affiliated with 14 radio shows, including the well-known *Ma Perkins*, *Betty and Bob* and *Knickerbocker Playhouse* productions.

During the war years, Miss Carey served as a warrant officer with the U. S. Marine Corps, where she distinguished herself in important posts at Washington and Cherry Point, N. C.

Just before being discharged she was assigned to the command of Maj. Frank Hough, whom she assisted in compiling a history of the marines in World War II, titled *Island Warfare*.

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- Grip Developer . . . 245.00
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- Streamline Card Vender, With Base and 1000 Cards . . . 72.50
- Knotty Viewing Machines and Others, 2 on Stand, Set . . . 199.00

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- Bouncer . . . 44.50
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- Lifter . . . 60.00
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- Genco Playball . . . \$160.00
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**WILKINS MUSIC COMPANY**  
1121 So. Broadway PITTSBURG, KANSAS

**RECORD REVIEWS**

(Continued from page 162)  
scherr pattern which a couple-of-years-back flavored *Yes, My Darling Daughter* to provide melody for Mozel. With the Crewchiefs (former Beneke vocal unit) for chorus blends and Andy Phillips' appropriate ork framing, Wayne's sugary pipes inject an infectuous lilt into the age-old tune as he voices the new wordage. Lyric is capably tailored to the melody. Another ballad along *Sleepy Baby* lines holds the backside and is handled in the same dreamy manner that Wayne has used for similar material in the pack. Crewchiefs' velvet harmonies for the vocal assist add to its salability.

Moze may prove just the new dress needed for a revival of the old tune and there's plenty of coin appeal left over for the flip.

**SAM DONAHUE (Capitol 357)**  
*I Can't Believe It Was All Make Believe*—FT; V.  
*My Melancholy Baby*—FT; V.

Fashioned mostly for dancing, Sam Donahue's ork setting and Bill Lockwood's warbling in *I Can't Believe* are listenable as well. Instrumental flip attempts to give new garb to the standard *Melancholy Baby*, tho pleasant, holds little that hasn't been heard before. As in his past wax works, Donahue keeps muted brass for rhythmic background figurations while the melody spotlight falls on the reeds.

*I Can't Believe* may nudge some coins.  
**THE PICKARD FAMILY (Coast 253)**  
*How Many Biscuits Can You Eat?*—FT; V.  
*Cindy*—FT; V.

For its initial release on this label, the Pickards give out with a rib-tickler in *How Many Biscuits*. Backing themselves with their own folksy accompaniment (piano, harmonica, Jew's harp), there's finger-snapping beats on both sides. Reverse is a rollicking voice session on the old Tennessee hill tune, *Cindy*.

The cracker-barrel crowd will go for these.

**FRANKIE LAINE (Mercury 5018)**  
*A Sunday Kind of Love*—FT; VC.  
*Who Cares What People Say?*—FT; VC.

Frankie Laine oversings *A Sunday Kind of Love*, with his attempt to exert more out of his vibrato than is there, causing his voice to falter at certain low strains in the disking. Reverse finds Laine in usual form, selling all-out on a tune already waxed by Dinah Shore. While neither tune has as yet scored heavily in the popularity charts, both are of the sleeper variety and may click. Two sides to keep a wary eye on.

**JOHNNY BOND (Columbia 37255)**  
*So Round, So Firm, So Fully Packed*—FT; VC.

*You Brought Sorrow To My Heart*—FT; VC.  
Johnny Bond, in song, gives a clever and spicy description of his girl that makes for a catchy rhythm novelty in *So Round, So Firm*. His Red River Boys, featuring trumpet, clarinet and harmonica with the string instruments, keeps the spinning at a toe-tapping pace. Contrasting, Bond becomes the sentimental cowboy torch bearer for *Sorrow to My Heart*, giving way only to the wail of the mouth organ as he sings the appealing ballad.

*So Round, So Firm, So Fully Packed* will pack the coin boxes.

**ARTURO TOSCANINI (Victor 11-9385)**  
*Prelude: Die Meistersinger*—Parts I and II (Victor 11-9385)

The NBC Symphony Orchestra, conducted by Arturo Toscanini, takes both sides of a 12-inch to bring a masterful reading of the rich and dramatic music of the *Prelude* to Wagner's *Die Meistersinger*. It is one of the rare occasions that Toscanini has brought a Wagnerian work to

the wax, and the maestro is up to the greatness of the master's music.  
A standard item for the record collection of good music.

**THE FOUR VAGABONDS (Apollo 1030)**  
*Hoe Cake, Hominy and Sassafras Tea*—FT; V.  
*Kentucky Babe*—FT; V.

A fine blend of four voices rich in vocal power and quality. And harmonizing to the strums of a guitar, the Four Vagabonds impress with their preem platter for this label. The solo voice set off by easy-flowing rhythm figures, the foursome make the most of the *Hoe Cake* rhythm novelty. And show off the vocal fiber of their blend in the singing of the *Kentucky Babe* lullaby in a capella style.

More pleasant for parlor spinning.  
**BILLY BUTTERFIELD (Capitol 371)**  
*We Could Make Such Beautiful Music*—FT; V.  
*Ain't Misbehavin'*—FT; V.  
Billy Butterfield pairs contrasting (See Record Reviews on page 184)

**NOW DELIVERING WILLIAMS—"TORNADO"**

**BALLY "DOUBLE BARREL"**

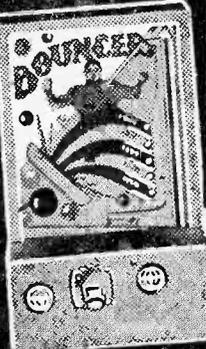
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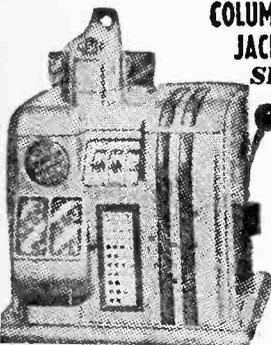
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<p>3 ChiCoin Hockeys, Ea. ....\$150.00 Shoot Way To Tokyo ..... 85.00 Skee Jump ..... 45.00 Keeneey Anti Aircraft ..... 39.50</p>	<p>Evans Tommy Gun .....\$ 75.00 Keeneey Submarine ..... 65.00 Hoot Mon Golf ..... 50.00 Skyfighter ..... 125.00</p>
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### Cleveland Chooses Hit Tune for April

CLEVELAND, March 22.—Cleveland Phonograph Merchants' Association's hit tune of the month for April will be *Movie Tonight*, it was

announced by association officials. As in the past, song will be featured in the No. 1 spot on the 4,000 juke boxes in this area.

March selection, *If I Had My Life To Live Over*, had moderate success in this vicinity until featured as the month's hit tune, and then rose in juke and retail demand, CPMA said.

## Album Reviews

(Continued from page 164)

and *Don't Tell Her What Happened to Me*, and for two three-quarter timers in *Till We Meet Again* and *Paradise*. Sides should serve the phono ops well as well. Records shipped without album jacket for review.

EARL ROBINSON—Americana (Keynote K-132)

Piping to his own guitar strums, Earl Robinson sings seven heart-warming folk songs of America in this set of three records. What he lacks in vocal quality he makes up with fine diction, vigor and sincerity to make his singing acceptable. Included are two of his own pro-democratic folk songs in *The House I Live In* and his adaptation of Robert Burns' poem, *A Man's a Man for a' That*. Others are traditional that date back to the nation's early days, including *Jefferson and Liberty*, one of the first election songs; *Drill, Ye Tarriers*, *Drill*, the song of the Irish refugees who built the railroads; *The Frozen Logger*, of the American tall-story tradition, and a medley of two songs of the 49-er days in *Sweet Betsy From Pike* and *The Dirty Miner*. A welcome addition to recorded Americana make for an attractive front-cover design, with the singer's own notes on the background of each song selection on the inside page.

"HULAS"—AL KEALOHA PERRY (Decca 449)

A set of eight exotic hula harmonies all dished up in paradise isle style in the song and strum of Al Kealoa Perry and his Singing Surf-riders. Using the English lyrics for the native songs, the singing is in the keeping of maestro Perry, Bill Akamuhou, Jimmy Kamana and Andy Bright, sharing the eight selections and in each spin assisted by a male vocal trio. Spinning is all in a bright and breezy tempo and designed for maximum appeal for those seeking out the Hawaiian melodies. Selections, all in the similar and familiar Hawaiian melody pattern, include *Pokii*, *The Hula Oni Oni E*, *Hawaiian Cowboy*, *Polynesian Love Song*, *Under a Spreading Coconut Tree*, *Twilight in Hawaii*, *Just a Happy Kamaaina* and *The Day You Say Goodbye*. Hula dancer and flower figures make for a colorful cover design. Accompanying booklet contains descriptive notes on the hula by Aggie Auld.

CHARLES COBURN—"The Comedy of Errors" (Victor Y-608)

Aiming to create Shakespearean appreciation among school youth, Charles Coburn, an old hand at Shakespeare, takes four 12-inch sides to tell the story of *The Comedy of Errors*. The familiar stage play of error and comedy is told in synopsis form by Coburn without creating too much confusion in unraveling the tale of the twin masters and the twin servants with the two sisters to add to the confusion. It's a herculean task for Coburn not to confuse the listener with the confusion of names, and his story telling might have been more effective with greater interpolation of the character parts. As it spins, it's almost straight narration, with the supporting cast giving Coburn little support. Nonetheless, he's a jovial story teller, and for those who finally dig the story, there should be a yen to read the Shakespeare original. Story was adapted by Beauvais Fox, and the original Russ Case music played by the orchestra conducted by Harold Stokes merely bridges the four (See Album Reviews on page 188)

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## Record Reviews

(Continued from page 180)  
facets of his music personality for this twin revival. The oldie, *We Could Make Such Beautiful Music*, is dressed in sweetened reeds and toned-down brass to back Pat Flaherty's ear-easy vocalizing, with side sparked by the full clean-toned trumpeting of the maestro. Latter's horn warms up for the brighter flip, cutting it sharp and high during the instrumental brass surrounding his vocalizing.

Couplet holds coin attraction, with the swingier *Ain't Misbehavin'* coming up as the better juke bet.

**WESLEY TUTTLE (Capitol 373)**  
*A Broken Promise Means a Broken Heart*—FT; V.  
*Little You Cared*—FT; V.

With guitars and piano holding a strong Western beat in the background, Westley Tuttle convincingly warbles the woes of *A Broken Promise*. Instrumentalists chime in vocally on the chorus. The singing is sweetened for the flip to give a plaintive touch to *Little You Cared*.

*A Broken Promise* holds the better coin promise.

**JACK McLEAN (Coast 8006)**  
*Why Did I Have To Fall in Love With You?*—FT; V.  
*I'll Never Love Again*—FT; V.  
*Love Turns Winter to Spring*—FT; V.  
*My Melancholy Baby*—FT; V.

Patterned for dancing, the moderate-tempoed music making of Jack McLean is easy to take. The style is dated in arrangements' close adherence to the melody line and standard coupling of saxes and muted brass, there's plenty commercial appeal in these sides. Wayne Gregg's version of the Latin-born *I'll Never Love Again* passes the ear test as a pleasant tho unexciting bit of vocalizing, adequately fitting ork's playing manner. He dusts off with equal ease the ballad flip and gives the same treatment to *Love Turns Winter* and the standard *Melancholy Baby*.

There's coin attraction to all these sides at locations where they like it sirupy.

## Veeder-Root Seeks Increased Capital

HARTFORD, Conn., March 22.—Veeder-Root, Inc., manufacturer of coin counting devices, will recommendation at its annual stockholders' meeting here March 25 that the firm's capital stock be split on a two-for-one basis.

Directors state that authority will be sought to increase the capital stock of the corporation from 400,000 shares without par value to 500,000 like shares. Present issued and outstanding shares numbering 207,300 will, in such an increase, then number 414,600 shares. Amount of capital stock represented by the outstanding shares would be continued at \$2,591,250.

Net income of both Veeder-Root and Holo Krome Screw Corporation (which was made a subsidiary recently when 7,300 shares of former's outstanding stock were used to buy remaining outstanding stock of Holo Krome) for year ending December 31, 1946, was \$1,714,882 after taxes. Net earnings for 1945 were \$564,726. Net current assets amount to \$4,316,276, compared with \$3,675,826 for 1945. Earned surplus was \$4,105,845 last year as against \$2,480,794 for 1945.

John H. Chaplin, president, states that firm's English subsidiary, Veeder-Root, Ltd., London, is now in the process of expansion. Book value of foreign subsidiaries as shown by latest available statements, is \$104,214.

## New Chi Vending Operation Headed by L. Segal, F. Rubin

CHICAGO, March 22. — Kandy Korner is a new firm headed by Fred D. Rublin and Leon Segal which began operating a route of candy bar machines January 23. Company is located at 8 S. Dearborn Street here. Segal was formerly with Vendit

Corporation here as secretary, leaving that position February 1 to devote full time to the new enterprise. He says that at present they have 65 5-cent candy bars on location and are adding machines at the rate of 10 a week.

Future expansion into cup beverage and ice cream vending field is contemplated when supply picture clears up a bit, Segal stated.

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- Rock-Ola Playmaster With Spectra-Vox, Excellent Shape ..... 249.50
- Rock-Ola Standard, Excellent Condition ..... 225.00
- Rock-Ola De Luxe, Like New ..... 250.00
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- Keeney Bar Boxes ..... \$5.00 | Buckley Bar Boxes ..... 5.00
- Packard 30-Wire Boxes ..... 25.00
- Wurlitzer Model 331 Bar Boxes ..... 10.00

### PAY TABLES & CONSOLES

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>Skylark, F.P. or C.P. ....\$99.50</li> <li>Bally Challenger ..... 49.50</li> <li>Race King ..... 49.50</li> <li>Mills Big Race ..... 29.50</li> <li>Turf Champ ..... 49.50</li> </ul> | <ul style="list-style-type: none"> <li>Pace Club Consoles, 10¢ .....\$ 94.50</li> <li>Caille Club Console, Late Mod., 25¢ 79.50</li> <li>Bally Skill Field, 7-Coin Head ... 49.50</li> <li>Pace Saratoga, 5¢, without rails.. 49.50</li> <li>Lucky Lucre, new type head ..... 129.50</li> </ul> |
|--|---|

### BELL MACHINES & MISCELLANEOUS

- FULLY GUARANTEED  
BLACK CHERRY BELLS

Original Mechanism, Club Handles, D.P.  
Sides and Front, Knee Action, 3/5 or 2/5:

  - 5¢ .....\$129.50
  - 10¢ ..... 149.50
  - 25¢ ..... 169.50

Mills Blue Fronts, Hand Load, Serial  
No. Over 400,000, 25¢ .....\$165.00

Mills Orig. Gold or Silver Chromes,  
Drill-Proof, Club Handles, Knee  
Action, 3/5 or 2/5 5¢ ..... 149.50

  - 10¢ .....\$169.50; 25¢ ..... 179.50

Jenn. 4-Star Chief, Compl. Recond.  
and Refin., 10¢ ..... 69.50

Jenn. Master Silver Chief, S.P.,  
10¢ ..... 69.50

Jenn. Silver Chief or Silver Club  
Special, 10¢ ..... 119.50

Pace All Star Comets, Comp. Refin.,  
3/5, 10¢ .....\$79.50; 25¢ ..... 125.00

Pace Rocket or DeLuxe, S.P., 10¢ ..... 69.50

- Goalee, Chicago Coin, Like New \$239.50
  - Evans Ski Ball, Excellent Shape .. 69.50
  - Keeney Anti-Aircraft, Brown .... 49.50
  - Keeney Air Raider, like new ..... 89.50
  - Champion Hockey, like new .... 94.50
  - Keeney Submarine, A-1 Cond. ... 89.50
  - Bally Defender, excellent shape.. 129.50
  - Reconditioned ..... 94.50
  - Life League, like new ..... 169.50
  - Chicago Metal Double Safe  
Stands, Crackle Finish,  
Reinforced Type ..... 64.50
  - Bally Alley, Like New ..... 69.50
  - Complete Black Cherry Cabinet &  
Casting with D.P. Sides & Front,  
Club Handles, Completely As-  
sembled ..... 32.50
  - Mills Owl ..... 15.00
  - 25 Watt Bulbs, Case of 120 ..... 9.00

Terms: 1/3 Deposit, Balance C. O. D.

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## Unemployment Compensation Bulletin Out

CHICAGO, March 22.—Division of Placement and Unemployment Compensation in Illinois has issued a special bulletin instructing the State's employers of the correct procedure in filing unemployment compensation forms for those employees laid off or discharged. Too many firms, the bulletin states, fail to give proper forms to workers who are eligible for compensation.

State law requires an employer to issue one of two forms, UC (Ill) Ben-39 or UC (Ill) Ben-22, on most instances when an employee has been permanently or temporarily separated from his employment. First form is an application blank for use in filing claims for compensation. Upper part of form is sent back to employer by Division after claim has been filed by worker. This is the form an employer is required to give each person who is laid off for a minimum period of seven days, and must be given at time of such a lay-off either by personal delivery or mail within two days. Other than firm name and address, employer is not required to make any entries on the Ben-39 form.

"Laid off" is defined in this manner: "Persons released due to lack of work (cutbacks, machinery breakdowns, material shortages, insufficient business, fires, etc.); because quality or quantity of work done is

## Pinballs Vital

KANSAS CITY, Mo., March 22.—Bill Vaughn, who conducts a column titled "Starbeams" in *The Kansas City Star* and who frequently comments on coin machine topics, last week had the following comment to make on pinballs:

"Reformers always put the worst interpretation on things. Now it's a group blasting away at pinball machines, without appreciating the vital part they play in improving the breed of the ball-bearing."

not satisfactory; because workers is not qualified to do the work."

Form Ben-22 is a Notice of Possible Ineligibility. Worker laid off for these reasons is ineligible for compensation: Discharge for misconduct connected with his work, including forgery, larceny, etc.; voluntary quitting, leaving without good cause or failure to accept suitable work; failure to report for work for four consecutive days for reasons unknown; inability to work or unavailability for work; payment of wages in lieu of notice or vacation pay.

Except for last two instances, when employer should issue Ben-22 within three business days after receipt of the Notice of Claim, employer must issue this form within three business days of the time alleged disqualifying act or separation occurs.

Division urges employers to use vigilance in use of these forms so as to prevent unqualified persons collecting unemployment insurance. This in turn will reduce charges

## Yale & Towne Income For 1946 Below 1945

CHICAGO, March 22.—Net income of Yale & Towne Manufacturing Company during 1946 was \$577,332 below the previous year, with last year's total earnings coming to \$1,030,417, according to the annual report to stockholders released this week.

W. Gibson Carey Jr., president, declared in the report that income dropped from \$3.30 a common share in 1945 to \$2.12 a common share in 1946 for the reason that "because of OPA ceilings during much of 1946 we were forced to sell many of our lines at a loss in order to keep our competitive positions."

Sales also were off during 1946 because of uneven material flow, labor shortages and reconversion problems, the report stated. Total sales were \$39,996,187, as compared with \$48,562,490 during the previous year. However, sales volume in some lines increased during the year as the result of new tooling, standardization and new machinery.

Report also revealed plans for construction of a new 16-acre factory and office building near Philadelphia. This was in line with a generally optimistic view of 1947.

against employer's unemployment compensation merit rating card.

Those employers who need additional forms to take care of their immediate needs are advised to order them direct from Division of Placement and Unemployment Compensation, Merchandise Mart, Chicago 54, Ill.

## Mo. Arcade Robbed By 13-Yr.-Old Boy

KANSAS CITY, Mo., March 22.—Too many nickels resulted in the capture here of a 13-year-old youngster who robbed Zor Gershon's Wonderland Arcade of an estimated \$150, all in nickels.

Apparently watching all the jingling into the arcade machines was just too much for the youngster, so he hid himself in the arcade just before closing time, then stole the money, and left by the rear door after the place was locked up.

He was picked up by police at a bowling alley after it had been reported to them that he was buying things right and left with nickels. Before he was caught, the youngster had bought himself a new suit, shoes and a tour of the city by taxicab—all with 5-cent pieces.

## Troll's Plans Mint 72-Count for Vender

LOS ANGELES, March 22.—Troll's, Inc., will introduce a 72-count pack of candy mints in the near future designed largely for vending machines and theaters, according to Verne Besser, sales manager.

New pack, he said, will provide a saving to quantity purchasers of what would normally be paid for the display box. Company expressed belief that the large-size economy pack will establish a new trend in the candy mint field.

# "Skill Thrill"

- FAST ACTION
- SMALL AND COMPACT
- JAMPROOF PISTOL

The pennies will roll in when you put the new "Skill Thrill" game on location. The fastest action pistol game on the market. A jamproof pistol shoots actual pennies . . . returns them to the player when the target is hit. Small and compact, it takes up less than 10" of counter space. A sure repeater game that challenges player skill. Colorful, streamlined metal case. Cash box will hold over \$100.00 in pennies . . . and that's not too big for this fast "penny getter."

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\$57.50

F. O. B. CHICAGO

# High-Grade Ore Shortage Seen Hitting Steel

NEW YORK, March 22.—American steel industry faces a dire shortage of iron ore "within a period too short to be comfortable" unless methods are developed for utilizing low-grade ores, C. M. White, president of Republic Steel Corporation, told the American Institute of Mining and Metallurgical Engineers at its 75th annual meeting here Monday (17).

Predicting the U. S. is destined to be the greatest supplier of steel for the world market for many years, White stated: "It is unlikely that any great new deposits of high-grade ore will be uncovered either in the United States or in Western Europe.

"The known supply of actual ore is being exhausted much more rapidly in the United States than in the rest of the world.

### Issues Warning

"Unless the American steel industry centered about the lower Great Lakes equips itself with plants capable of concentrating low-grade ores into materials usable in its furnaces, it must resign itself to a declining steel production and elect to watch its present plants gradually become of secondary importance as they yield to expansion of plants elsewhere in this country.

"A migration to the Atlantic seaboard to utilize imported ores would effect vast changes of far-reaching consequences to the nation.

"Whether the decline in production from the commercial reserves of Lake



JOSEPH A. HANNA

Superior ore becomes material in five or 10 years or not until later, the period is too short to permit a passive course . . ."

White injected a note of optimism at the conclusion of his address: "Engineers and industrialists have a way of making great progress under the spur of necessity. Hence, there is every reason to believe that when the abundant low-grade ores become the principal sources on which the world must depend for its iron and steel supplies, engineering achievements will rapidly overcome the present handicaps to the utilization of these deposits."

# Cite Coinman's Leadership in Civic Affairs Thruout N. Y.

UTICA, N. Y., March 22.—For his participation in civic activities on a broad front, Joseph A. Hanna, of Hanna Distributing Company here, has received the personal commendation of Mayor Boyd E. Golder and nomination for a distinguished service award to New York's five outstanding young men.

In a letter to Hanna, the mayor wrote: "I was surprised to learn of the tremendous amount of personal service and leadership that you have given the community during the past year . . . let me congratulate you and extend to you, as mayor of the city, the thanks of our people. I want you to know that we are all very proud of you."

At the same time, Hanna's coin machine distributing firm has been expanding. With a branch office in Schenectady, N. Y., and two more planned in Syracuse and Binghamton, N. Y., he has found time to become a public relations front runner in the industry.

### Active in Civic Affairs

As vice-president of the Junior Chamber of Commerce of New York, Hanna has participated in State-wide drives for a number of causes, including youth programs, veterans affairs, war memorials and charities. During the war, he was a bond drive leader, receiving a treasury citation for his work.

As State co-chairman of Veterans' Affairs, Hanna supervised the functions of an office opened to assist returning veterans interested in starting small businesses. Student of a

proposed State youth recreation program, he had helped lay the groundwork for a chain of youth centers, several of which already are in operation.

When Utica decided to erect a \$1,500,000 war memorial building, Hanna acted as chairman of a war memorial bazaar which sparked interest and inception of this project.

Another civic interest of Coinman Hanna is reflected in his chairmanship of the commerce and industry division of a St. Elizabeth Hospital drive for funds.

### In Trade 12 Years

Thru his 12 years in the coin machine trade, Hanna says he has tried to act upon his conviction that participation of trade members in civic affairs will encourage a favorable public opinion of the industry. One of his techniques has involved offering use of phonographs and pinball games to community groups.

The Club Sahara, a teen-center, received a phonograph from Hanna. Veterans at Rhoades General Hospital enjoyed use of two phonographs loaded with provision for free maintenance. Firm makes a practice of free loan of machines for church, school and charitable events.

Hanna summarizes his public relations credo as follows: "Every person affiliated with the coin machine industry should continually strive toward elevating to higher standards the coin machine business and the people who represent it."

# The More Fun--The More Profits SPORTSMAN ROLL GIVES BOTH

CAN OPERATE ANYWHERE!



A 7 ● ● ● ● ● ball roll-down game—but from here on everything else is different and original.

There's terrifically fast  action every second a ball is on the playing field.

The highest scoring game ever released—scores up to 790,000!!

The pockets ● ● ● ● ● give ten to forty thousand points on each roll.

Mystery buttons scattered around the board make 10,000 to 50,000 points each contact. A ball can hit them 3, 5, 10 times before settling in a pocket.

Then there's a skill hole worth 40,000!! If you have enough skill to get in that, an alligator  in front of the hole opens its jaws. A ball in the alligator means 100,000 more in the scoring.

Fun? They'll yell their heads off in excitement when they play. SPORTSMAN ROLL

— And

YOU'VE NEVER SEEN A CABINET LIKE THIS!

The Most Daring Departure In Cabinet Construction Ever Made!! A new and unusual material that looks and feels like a leatherette finish, but it's different—much better, much stronger.

Aside from greater eye appeal, this new cabinet is:

Far Lighter In Weight Than Wood

Easier To Handle

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ORDER TODAY! INSTALL IN YOUR LOCATIONS THIS HIGHEST SCORING, MOST ORIGINAL GAME EVER RELEASED.

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Established 1919

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Phone: Poughkeepsie 5710

# ALBUM REVIEWS

(Continued from page 182)

sides without adding anything to the spinning. Front cover is an attractive one, framing a series of play scenes capped by a winking bust figure of the master playwright to keynote the *Fun With Mister Shakespeare* idea of the album. Photo of jolly Coburn and notes on the play fill the inside cover page. Two records are unbreakables.

**PAUL WHITEMAN—"Rhapsody in Blue"**  
(Signature GP-1)

The first in a series of *Grand Performance* sets to be offered by the label, this album of two 12-inchers brings the familiar Gershwin classic played by the original interpreter, Paul Whiteman. The maestro conducts a large orchestra. And what it lacks in grandeur and luster, even with the addition of a vocal choir blending with the orchestra, is made up by the fine piano fingering and feeling by Earl Wild. Companionship of Whiteman with the composition will undoubtedly bring merchandising attraction to the set for those whose library lacks this Gershwin classic. Records shipped without album cover for review.

**IRISH DANCES—MYLES O'MALLEY**  
(Decca 516)

A collection of jigs, reels and hornpipes played on the tin whistle by Myles O'Malley with all the zest of the Shamrock Isle. Eileen White and

Johnny Connors accompany O'Malley at the piano for the five sides that feature his tin whistle virtuosity, with O'Malley's Irish ork taking over three of the sides to fill out the four-record set. It's all rich in the old country Erin flavor, with the traditional green for the title page making for the front cover. Takes in 15 traditional jigs, reels and hornpipes over the eight sides.

**SABICAS—FLAMENCO CONCERT**  
(Keynote K-134)

It's all colorful concertizing by Sabicas, Spanish Flamenco guitarist, for this set of six Spanish gypsy native melodies. All in good tone and technique, the three 10-inch records include all tuneful selections in *Tanger Danza Amora*, *Malaguenas*, *Variaciones Clasicas de Farrucas*, *Aires de Cadiz Solea*, *Granadinas* and *Gran Jota de Tarrega*. The Spanish guitar serves as the cover design, with photograph of the virtuoso and bio notes for the inside page.

**"HAWAIIAN CHANTS"—AL KEALOHA PERRY**  
(Decca 464)

For the Hawaiian enthusiasts, Al Kealoha Perry and his Singing Surfriders, featuring the traditional strum instruments and a solo singer with male trio for the native Hawaiian lyrics, packages eight native Hawaiian chants in this set. While there's the element of sameness in the music and the rhythmic setting, it's

the native musical flavor for those seeking out such sides. All descriptive chants, listed as "ancient legends in song," the chants take in the story of the *Beautiful Hau Flower*, *Beauty of the Moon at Night*, *Fire Goddess*, *Prince Kalaniana'ole's Riding Academy*, the familiar *Hawaiian War Chant*, *Ancient King*, *Lanakila* and for the wind-up waxing a medley of three native chants. Front cover, a moonlight scene on the paradise isle, is more glamorous than the music inside.

**JEANETTE MacDONALD—"Cinderella"**  
(Victor Y-327)

The venerable story of Cinderella and her glass slipper gets Hollywood treatment with the addition of song lyrics by Lee Rogow set to William Provost's music. And for the story telling, as well as playing the part of Cinderella and singing the songs, it's movieland's Jeanette MacDonald. But in face of all the meaningless gloss, Miss MacDonald makes for a charming story teller without losing the fairy flavor of the tale, overcoming the slowing of the pace when the unmelodic melodies are injected. Story adaptation is by Michael Martin, with Russ Case's orchestra for the musical settings. Spins over two 12-inch unbreakable disks, with Miss MacDonald lifting this version from what would undoubtedly be obscurity. Attractive picture of Cinderella and the fairy godmother makes for the eye-appealing front-cover design. Story synopsis and song lyrics, all profusely and elaborately illustrated, spread over the two inside and back covers.

**"PEER GYNT AND THE TROLLS"**  
(Musicraft 77)

An original folk fairy tale by Hecky Krasno and Peter Steele, inspired by the "Peer Gynt" music of Edward Grieg, this set of three 10-inchers makes for a fanciful children's set. Milton Cross, as narrator, with Gloria Story as Solveig, Earl Rogers as Peer and Eugene Lowenthal playing the minor parts, it's a fanciful fantasy set to Grieg's music. Piano team of Lucy Brown and Norma Dolin weave in the "Peer Gynt" melodies and with the story makes for greater music appreciation of the Grieg melodies. Story tells of the adventures of Peer and Solveig going up the mountain in search of their billy goat, Blixten, and being caught by the pixie Trolls. In the end, of course, all escape just as they are about to be turned into pixies. Nat Super's cover design makes for an attractive cover page, spelling out the titles against a mountain pine tree setting. Story narrative is spread over the two inside covers.

**NEW SONGS OF PALESTINE—The International Chorus**  
(Keynote K-139)

Seven Palestinian songs spin over the six 10-inch sides, sung with a youthful spirit by the mixed voices of the International Chorus directed by A. W. Binder. Piano accompanies. The songs, arranged by the choir master, are all in Hebrew and deal with resistance, joy, work and hope. Palestinian pioneer farmer makes for a photographic front cover. Inside covers carry notes on the music by Binder, along with the Hebrew and English texts of the selections.

## The Radio Quiz Has Led the Way . . .



# TELEQUIZ

MAKES IT PAY!

When did Pittsburg last win a World Series?

- ① 1907
- ② 1934
- ③ 1919
- ④ 1941
- ⑤ 1925

Which is Lil Abner's Girl Friend?

- ①
- ②
- ③

Whose Flag is this?

- ① ENGLAND
- ② FINLAND
- ③ U. S. A.
- ④ FRANCE
- ⑤ SPAIN
- ⑥ RUSSIA

### MILLIONS OF PEOPLE ARE QUIZ CONSCIOUS

TELEQUIZ is an eye-appealing, brain-testing, money-making machine that operates the same as a radio quiz show. Non-competitive . . . it is the only question-answer game on the market. Stocked with over 32,000 questions and answers. Convertible 3 ways—Amusement, Free-play and Automatic Award. Operates on 75-25% commission basis. Fits into any location. Subject to only \$10.00 Federal Tax!

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to earth **BUYS!**

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Formation	\$ 22.50	Midway (Rev.)	\$ 59.50
Seven-Up	32.50	Shangri-La (Cott.)	64.50
Gun Club	32.50	Keep 'Em Flying	64.50
Bolaway	35.00	Knock Out	64.50
Sea Hawk	35.00	Big Top	69.50
Show Boat	35.00	Streamliner (Rev.)	79.50
Broadcast	35.00	Casa Blanca (Rev.)	89.50
Ten Spot	35.00	Laura	89.50
Home Run, '41	35.00	Catalina	89.50
Zombie	39.50	Santa Fe (Rev.)	89.50
Legionnaire	39.50	Cover Girl	99.50
Snappy, '41	39.50	Arizona (Rev.)	99.50
Spot-a-Card	39.50	Duffy's	99.50
Air Circus	39.50	Grand Canyon (Rev.)	99.50
Defense (Genco)	49.50	Oklahoma	99.50
Victory (Genco)	49.50	Opportunity	104.50
Venus	49.50	Brazil (Rev.)	109.50
Shangri-La (P&S)	54.50	Fast Ball	139.50
Yanks	59.50	Big Hit (single)	139.50
Yankee Doodle	59.50	Big Hit (multiple)	149.50
Hollywood	59.50	Riviera	209.50

**CONSOLES**

Paces Reels W/Rails	\$ 39.50
Paces Saratoga W/Rails	49.50
Watling Big Game, 5c, PO	55.00
Silver Moon, F. P.	55.00
Silver Moon, Comb.	60.00
Big Top, 5c, F.P.	79.50
Galloping Domino, F.P., '40	109.50
Super Bell, 25c Comb.	169.50
Bally Club Bell, 5c Comb.	175.00
Paces Twin Reels W/Rails	189.50
Keeney 2-Way Super Bell	229.50
Mills 4-Bells, 4-5c	239.50
'Duo-Bell, Late Push Button, 5-5c	275.00
Duo-Bell, Late Push Button, 5-25c	295.00
Mills 3 Bells 5-10-25c, Rebuilt	529.50

**ONE BALLS**

Fortune	\$ 39.50
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Sky Lark	54.50
Dark Horse	69.50
Record Time	95.00

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Rock-Ola R.M. 16, Ill. Cab.	\$ 99.50
Rock-Ola Windsor, Ill. Cab.	129.50
Wurlitzer 24	175.00
Seeburg 8200	229.50
Rock-Ola Commando	279.50
Seeburg 8200, E.S.R.C.	289.50
Seeburg 8800	289.50

**WANTED**—New or used—any quantity if priced right. All New Pin Games in original cartons. Airmail or wire quantity.  
 5c-25c Keeney Bonus Super Bells  
 5c-5c-5c Bally Triple Bells, Comb.  
 5c-5c-25c Bally Triple Bells, Comb.

**SLOTS**

Columbia Bell, C/A, Cig. Reel	\$ 35.00
10c Pace Comet	55.00
10c Mills Roman Head	75.00
Columbia Bell, DJP, '46	89.50
5c Jennings Silver Chief	99.50
Jennings 4-Star Chief, 10c	99.50
Mills Melon Bell, 10c	99.50
Mills Blue Front, 25c	109.50
Mills Black Cherry Bell, 5c	119.50
Mills Black Cherry Bell, 10c	129.50
Mills Gold Chrome, 5c	129.50
Mills Brown Front, 25c	145.00
Mills Gold Chrome, 25c	149.50
Col. Bell DeLuxe Chrome—S.J.P.	175.00
Jennings '46 Bronze Chief, 5c	270.00

**ARCADES**

Pitchem W/Stand	\$ 29.50
Seeburg Ray-o-Lite	39.50
Evans Tommy Gun	59.50
New—Supreme Skeeroll, 10', '46 Model	199.50
New—Bowl-o-Ball, 10', '46 Model	199.50
Bowl-o-Ball, 6', '46 Model	169.50
Mills Panoram, Solo-Vue	289.50
Whizz W/Stand, Used	89.50

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U-Pop-It Popcorn Machine, Rebuilt	\$129.50
New—IDEAL Card Vendors, With 1000 Cards Free	29.50

**IMMEDIATE DELIVERY**

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25c ROL-A-TOP BELL	.... 225.00
50c ROL-A-TOP BELL	.... 300.00

The Above Prices Are Net F. O. B. Chicago.

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GOTTLIEB DAILY RACES, One-Ball Free Play	.... \$650.00
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ACE COIN COUNTER	.... 139.50
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MARVEL "POP-UP," New Legal Counter Game	.... 49.50
UNITED RIO	.... 309.50
CHICAGO COIN KILROY	.... 279.50
DAVAL'S "FREE PLAY"	.... 75.00
SILVER KING NUT VENDORS, 1c or 5c	.... 13.95
GOTTLIEB Improved DeLuxe GRIP SCALE	.... 39.50
A. B. T. CHALLENGER, Beautifully Designed	.... 65.00
JENNINGS BRONZE or STANDARD CHIEF, 5c	.... 299.50
10c, \$309.00. 25c	.... 319.00
JENNINGS SUPER DELUXE LITE-UP	
CHIEF, 5c	.... 324.00
10c, \$334.00. 25c	.... 344.00



**PHONOGRAPHS**

ROCK-OLA COMMANDOS	.... \$295.00	WURLITZER 500, KYBD	.... \$249.50
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ROCK-OLA DE LUXES	.... 275.00	SEEBURG 8800, RCES	.... 375.00
ROCK-OLA STANDARDS	.... 240.00	SEEBURG 9800, RCES	.... 349.50
WURLITZER 850	.... 450.00	SEEBURG CLASSIC	.... 295.00
WURLITZER 800	.... 375.00	SEEBURG COLONEL, ES	.... 324.50
WURLITZER 750-E	.... 399.50	SEEBURG ENVOY, ES	.... 350.00
WURLITZER 71 COUNTER MODEL, With Stand	.... 149.50		

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FLAT TOP	.... 124.00	SKY RIDER	.... 89.50	MIDWAY	.... 74.50
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		TOPIC	.... 79.50	BOMBARDIER	.... 49.50
		SPOT POOL	.... 74.50	JUNGLE	.... 49.00

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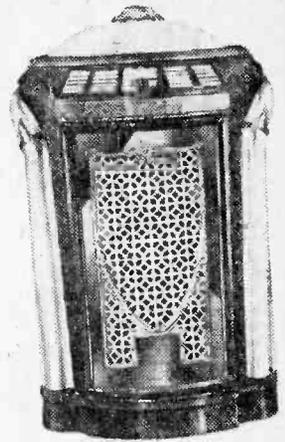
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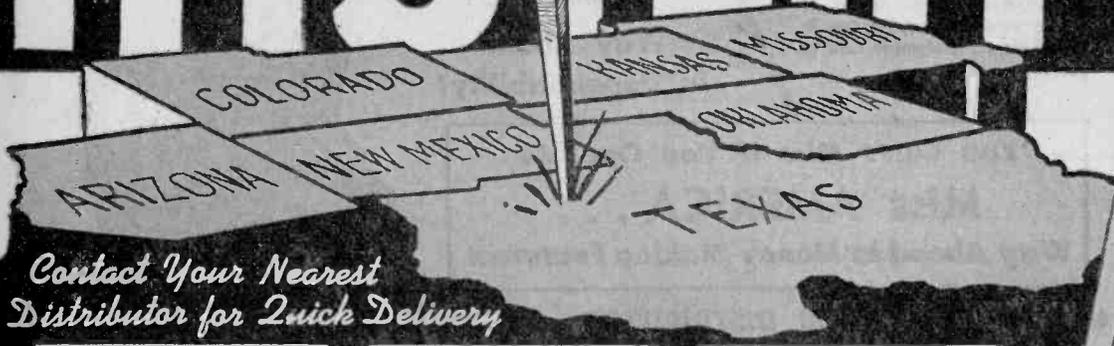
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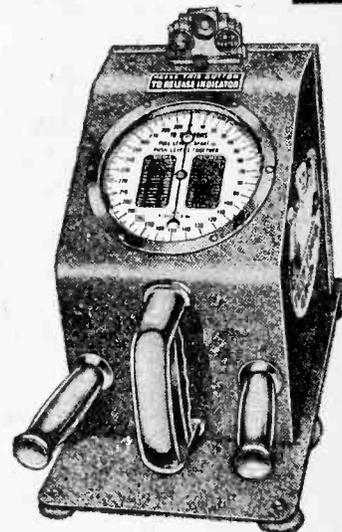
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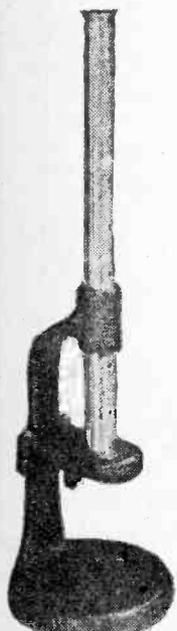
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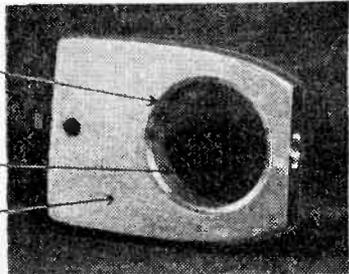
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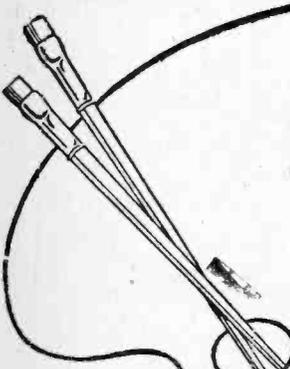
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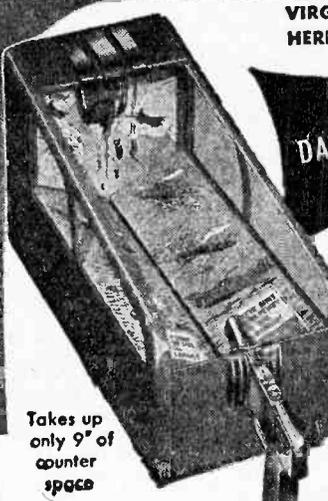



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Fastest action pistol-target game on the market. Jam-proof pistol shoots actual pennies... returns them to player when target is hit. Colorful, streamlined metal case fully enclosed in transparent plastic top and glass sides. Cash box holds over \$100.00.

Takes up only 9" of counter space

**\$57.50**

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**A. B. T. "CHALLENGER"**  
SAMPLE \$65.00  
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\$49.50

**USED TOTAL ROLL**  
Cleaned - Checked - Packed  
**\$325.00**  
Only a small quantity  
**Rush Your Order Today**

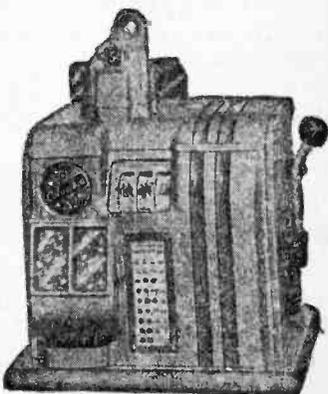
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**4310 CARNEGIE AVE. The MARKEPP Co. CLEVELAND 3, OHIO** M.M. MARCUS & SONS TEL. HEN 1043

## COLUMBIA TWIN JACKPOT BELL

The Columbia Twin Jackpot Bell is smartly styled in dazzling, durable Hammerlock; its operation is silent and its mechanism trouble free... changeable to 1-5-10-25c play; hence you get the service of four machines for the price of one... plus double slug protection!

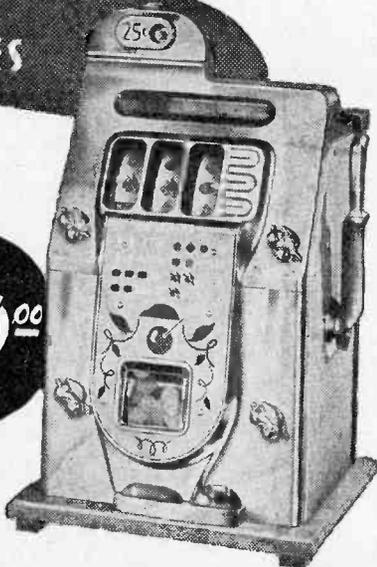
Price **\$145.00**



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13 S. JEFFERSON STREET ROANOKE, VIRGINIA

# Buckley BUILDS THE Best

**NEW CABINET ASSEMBLIES**



**\$50.00**

FOR MILLS ESCALATOR BELLS, HAMMERLOID OR WRINKLE.  
YOUR CHOICE OF:

- Cherry or Diamond Ornaments, Maroon, Copper, Gold, Green, Aluminum Gray, Chocolate, Surf Blue.
- Complete new precision-built light wood Cabinets expertly finished with perfect fit new aluminum castings.
- Club Handle and Handle Collar chrome plated.
- Heavy brass chrome plated etched Reward Plates, 2/5 or 3/5.
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- Payout Cups with anti-spoon Cup.
- Drillproof Plates.

## THE NEW Music Box



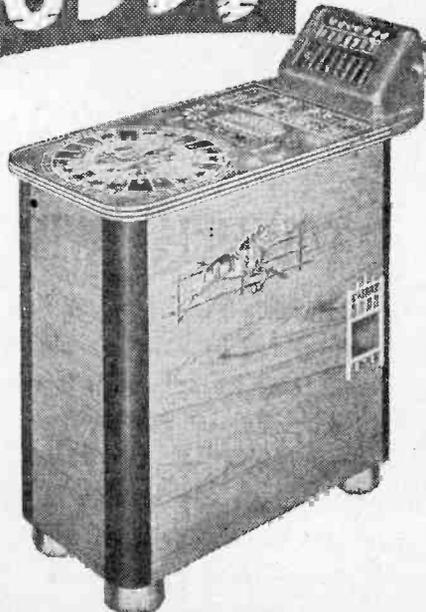
Buckley gave Music Operators the FIRST practical and profitable music box at the LOWEST PRICE. Today, Buckley leads the field by offering a NEW music box of advanced design and perfection at a NEW LOW PRICE.

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BUCKLEY TRACK ODDS has long been recognized as the only seven-coin race horse console that would stand up month after month—year after year—and out-earn all other coin machines. Buckley operators know this to be a fact. Experience has proved that no other machine can even come in a close second from the standpoint of earnings. Every day new operators are finding out that the new BUCKLEY TRACK ODDS are even more profitable to operate than they hoped for.

**\$1250.00**

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Air Circus .....	\$ 35.00	7 Up .....	\$ 29.50	Arizona .....	\$ 75.00
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5¢ QT's .....	\$ 59.50	New Mills Golden Falls .....	Write
1¢ QT's .....	29.50	New Jennings Super DeLux Chief .....	Write

## WANTED! 50 TOTAL ROLLS

Plunger Springs (Any Size), 10¢. #40 or 50 Bulbs (Screw Base), 69¢ box of 10. Weller Solder Guns, \$12.95.

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WILLIAMS TORNADO .....	304.50	DAVAL FREE PLAY .....	WRITE
MARVEL CARNIVAL .....	249.50	ACE COIN COUNTER .....	139.50
UNITED HAVANA .....	309.50	SILVER KING, 1¢ or 5¢ .....	13.95
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CHICAGO COIN GOALEE .....	329.50	BALLY DE L. DRAW BELL, 5¢ .....	512.50
ARIST-O-SCALE .....	115.00	EVANS BANGTAIL, 5¢, J. P. ....	671.50
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		EVANS RACES, 5¢, J. P. ....	931.00
		EVANS CASINO BELL .....	837.50
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Mills Brown Hammerloid, 5-10-25¢ (Matched Set) .. \$550.00  
Mills Chrome, 5¢ . 175.00

**CONSOLES**  
Keeney Super Bell, 5¢ Comb. .... \$215.00  
Keeney Super Bell, Twin 5¢-5¢, P.O. 275.00

**ARCADE**  
Periscope .....
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EACH—\$44.50—EACH					
Thoroughly cleaned and reconditioned					
Star Attraction, Ten Spot.					
EACH—\$84.50—EACH					
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EACH—\$99.50—EACH					
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1/3 DEPOSIT WITH ORDER, F. O. B. CHICAGO					

**MARVELS 'POP-UP' . \$49.50**

Score-a-Barrel, Brand New "Shorty," 7 Ft. ... \$369.50  
10 Ft. 6 In. .... 399.50

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Baby Puritan, F.R. \$17.50  
1c Amer. Eagle, F. R. .... 19.50  
5c Bally Reserve (Cig. Reel) .... 10.50

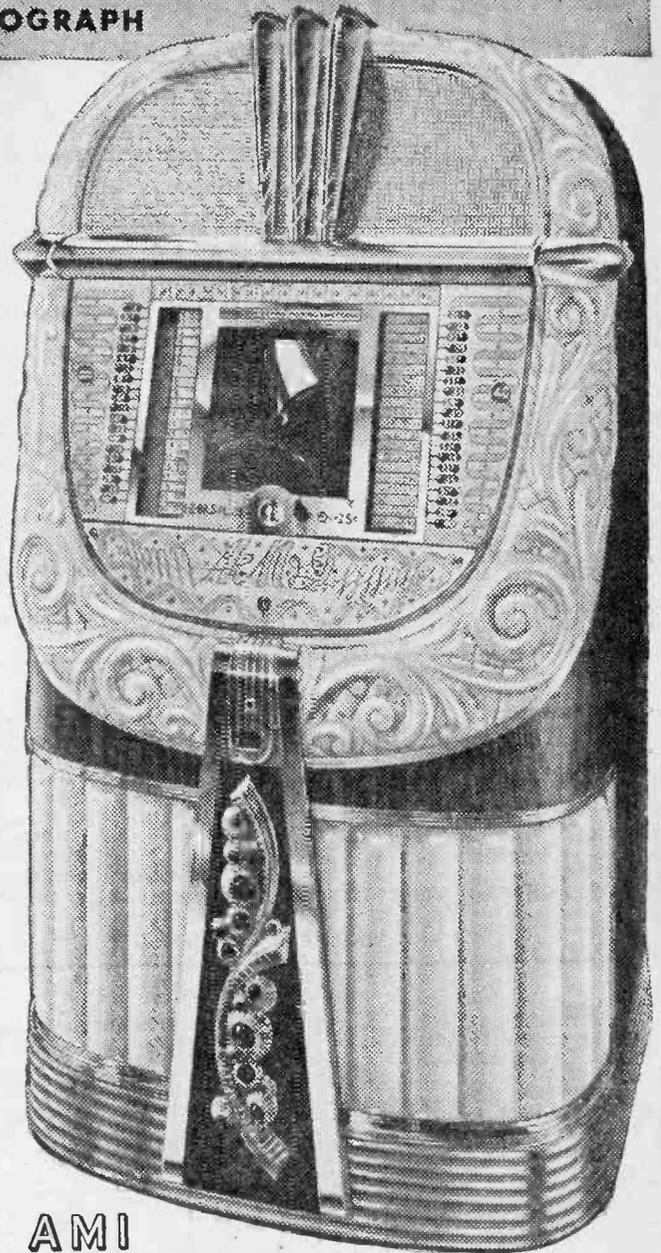
**Mid-State Co.** 2369 MILWAUKEE AVE., CHICAGO 47, ILL. Phone: Everglade 2545



AMI DE LUXE MODEL 'A' PHONOGRAPH

*The public likes  
Both Sides*

For the first time in phonograph history, people are commenting on a phonograph feature. They stand fascinated and entranced by the AMI and watch it play the front or back of any record. The fact is the public likes this mechanism, appreciates the increased variety of music it can purchase. Good locations all want AMI's and smart operators everywhere are rushing to keep up with the trend.



AMI  
Playing both sides of  
20 records to give 40 selections

**AMI Incorporated**

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SEEBURG	ROCK-OLA	WURLITZER	GAMES
Vogue .....\$259.50	Standard ..\$244.50	616 .....\$139.50	Total Roll . \$290.00
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Gem ..... 225.00		700 ..... 395.00	

LESS 5% for full cash with order.

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All Phones: Freeport 8-8320



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DAVAL'S **SKILL THRILL**

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TODAY.

**PREMIER 10 GRAND**  
JUNIOR CONSOLE BARREL ROLL \$449.50  
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Radically new design in peanut machines. Element Heating. \$59.50  
Quantity of 50, \$54.50.

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A Solid Money-Maker! Accepting Orders Now—Delivery Soon! \$469.50

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The Counter Game that is legal everywhere. Will make liberal trade-in for any 1¢ Counter Game. \$49.50

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Ideal 5 1/2' Skee Ball for Hiking Profits \$469.50

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Desirable Terms Can Be Arranged for Responsible Party.  
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CENTRAL OHIO COIN QUALITY BUYS

"There Is No Substitute for Quality"

**GIGANTIC SALE**  
OF THE LARGEST STOCK OF COIN OPERATED EQUIPMENT IN THE U. S. A.



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NEW RADIOTONE VOICE RECORDER AND BOOTH—EASY FOR ATTENDANT TO OPERATE—\$795.00.

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5¢ BOB TAIL, F.P.	99.50	MILLS 4 BELLS, LATE	399.50
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NEW GOALEES  
\$329.50

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DISTRIBUTORS FOR CENTRAL AND SOUTHERN OHIO

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BALLY ENTRY, C.P.	595.00	DAVAL'S GUSHER FRUIT, 5¢	54.00
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BOOMERANG	295.00	MILLS BLACK CHERRY BELLS	WRITE
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Heavy Steel Custom Built Single and Double Revolveraround Safes. Burglar Proof. Will take any make Slot Machine Bottom Door for Storage or Additional Weights.

Single Safes, \$175.00 | Double Safes, \$225.00 | Lock Box Stands, \$27.50  
NEW CHICAGO METAL REVOLVAROUND SAFES

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10¢ BLUE FRONTS	125.00
25¢ BLUE FRONTS	150.00
50¢ BLUE FRONTS	250.00
5¢ BROWN FRONTS	119.50
10¢ BROWN FRONTS	135.00
25¢ BROWN FRONTS	175.00
50¢ JENNINGS CHIEFS	250.00

**SLOTS, REBUILTS, LIKE NEW**

5¢ BLUE, COPPER OR GOLD CHROME	\$205.00
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NEW CUT-TO-ORDER SIZES NOW AVAILABLE

YOU SAVE TWO WAYS—by lower prices and by our new technique of making "Talking Gold" grille cloth tailor-cut to fit any make or model. Our increased production caused by the sensation-ally increasing popularity of "TALKING GOLD" PLASTIC GRILLE CLOTH has resulted in lower costs per unit. We pass this savings on to you plus the added savings of "Talking Gold" strips cut to the size of your particular machine. Lower price—no waste.

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WURLITZER	SEEBURG	
616	Casino	\$3.30
24	Plaza	4.05
600	Gem	3.00
500	Regal	3.00
700	Crown	3.90
750	Cadet	3.00
800	Classic	3.00
950	Vogue	3.00
	Envoy	3.00
	8200	5.40
	8800	7.20
	9800	7.95

**ROCK-OLA**

Standard \$2.55

If your model is not listed above, write for further information.

**SPEEDWAY PRODUCTS, INC.**  
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The quickest, most inexpensive way of transforming shabby juke boxes into attractive machines with appeal and new life!

**REMEMBER THIS**

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EXPERTLY MOLDED—PERFECT FIT

New! Unbreakable! Guaranteed! Clear, transparent plastic windows for Model 850 Program Holder. \$5.00 Per Set.

**Acme PLASTICS**  
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**Determine Right or Left as You Face Phonograph**

<b>ROCK-OLA</b> Standard, Master, De Luxe or Supers: Each Top Corners (Solid Red, Yellow or Green) \$12.75 Lower Sides (Red or Yellow) 12.75 Top Door Plastics (Red, Yellow or Green) 6.75 Commando: Top Corners 8.00 Top Center 7.00 Long Sides 12.75 Combination Yellow and Red Color Scheme. <b>SEEBURG</b> "Hi-Tone" Model 8800, 8800, 8200: Lower Sides (Solid Red, Yellow or Green) \$14.50 "Hi-Tone" Grille Plastics (Solid Red, Yellow, Green or Onyx) 2.25	<b>"Classic"—"Colonel":</b> Top Corners (Solid Red, Yellow or Green) \$ 6.00 <b>"Cadet"—"Major":</b> Top Corners 2.50 <b>WURLITZER</b> Each 800 Top Corners \$18.50 800 Lower Sides 15.00 800 Middle Sides 3.25 800 Top Centers (Right or Left, Red) 9.50 800 Back Sides (Green) 9.50 800 Top Centers (Onyx) 5.25 600, 500 Top Corners 5.50 700 Top Corners 8.50 700 Lower Sides 9.50 700 Back Sides 8.50 750 Top Corners 9.75 750 Lower Sides 9.75 750 Top Center 5.50	750 Middle Sides \$ 2.25 850 Top Corners 12.50 850 Lower Sides 8.75 850 Top Center 12.50 850 Peacock Glasses 5.00 950 Lower Sides 12.50 24 Lower Corners 1.20 41, 61, 71 Top Corners 5.50 <b>MILLS</b> Available in Red, Yellow or Green. Throne—Empress: Each Top Corners \$14.00 Throne—Empress: Lower Sides 14.00 <b>SHEET PLASTIC</b> Not Painted Non-Brittle 20"x50", Pliable. Per Sheet \$12.50 50 gauge, red, yellow, green or clear. 60 Gauge, Per Sheet \$14.50
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IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT! WE MAY HAVE IT IN STOCK!

TERMS: 1/3 Deposit With Order, Balance C.O.D., F.O.B. New York, Remit Full Payment and Save C.O.D. Charges. Checks Acceptable!

ORDER FROM YOUR NEAREST DISTRIBUTOR!

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## MARCH 27 - 28 - 29

AT

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GENERAL VENDING SALES, 245 W. Biddle, Baltimore, Md.  
PERES DISTR. CO., 2806 Canal St., New Orleans, La.  
SOUTHERN DISTR., 1010 Leeland, Houston, Texas

You'll thrill to the beauty, originality and player appeal of the ★STANDARD CHIEF ★SUPER DELUXE CLUB CHIEF ★DELUXE CHALLENGER (amazing mechanical twin play console) ★OUTSTANDING HALF-DOLLAR STANDARD CHIEF (with escalator).

Also preview of SILVER EAGLE DOLLAR CONSOLE  
NEW PERFECTED DOLLAR BELL  
Super DeLuxe CHALLENGER (no exposed jackpot)

This preview is limited to 3 days, so be sure to see these sensational models on display at the above dealers now.

# O. D. JENNINGS AND COMPANY

4307-39 WEST LAKE STREET • CHICAGO 24, ILL.

## don't be a backward ROTAREPO (spell it backwards) GET THESE TWO NEW PREMIER GAMES--OPERATE EVERYWHERE

### BOWLO

#### PREMIER BOWLO TEN PIN CONSOLE

Like moving a whole bowling alley into any of your locations — and it's only 5½ feet long!

All the Strike and Spare action of the real game with automatic scoring.

Custom built in our own plant and solidly constructed for years of service of mahogany, maple and birch plywood. Simple trouble-free mechanism. All year 'round money maker.

Write for details on how our equipment can be easily financed.

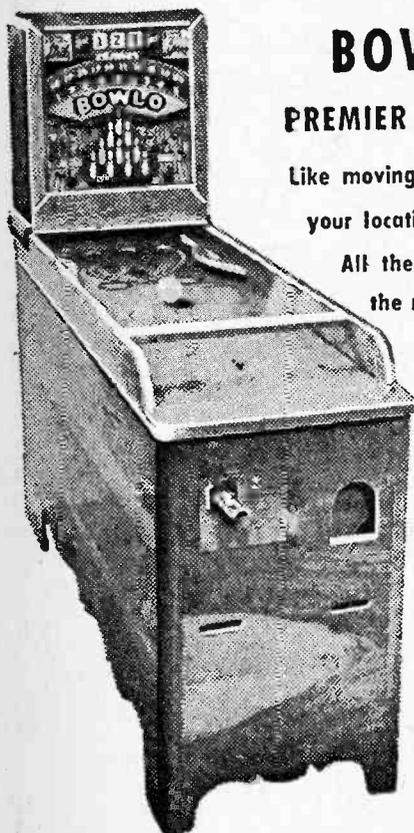
**THESE GAMES  
WILL STILL BE  
MAKING PROFITS  
FOR YOU IN  
1957!  
ORDER NOW**

### PREMIER TEN GRAND JUNIOR CONSOLE BARREL ROLL

One of the most successful and beautiful looking skill games we've ever made.

"Junior" TEN GRAND is only 7 feet long — a natural for crowded locations.

Custom built in our own plant and solidly constructed for years of service of mahogany, maple and birch plywood. Built for heavy play—every day. A proven profit maker!



ALSO AVAILABLE IN SENIOR LENGTHS, 10½', 12½' AND 14 FEET



## PREMIER COIN MACHINE MANUFACTURING CORP.

"PREMIER MEANS PAR EXCELLENCE"

577 TENTH AVENUE • NEW YORK 18, N. Y.

DISTRIBUTOR TERRITORY AVAILABLE

# Empire Coin Values

## NEW PIN GAMES

United HAVANA \$309.50  
 Bally DOUBLE BARREL  
 Wms. TORNADO 269.50  
 Exhibit MYSTERY 304.50  
 Chicago Coin KILROY 299.50  
 Gottlieb MISS AMERICA 279.50  
 Marvel CARNIVAL 310.00  
 Marvel 249.50

Marvel's  
**POP-UP**  
 New Legal  
 Counter Game  
**\$49.50**

## NEW CONSOLES

Bally DELUXE 5¢ DRAW BELL...\$512.50  
 Bally TRIPLE BELL 895.00  
 Evans BANG-TAILS, I.P. 671.50  
 Evans WINTER BOOK 826.00  
 Ev. BANGTAILS, Comb. FP & PO 824.50

## WRITE FOR PRICES

AMUSEMATIC BOOMERANG  
 Genco WHIZZ OPPORTUNITY  
 MIDGET RACER METAL TYPER  
 ALL NEW!

Jennings BRONZE OR STANDARD CHIEFS  
 5c 10c 25c  
**\$269 \$279 \$289**

Groetchen Deluxe CLUB COLUMBIA \$209.50  
 J. P. COLUMBIA 145.00

VICTOR MODEL "V" NUT VENDORS...\$11.75

WHIRL-A-BALL...\$47.50

Ace COIN COUNTER...\$139.50

GRIP-VUE...\$49.95

Genco ADVANCE ROLL...\$499.50

DAVAL'S BEST HAND...\$59.50  
 MEXICAN BASEBALL... 59.50  
 SKILL THRILL 57.50  
 FREE PLAY 75.00

NEW SCALES  
 FRANTZ ARIST-O-SCALE \$115.00  
 MIR-O-SCALE \$125.00

Jennings SUPER DELUXE LITE-UP CHIEFS  
 5c 10c 25c  
**\$324 \$334 \$344**

SILVER KING—1c OR 5c NUT VENDOR...\$13.95

GOALEE...\$329.50  
 PINCH HITTER... 369.50  
 Chicoin Basketball CHAMP... 499.50

CHALLENGER...\$55.00

VEST POCKETS...\$74.50

Gott. GRIP SCALE...\$39.50

CHICAGO METAL REVOLVARD SAFES—Universal—Single, \$79.50; Dble. \$116.75  
 CHICAGO METAL REVOLVARD SAFES—DE LUXE—Single, \$119.50; Dble. 174.25  
 REVOLVARD SAFES, 10 Gauge Steel—Single, \$175.00; Double 225.00  
 BOX STANDS FOR SLOTS, \$27.50; FOLDING STANDS 9.95  
 UNIVERSAL PHONO AMPLIFIER 39.50  
 KLEER-FLO PARTS CLEANER, COMPLETE 143.50  
 TURN-TABLE SHAFT FOR WURL. COUNTER MODEL 5.95  
 SPEED IRON SOLDERING GUN, HEATS AND COOLS IN 5 SEC. 12.95

## VENDING MACHINES FOR ALL SPECIAL USES WRITE

MUSIC ROCK-OLA STANDARD \$225.00 Rock-Ola Commando...\$400.00  
 Wurl. 71 & Stand 189.50 MILLS EMPRESS 195.00

## SLOTS

5¢ BLACK CHERRY, ORIG., 2-5...\$179.50  
 WATLING ROLATOP, 25¢ 89.50  
 5¢ JENN. SILVER CHIEF 119.50  
 10¢ MILLS BLUE FRONT, ORIG. 109.50  
 10¢ MILLS BLUE FRONT 119.50  
 25¢ MILLS BLUE FRONT 119.50  
 5¢ BROWN FRONTS 119.50  
 10¢ BROWN FRONTS 129.50  
 25¢ BROWN FRONTS 139.50  
 5¢ GOLD CHROME 119.50  
 VEST POCKETS, 1946 Model 59.50  
 5¢ JENN. CLUB CONSOLE CHIEF 149.50  
 5¢ 4-STAR CHIEF 109.50  
 10¢ 4-STAR CHIEF 119.50  
 COLUMBIAS, J.P., 1946 MODEL 89.50  
 5¢ BLACK CHERRY, REC. 149.50  
 10¢ BLACK CHERRY, NEW REB. 139.50  
 5¢ WATL. ROLATOP, 1946 MOD. 149.50  
 10¢ WATL. ROLATOP, 1948 MOD. 149.50  
 50¢ WATL. ROLATOP, 1946 MOD. 249.50  
 5-10-25¢ JENN. LITE-UP CHIEFS... Write

## ONE BALLS

VICTORY SPECIAL \$469.50  
 CLUB TROPHY, F.P. 139.50  
 VICTORIOUS, F.P., TURF CHAMP 69.50  
 '41 DERBY 149.50  
 RECORD TIME, F.P. 89.50  
 LONGACRE, F.P. 289.50  
 TURF KING, P.O. 189.50  
 JOCKEY CLUB, P.O. 175.00  
 40 MILLS 1-2-3, F.P. 89.50  
 MILLS OWL, 1 OR 5 BALL, F.P. 69.50  
 LONGSHOT, P.O. 129.50  
 KENTUCKY, P.O. 149.50  
 BLUE GRASS, F.P. 109.50

## ARCADE

TOTAL ROLL, LIKE NEW \$375.00  
 EV. SUPER BOMBER 189.50  
 MUTO. DRIVEMOBILE 189.50  
 BOLASCORE, NEW REVAMP. 219.50  
 BATTING PRACTICE 84.50  
 ELECTRIC DEFENSE GUN 85.00  
 HOLLY GRIPS 24.50  
 2 EXH. COCKEYED CIRCUS & STAND. PER SET 11.50  
 EXH. CARD VENDOR 129.50  
 EXH. STREAMLINE CARD VENDOR 29.50  
 EXHIBIT BULL'S EYE GUN 89.50  
 SHOOT TO TOKYO 109.50  
 CHICAGO COIN GOALEE—Like New 239.50  
 GOTT. 3-WAY GRIPS 19.50  
 PIKES PEAK 19.50  
 CHICAGO COIN HOCKEY 139.50  
 MUTOSCOPE SKY FITER 159.50  
 RAPID FIRE 139.50  
 BLOW BALL 109.50  
 PITCHEM & CATCHEM 109.50  
 BALLY SKY BATTLE 139.50  
 TEXAS LEAGUER, DeLuxe 39.50  
 WESTERN DE LUXE BASEBALL 119.50  
 W. MAJOR LEAGUE BASEBALL 149.50  
 FLASH HOCKEY, LIKE NEW 79.50

## RECONDITIONED 5 BALL PIN GAMES

SPELLBOUND...\$189.50	SKY BLAZER...\$89.50	JUNGLE...\$84.50
LAURA 134.50	SKY RIDER 89.50	SEA HAWK 59.50
STAGE D CANTEN 134.50	FOUR ACES 84.50	LEGIONNAIRE 59.50
OKLAHOMA 129.50	5-10-20 84.50	TEXAS MUSTANG 59.50
ARIZONA 129.50	MIDWAY-UNITED 79.50	SLUGGER 59.50
SKY CHIEF 119.50	BOSCO 79.50	BOLAWAY 59.50
FLAT TOP 119.50	'42 HOME RUN 79.50	ZIG ZAG 59.50
COVER GIRL 119.50	GENCO DEFENSE 74.50	SHOW BOAT 59.50
LIBERTY, GOTT 109.50	HI HAT 69.50	ABC BOWLER 57.50
CATALINA 99.50	WEST WIND 69.50	'41 MAJORS 54.50
YANKEE DOODLE 99.50	HI DIVE 69.50	INVASION 54.50
AIR CIRCUS 99.50	JEEP 69.50	SEVEN UP 54.50
BIG PARADE 99.50	STAR ATTRACTION 69.50	TEN SPOT 54.50
KNOCK OUT 99.50	GENCO VICTORY 69.50	BIG CHIEF 47.50
KEEP EM FLYING 99.50	GUN CLUB 67.50	DUDE RANCH 47.50
YANKS 99.50	DUPLEX 67.50	CHAMPION 42.50
HOLLYWOOD 94.50	BELLE HOP 64.50	CHARM 39.50

ONE-HALF DEPOSIT WITH ORDERS. BALANCE C. O. D. OR SIGHT DRAFT

# BADGER'S Bargains

"Often a few dollars less - Seldom a penny more"

LOS ANGELES see Bill Happel  
 MILWAUKEE see Carl Happel

## RECONDITIONED CONSOLES

COMPLETELY REBUILT AND REFINISHED LIKE NEW

BALLY TRIPLE BELLS..... WRITE	EVANS 1946 BANGTAILS, F. P., P. O. .... WRITE
BALLY DRAW BELLS..... WRITE	
MILLS 4-BELLS. Late Heads...\$295.00	KEENEY 4-WAY, 5c-5c-5c-25c...\$295.00
MILLS 4-BELLS. Orig. Heads... 199.50	KEENEY 4-WAY, 5c-5c-5c-5c... 275.00
MILLS THREE BELLS... 395.00	KEENEY TWIN, 5c-25c, F. P., P. O. 195.00
EVANS LUCKY LUCRE, 3-5c, 2-25c. 149.50	KEENEY TWIN, 5c-25c, P. O. 149.50
MILLS JUMBO. Late. F. P., P. O. 89.50	KEENEY SUPER BELL, 5c, F.P., P.O. 99.50
MILLS JUMBO. Late. P. O. 59.50	BALLY ROLL 'EM, 5c, P. O. 89.50
MILLS JUMBO. Late. F. P. 49.50	BALLY CLUB BELLS, F. P., P. O. 89.50
PACE SARATOGA. Late. P. O. 49.50	BALLY HI HANDS, F. P., P. O. 89.50
	JENNINGS SILVER MOON... 49.50

## GUARANTEED RECONDITIONED PHONOGRAPHS

WURLITZER MODEL 850...\$495.00	SEEBURG MODEL 1-46...\$645.00
WURLITZER MODEL 950... 475.00	SEEBURG 8200, R. C., E. S. 365.00
WURLITZER MODEL 750E... 475.00	SEEBURG 8800, R. C., E. S. 345.00
WURLITZER MODEL 700... 395.00	SEEBURG COLONEL, New Rock-o-Life 324.50
WURLITZER VICTORY 500... 295.00	SEEBURG CLASSIC, New Rock-o-Life 295.00
WURLITZER MODEL 500... 325.00	ROCK-OLA COMMANDO 375.00
WURLITZER MODEL 600... 295.00	ROCK-OLA PREMIER 345.00
MILLS EMPRESS, New Rock-o-Life. 245.00	ROCK-OLA SUPER, New Rock-o-Life 335.00
MILLS THRONE, New Rock-o-Life.. 199.50	ROCK-OLA MASTER, New Rock-o-Life 325.00

## ONE BALL MULTIPLE TABLES

GOTTLIEB DAILY RACES..... WRITE	BALLY VICTORY SPECIAL...\$325.00
BALLY VICTORY DERBY...\$350.00	BALLY LONGACRE... 149.50
BALLY CLUB TROPHY... 79.50	BALLY THOROBRED... 149.50
KEENEY FORTUNE... 79.50	BALLY '41 DERBY... 79.50

## RECONDITIONED SLOTS

NEW MILLS GOLDEN FALLS..... WRITE	NEW MILLS BLACK CHERRIES.... WRITE
BLUE FRONTS (Rebuilt), 5c...\$ 95.00	BLACK CHERRY (Rebuilt), 5c...\$169.50
BLUE FRONTS (Rebuilt), 10c... 110.00	BLACK CHERRY (Rebuilt), 10c... 179.50
BLUE FRONTS (Rebuilt), 25c... 125.00	BLACK CHERRY (Rebuilt), 25c... 189.50
NEW PACE CHROME, 50c... 395.00	MILLS ORIGINAL CHROMES, 5c... 150.00
NEW MILLS VEST POCKET BELLS... 74.50	MILLS ORIGINAL CHROMES, 10c... 175.00
NEW HEAVY STEEL BOX STANDS... 24.50	MILLS ORIGINAL CHROMES, 25c... 185.00
REVOLVE-A-ROUND SAFES..... WRITE	

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

Badger Sales Co., Inc.

2251 WEST PICO BLVD.,  
 LOS ANGELES 6, CALIF.  
 ALL PHONE DR. 4326.

Badger Novelty Co.

2546 NORTH 30TH STREET,  
 MILWAUKEE 10, WIS.  
 ALL PHONE KIL. 3030.

# LET'S GO

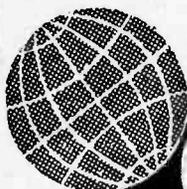
★ LET'S GO NOW!

★ Packed for Action!  
 ★ PUNCH PLUS JACKPOT APPEAL

★ 1020 Die-Cut Holes. 5¢ Play.  
 ★ Takes in...\$51.00  
 ★ Pays (Aver.) Out... 24.74  
 ★ Your (Aver.) PROFIT...\$26.26

★ LET'S GO!  
 ★ This thick board blazes with attractive color-appealing lithograph pictures.

Write for GLOBE'S CATALOG of Profit-Making Salesboards and Cards—Hundreds of Color Illustrations With Full Details and Prices.



# GLOBE PRINTING CO.

1023-25-27 Race St., Philadelphia 7, Pa.

## FOR SALE

One of the best routes in Middle Tennessee, all new equipment. Reason for selling—called back to service. This route will stand investigation, can be handled with small down payment and balanced financed. Get in touch with

MR. SWARTZ, of FRANK SWARTZ SALES CO.

515-A 4th Avenue, So., Nashville, Tenn. Phone 4-8571

# Empire Coin

## MACHINE EXCHANGE

2812 WEST NORTH AVENUE · PHONE: HUMBOLDT 6288 · CHICAGO 47, ILLINOIS



**"It's a Jewel of a Bell,  
this Mills Jewel Bell"**

**Different they say!** For the first time in many a year a Bell machine takes on a completely new appearance in the form of the new Mills Jewel Bell! Not just a face lifting operation, but an entirely new principle in Coin Machine design. It's absolutely different, yet extremely pleasing to the eye. Operators who have seen the new Mills Jewel Bell say, "It's really different, it's a swell job!" Be the first in your territory to operate this beautiful Mills Jewel Bell. Order at once for early shipment!  
**Bell-O-Matic Corporation** • 4100 Fullerton Avenue • Chicago 39, Illinois • Tel. Spaulding 0600

# the Jewel Bell

A PRODUCT OF MILLS



# ACTION! TORNADO'S GOT IT!

THE MOST SENSATIONAL  
ACTION HIGH SCORE GAME  
EVER DESIGNED! SCORES UP  
TO 950,000!

*Williams*  
MANUFACTURING  
COMPANY

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P.S.—  
A word  
to the wise . . .  
place your  
order early  
with your jobber



## Gottlieb Produces the Winners . . . **LAZAR** Brings Them to You!



The Sensational 1-ball  
money-maker

**DAILY RACES** This 1-ball wonder game has been hanging up new records for play everywhere. A touch of the push button shuffles the board automatically for easier, faster play. *DAILY RACES* has special spotter bumpers, illuminated "live" holes, and slug-proof, drop-coin chute. Now available in free play and pay out model.

Famous 5-ball  
wonder game  
**miss america**

Here's another GOTTIEB winner, adopted from the famous Stage Door Canteen. This new sensation has every time-proved Gottlieb feature, plus a special return ball device. Get miss america in your locations today — watch the play and profits soar!

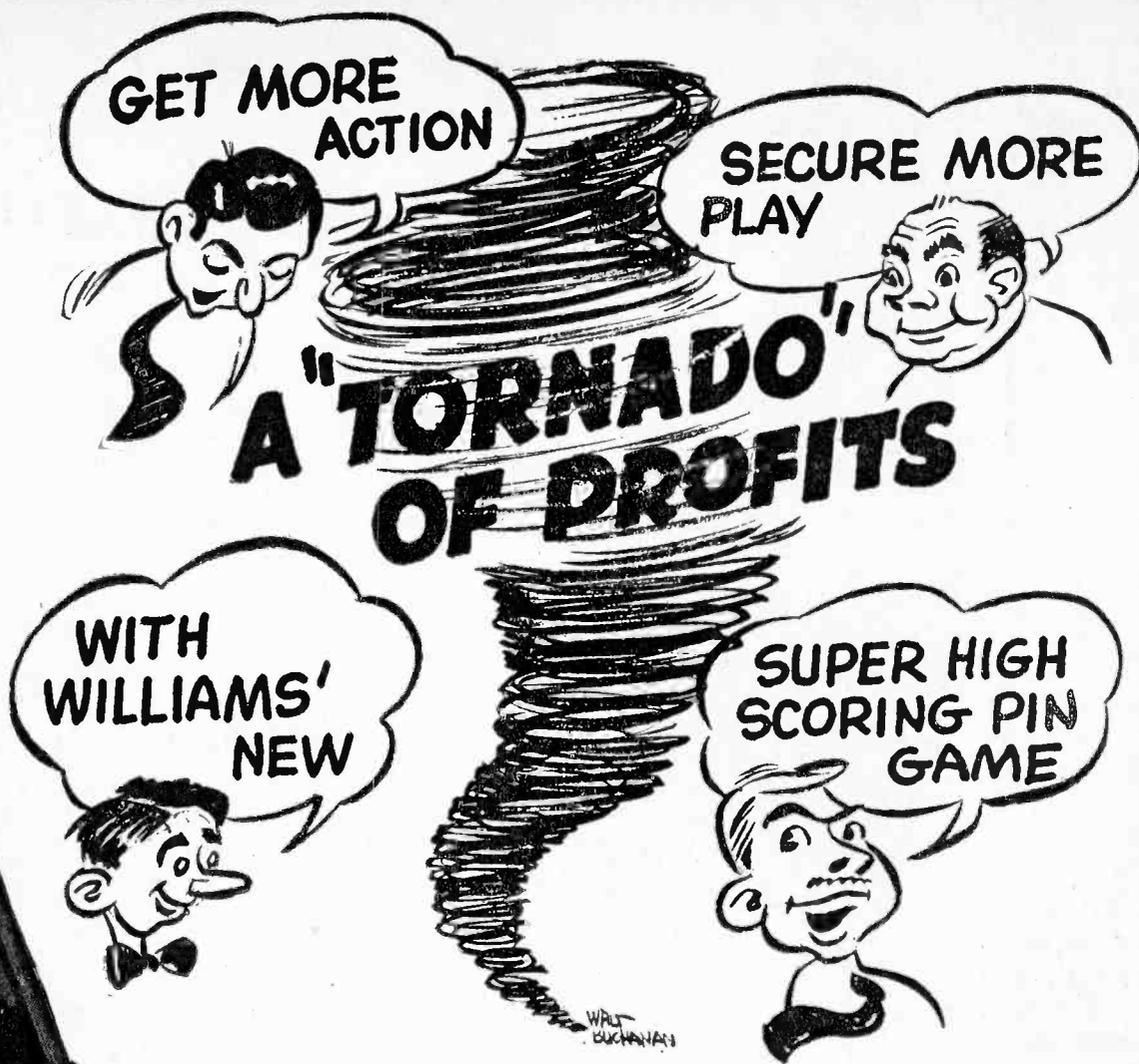


28 Years  
the Leader in the Field  
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Exclusive Distributor for GOTTIEB Games  
in West Virginia and Western Pennsylvania

GOTTIEB'S *Deluxe* 3-way GRIP SCALE, an excellent location getter for 20 years! Additional income on a small investment—place one in every spot!



Put **TORNADO** on your route now. It's the sound investment in a new pin game you've been waiting for. Whirlwind action runs the super high scoring up to 900,000 points. **TORNADO** kick-out holes toss ball in any direction — keeps players keyed up for more play. Phone, wire or write for your **TORNADO** today. You can secure immediate delivery from your nearest Shaffer Music Company office.

## START THESE SHAFFER RECONDITIONED BARGAINS HEADING YOUR WAY Today!

### PHONOGRAPHS

Seeburg 8200—R.C.E.S. ....	\$349.50	Wurlitzer Victory "24" .....	\$239.00
Seeburg 8200—E.S. ....	329.50	Wurlitzer Victory (500) .....	269.00
Seeburg 9800—R.C.E.S. ....	349.50	Wurlitzer 616 (Light-Up) .....	124.50
Seeburg 8800—R.C.E.S. ....	349.50	Wurlitzer 412 .....	104.50
Seeburg 8800—E.S. ....	329.50	Rock-Ola "Commando" .....	269.50
Seeburg "Colonel"—E.S. ....	324.50	Rock-Ola "Premier" .....	269.50
Seeburg "Commander"—E.S. ....	315.00	Rock-Ola 40 "Super" .....	269.50
Seeburg "Maestro"—E.S. ....	315.00	Rock-Ola "Imperial" 20 (Light-Up) .....	129.50
Seeburg "Royal" .....	189.50	Seeburg WS-2Z Wallomatic .....	28.50
Seeburg Model "A" .....	104.50	Seeburg DS20-1Z Selectomatic .....	24.50
Seeburg Model "B" .....	104.50	Seeburg 5-10-25c Wallomatics .....	35.00
		Mills "Empress" .....	199.50

All Items Offered Subject To Prior Sale. Terms: 50% Certified Deposit, Balance C. O. D.

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Phone MAin 5563

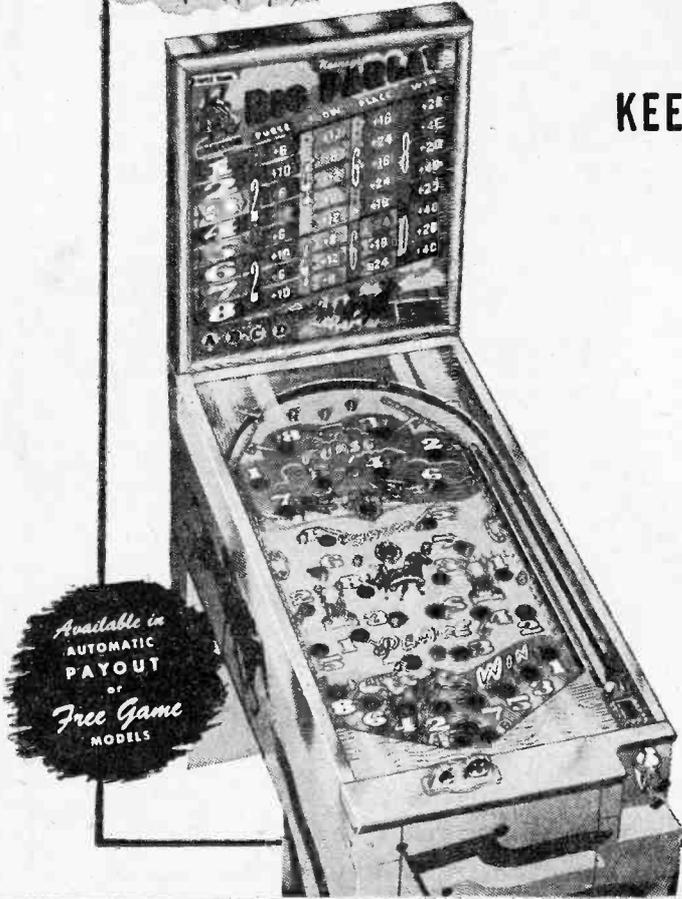
WHEELING, W. VA.  
2129 Main St.  
Phone 784



*Packed with new award features—proven a winner in test locations of every type*

# BIG PARLAY

KEENEY'S NEW 1-BALL PAYTABLE IS READY FOR YOU



Available in  
AUTOMATIC  
PAYOUT  
or  
Free Game  
MODELS

★ Order and install Keeney's BIG PARLAY with full confidence. For this new 1-ball game has been pretested in every type of location. Has definite player-appeal. Here's why: two selections plus a big Bonus Jackpot Award pop up with the first coin inserted. Next three coins each post up a selection for a total of five selections and 4 Bonus Jackpot Awards valued from 6 to 40. Players can't resist inserting a total of 7 COINS to lite up 8 selections and cover those 4 random Bonus Jackpot Awards. There's added "Come-on" with A-B-C-D and Super Score Award pockets. Lite up B-I-G P-A-R-L-A-Y and it's good for 40 to 80 points. See it at your nearest Keeney distributor. Buy it. Take it anywhere. Do so proudly. It's the best. The very best!

Order from your Keeney distributor

J. H. *Keeney* & CO., INC.

"THE HOUSE THAT JACK BUILT"

2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS

FOR FAST DELIVERY—FOR DEPENDABLE QUALITY—FOR FULL VALUE . . . . . **ATLAS** YOUR BEST BET!

### NEW BELLS

- Jennings Standard Chief, 5¢ \$269.00
- Jennings Standard Chief, 10¢ 275.00
- Jennings Standard Chief, 25¢ 289.00
- 50¢ 399.00
- Jennings Super DeLuxe (Lite-Up) Chief, 5¢ 324.00
- 10¢ 334.00
- 25¢ 344.00
- 50¢ 454.00
- \$1.00 Pace DeLuxe Bell
- Groetchen Columbia Jackpot Bell 145.00
- Weighted Box Stands 27.50
- Double Revolve Around Safes 175.00

### NEW COUNTER GAMES

- ABT Challenger \$65.00
- Daval Best Hand 59.50
- Kicker and Catcher 49.75
- Pop Up 49.50
- American Eagle (non-coin) 47.50
- Whirlball 47.50
- SKILL THRILL \$57.50 (Daval's "Shoot a Penny" Game)

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**BRAND NEW EQUIPMENT FOR PROMPT DELIVERY**

RIO • MYSTERY  
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DOUBLE BARREL  
JENNINGS CHALLENGER  
EVANS RACES • BANGTAILS, COMB.  
PACE 3-WAY CONSOLE  
MIDGET RACER

**BASKETBALL CHAMP**

### PHONOGRAPHS

- SEEBURG HI-TONE, R. C. E. S. \$369.50
- SEEBURG HI-TONE, E. S. 325.00
- WURLITZER VICTORY 275.00
- WURL. 61 (Counter) 145.00
- ROCK-OLA COMMANDO 395.00
- ROCK-OLA SUPER 325.00
- SINGING TOWERS 195.00
- MILLS EMPRESS 275.00
- MILLS THRONE 250.00

### USED GAMES

- 5¢ SILVER MOON, P.O. \$ 89.50
- 5¢ BIG GAME, P.O. 89.50
- 5¢ PACES REELS, P.O. 89.50
- 25¢ PACES REELS, P.O. 109.50
- 25¢ JUMBO PARADE, P.O. 149.50
- 25¢ BAKER PARADE (Floor Sample) 375.00
- GOALEE 295.00
- KIRK ASTROLOGY SCALE 124.50
- CHICOIN HOCKEY 125.00
- 1¢ MARVEL 17.50
- VEST POCKET BELL 49.50
- TURF KING 225.00
- SPINNING REELS 79.50

ALL USED MACHINES COMPLETELY RECONDITIONED AND REFINISHED

# ATLAS NOVELTY COMPANY

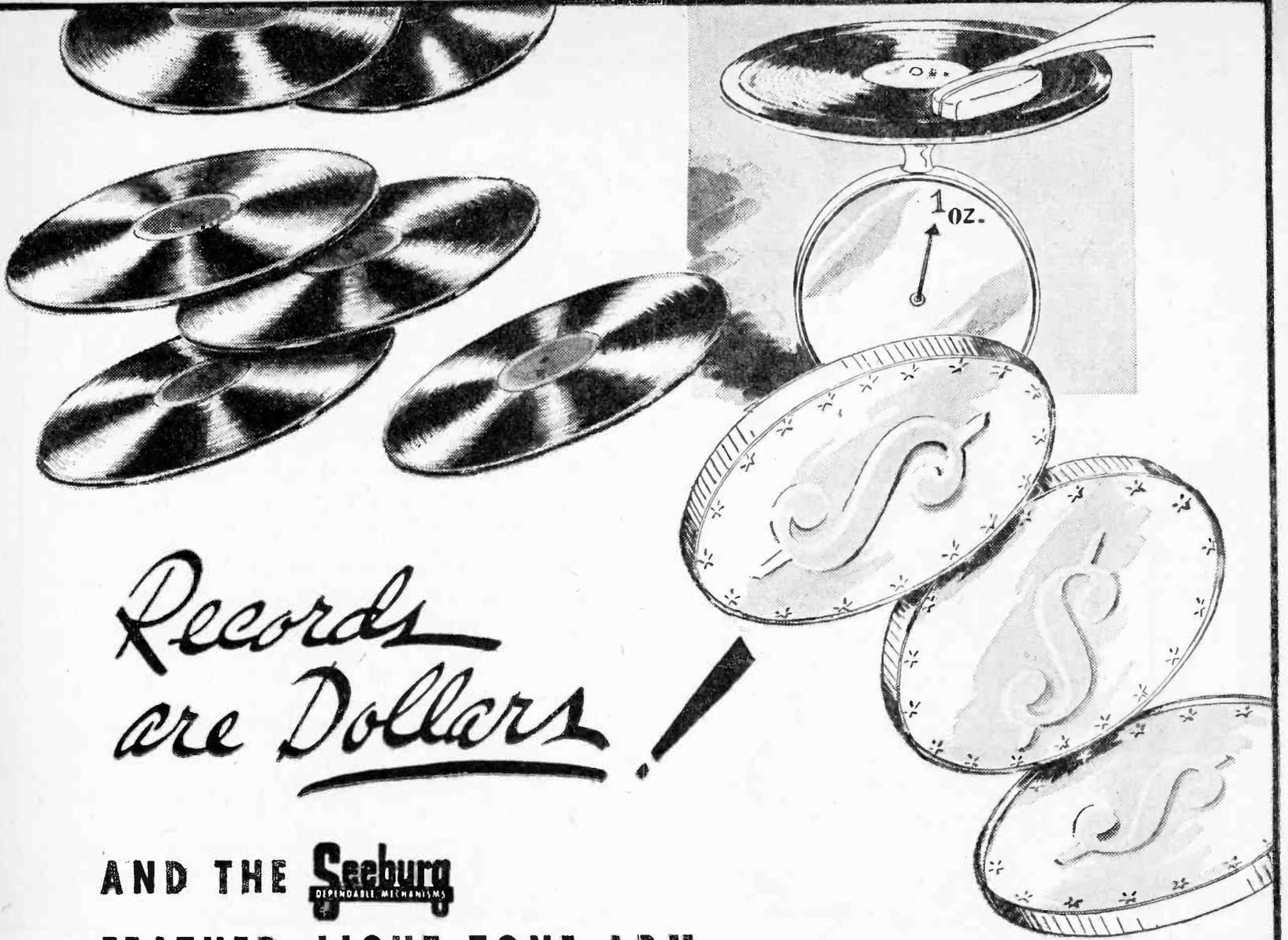
2200 N. WESTERN AVE. PHONE ARmitage 5005 · CHICAGO 47

Assoc. ATLAS MUSIC CO., 4704 CASS AVE., DETROIT 1  
Offices ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURG 19  
ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9



TERMS:  
1/3 DEPOSIT  
BALANCE C. O. D.





*Records  
are Dollars!*

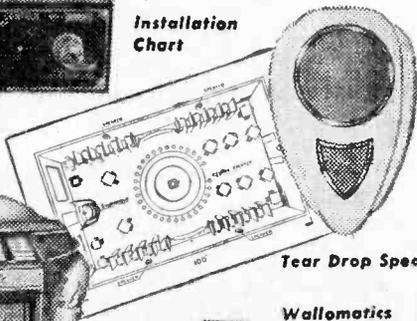
**AND THE *Seeburg*  
DEPENDABLE MECHANISMS  
FEATHER-LIGHT TONE ARM  
MEANS GREAT SAVINGS TO OPERATORS**

No excessively worn grooves . . . no excessive overhead due to constant wearing out of records . . . because the remarkable Seeburg tone arm has a needle pressure of only 1 ounce! What's more . . . Seeburg's lightweight pickup uses the new PN crystal which was Army and Navy tested to operate under abnormal conditions . . . hot, cold, or high humidity!

Dual Remote Control Panel

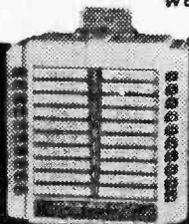
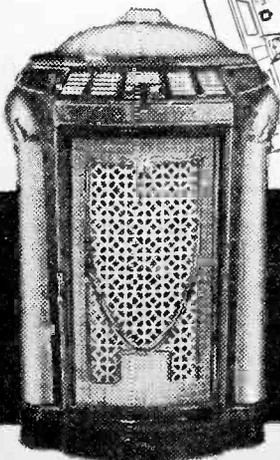


Installation Chart



Tear Drop Speakers

Wallomatics



S. H. LYNCH & CO.

**Seeburg** OFFICES:

- DALLAS, Pacific at Olive
- HOUSTON, 910 Calhoun
- NEW ORLEANS, 832 Baronne
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**S. H. LYNCH & CO.**  
*Exclusive Southwest Distributors*



**YOU CAN WIN EVEN ON THE VERY LAST BALL**

*Chicago Coin's*

**KILROY**

☆☆ You've NEVER seen such spectacular action before. Action ALL THE WAY down the board... no dead spots... the ball's in action every second! Three "Kick-Out" Holes

**MAKING 'EM AS FAST AS WE CAN  
\*\*\* BUT WE'RE SWAMPED WITH  
REQUESTS \*\*\* SO ORDER EARLY!**



**CHICAGO COIN  
MACHINE COMPANY**  
1725 DIVERSEY BOULEVARD  
CHICAGO 14, ILLINOIS

**NEW AMI**

**AUTOMATIC HOSTESS (Telephone Music) 30 Stations Complete. Hideaway Cabinet with Selective Play Mechanism. Seven (7) Different Combinations of Phonograph Mechanism suitable to ANY TYPE OF MUSIC OPERATION. And, of Course, MODEL "A" PHONOGRAPH — 40 SELECTIONS**

**USED CONSOLES**

KEENEY SUPER BELLS, 5¢, F.P., P.O. (REFINISHED) .....	\$114.50	MAY BELL 4-WAY, 5-5-5-25, P.O. (NEW) .....	\$475.00
KEENEY SUPER BELLS, 5¢-25¢, F.P., P.O. (REFINISHED) .....	219.50	BUCKLEY TRACK ODDS, 5¢, J.P. ....	475.00
KEENEY SUPER BELLS, 5¢-25¢, P.O. (REFINISHED) .....	209.50	BALLY HI HANDS, F.P., P.O. ....	89.50
KEENEY SUPER BELLS, 4-WAY, 5-5-5-25 (REFINISHED) .....	294.50	BALLY CLUB BELLS, F.P., P.O. ....	94.50
MILLS 3 BELLS, 5-10-25 (REFINISHED) .....	369.50	BALLY ROLL-'EM, 5¢, P.O. ....	94.50
MILLS 4 BELLS, 5-5-5-5 (ORIGINAL HEADS, NEW CABINET) .....	339.50	BAKERS PACERS, 5¢, LATE D.D. ....	144.50
MILLS 4 BELLS, 5-5-5-25 (ORIGINAL HEADS, NEW CABINET) .....	379.50	PACE'S SARATOGA, 5¢, F.P., P.O. ....	74.50
MILLS JUMBO PARADE, P.O. (LATE HEADS, REFINISHED) .....	64.50	JENNINGS SILVER MOON, F.P. ....	69.50
MILLS JUMBO PARADE, F.P. (LATE HEADS, REFINISHED) .....	57.50	WATLING'S BIG GAME, 5¢, F.P. ....	69.50

**CERTIFIED REBUILT SLOTS (NEW MACHINE GUARANTEE)**

MILLS EXTRABELLS, 5¢ (2/5 OR 3/5), KNEE ACTION—DRILL PROOF .....	\$229.50	MILLS BLUE FRONTS, 5¢ (2/5 OR 3/5), KNEE ACTION—REFINISHED .....	\$139.50
MILLS EXTRABELLS, 10¢ (2/5 OR 3/5), KNEE ACTION—DRILL PROOF .....	249.50	MILLS BLUE FRONTS, 10¢ (2/5 OR 3/5), KNEE ACTION—REFINISHED .....	149.50
MILLS EXTRABELLS, 25¢ (2/5 OR 3/5), KNEE ACTION—DRILL PROOF .....	269.50	MILLS BLUE FRONTS, 25¢ (2/5 OR 3/5), KNEE ACTION—REFINISHED .....	159.50
MILLS GOLD OR SILVER CHROME, 5¢ (2/5 OR 3/5), KNEE ACTION—DRILL PROOF .....	219.50	MILLS BLUE FRONT, 50¢, ORIGINAL 2-5 PAY, KNEE ACTION, REFINISHED .....	299.50
MILLS GOLD OR SILVER CHROME, 10¢ (2/5 OR 3/5), KNEE ACTION—DRILL PROOF .....	239.50	MILLS BROWN FRONTS, 5¢ (2/5 OR 3/5), KNEE ACTION—REFINISHED .....	149.50
MILLS GOLD OR SILVER CHROME, 25¢ (2/5 OR 3/5), KNEE ACTION—DRILL PROOF .....	259.50	MILLS BROWN FRONTS, 10¢ (2/5 OR 3/5), KNEE ACTION—REFINISHED .....	169.50
MILLS GOLD OR SILVER CHROME, 50¢, KNEE ACTION, DRILL PROOF .....	359.50	MILLS BROWN FRONTS, 25¢ (2/5 OR 3/5), KNEE ACTION—REFINISHED .....	189.50
		MILLS NEW VEST POCKET (METERED), KNEE ACTION .....	74.50
		COLUMBIA BELLS, TWIN JACKPOT, NEW, CONVERTIBLE TO 5¢, 10¢ OR 25¢ .....	145.00
		COLUMBIA DELUXE BELLS, NEW, GOLD FINISH, CONVERTIBLE TO 5¢, 10¢ OR 25¢ .....	209.50

**NEW EQUIPMENT**

Genco's New "Advance Roll," Terrific Play Lure ..... \$499.50  
Chicago Coin's "Basketball Champ" — Immediate Delivery ..... 499.50

BALLY DRAW BELL, 5¢ ..... WRITE  
TRIPLE BELL, 5-5-5 ..... WRITE  
TRIPLE BELL, 5-5-25 ..... WRITE  
EVANS BANGTAILS, COMB. F.P., P.O. .... WRITE

EVANS GALLOPING DOMINOS, P.O. .... WRITE  
KEENEY BONUS BELLS, SINGLES-TWINS ..... WRITE  
SUPER SKEEROLLS (ORIGINAL CRATES) ..... WRITE

**GENCO'S "STEP-UP" 5 Ball Game . . . WRITE**

TERMS:  
1/3 DEPOSIT  
WITH ORDER

**Williams "SMARTY" 5 Ball Game . . . WRITE**

**M. S. WOLF DISTRIBUTING CO.**

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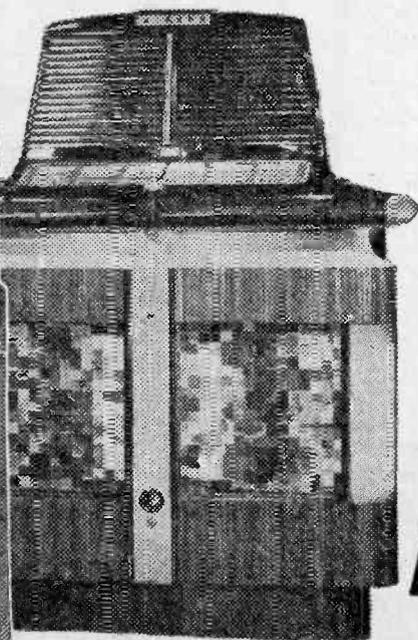
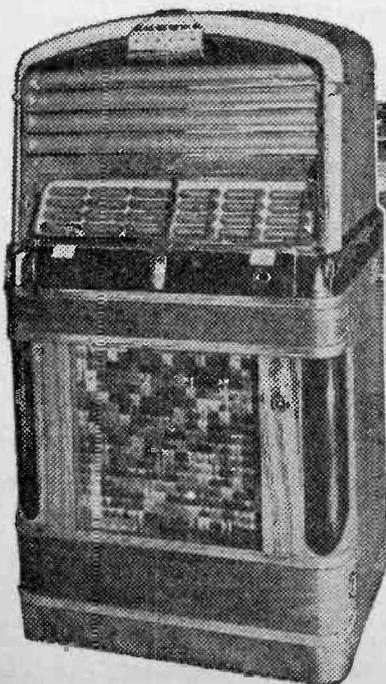
# Aireon

# Mechanical Beauty



The Aireon Record Changer is the heart of the Aireon Electronic Phonograph. Like the human heart, it is so smooth and simple of operation, so dependable, so efficient that you can forget you have it. Just select your record and push the button. Quick as a wink the Record Changer picks the platter — and the music is on. Faster record changing means more plays, more pay— 18% to 36% greater profit.

Fiesta Deluxe Model



Super Deluxe Model

# Aireon



General Office: 1401 Fairfax Trafficway, Kansas City, Kansas  
 In Canada: Mafco Corp., Ltd., 4001 St. Antoine Street, Montreal, Quebec

# DOLLAR FOR DOLLAR YOU GET BETTER

## NOTICE:

ARCADE AND SUMMER RESORT OPERATORS  
... NOW IS THE TIME TO TAKE YOUR PICK  
OF THIS VARIETY OF

### ARCADE EQUIPMENT

STRIKING CLOCK .....	\$ 75.00
FLOOR GRIP TESTER.....	49.50
BALLY SKY BATTLE.....	119.50
ANTI AIRCRAFT GUN.....	49.50
SEEBURG JAP GUN.....	59.50
EVANS TOMMY GUN.....	69.50
RAPID FIRE.....	79.50
VIEW-A-SCOPE.....	49.50
SHOOT-THE-CHUTE.....	59.50
BALLY TORPEDO.....	79.50
ADVICE TO SINGLE WOMEN.....	29.50
DISPOSITION REGISTER.....	29.50
AIR RAIDER.....	79.50
SEEING IS BELIEVING.....	39.50
GOALEE.....	225.00
ADVICE TO SINGLE MEN.....	29.50
LOVE TESTER.....	75.00
CHICKEN SAM.....	59.50
SUBMARINE GUN.....	69.50
TAIL GUNNER.....	49.50
NEW WINDMILL, JR.....	19.50
WIND JAMMER.....	89.50
MUTOS CARD VENDER.....	19.50
HOLLY GRIP TESTER.....	12.50
BATTING PRACTICE.....	69.50
CUPIDS WHEEL.....	69.50
SKYFIGHTER.....	99.50
PERISCOPE.....	69.50
CHICAGO COIN HOCKEY.....	99.50
PHOTOMATIC.....	435.00
PITCH 'EM & CATCH 'EM.....	99.50
AVIATION STRIKER.....	79.50
BANK BALL.....	229.50
DRIVEMOBILE CONVERTED TO TOKYO RAIDER.....	119.50
SEEBURG GUN CONVERTED TO COINEX.....	59.50
TARGET RANGE.....	59.50
SEEBURG GUN CONVERTED TO MAID & MONSTER.....	59.50

### BRAND NEW ARCADE EQUIPMENT

POP UP KICKER & CATCHER GOTTLIEB 3-WAY GRIP TESTER CHICAGO COIN BASKETBALL GENCO ADVANCE ROLL	BEST HAND SKILL THRILL MEXICAN BASEBALL OOMPH EVANS TEN STRIKE CHALLENGER WHIRL-A-BALL
---	--

**SPECIAL! BRAND NEW GOALEE - - - \$319.50**

## FREE PLAY GAMES— TAKE YOUR CHOICE!

**\$19.50** Airport—All American—Big Time  
EACH —1-2-3, 1939—Lite-A-Card—Play-  
mate — Roller Derby — Sparky —  
Slap the Jap—Speed Demon **\$19.50**  
EACH

**\$29.50** Archery — Entry — Big Chief —  
EACH Eagle Squadron—G.I. Joe—Mystic  
— Metro — Skyline — Progress —  
Sport Parade — Silver Spray —  
Towers — Sky Ray — Target Skill  
—Wild Fire **\$29.50**  
EACH

**\$39.50** Bombardier — Defense, Genco —  
EACH Landslide—Marines at Play—New  
Champ—Nite Club—Majors of '41  
— Stratoliner — Seven-Up — Star  
Attraction—Snappy '41—Ten Spot  
—Zig Zag—Zombie **\$39.50**  
EACH

**\$49.50** Action—Belle Hop—Duplex—Four  
EACH Roses—Home Run of '42—Hi Hot  
—Horoscope — Jungle — Monicker  
— Legionnaire — Midway — South  
Paw—Sun Beam—Slugger—Sky-  
blazer—Topic **\$49.50**  
EACH

ARIZONA .....	\$ 99.50	KNOCKOUT .....	\$ 69.50
AIR CIRCUS.....	59.50	LAURA .....	119.50
BAFFLE CARD.....	199.50	LIBERTY .....	89.50
BIG LEAGUE.....	119.50	STEP-UP .....	169.50
BIG HIT .....	149.50	STAGE DOOR CANTEEN .....	139.50
BRAZIL .....	119.50	SEA BREEZE .....	169.50
BIG PARADE.....	69.50	SUPERLINER .....	169.50
COVER GIRL .....	89.50	STREAMLINER .....	119.50
FOUR ACES .....	69.50	SANTA FE.....	119.50
FAST BALL .....	159.50	SHANGRI-LA .....	69.50
FLAT TOP.....	119.50	SKY CHIEF.....	79.50
FIVE, TEN, TWENTY.....	69.50	VENUS .....	59.50
GRAND CANYON .....	119.50	VICTORY .....	54.50
GOBS .....	59.50	VICTORIOUS OF '43.....	49.50
HOLLYWOOD .....	79.50	VICTORIOUS OF '45.....	59.50
JEEP .....	59.50	YANKEE DOODLE.....	59.50
KEEP 'EM FLYING.....	69.50	YANKS .....	59.50

### ONE BALL GAMES

FORTUNE, F. P.....	\$ 69.50	SPINNING WHEELS ..	\$ 49.50
DERBY OF '41, F. P...	159.50	BALLY BLUE GRASS, F. P. ....	119.50
CONTEST, F. P.....	59.50	CLUB TROPHY, F. P...	119.50
VICTORIOUS OF '43...	49.50	VICTORIOUS OF '45...	59.50
VICTORY DERBY, C...	325.00	VICTORY SPECIAL, 5.	395.00
SPORT SPECIAL.....	79.50	PASTIME .....	79.50
RECORD TIME.....	119.50	DARK HORSE .....	99.50

**WHEN ORDERING EQUIPMENT, ESPECIALLY GAMES, BE SURE TO  
GIVE SECOND CHOICE AND COMPLETE SHIPPING INSTRUCTIONS!**

**ORDER FROM YOUR NEAREST SOUTHERN AUTOMATIC OFFICE**

# VALUES FROM SOUTHERN AUTOMATIC!

WORLD'S LARGEST DISTRIBUTORS, FEATURING A STOCK OF OVER 1,000 MACHINES OF ALL TYPES, ASSURE YOU OF THE USUAL SOUTHERN AUTOMATIC QUALITY AND PROMPT DELIVERY!

## CONSOLES AND SLOTS

BLUE AND GOLD VEST POCKET.....	\$ 49.50
FAST TIME, F. P.....	69.50
MILLS WORLD FAIR, 5c.....	49.50
BALLY CLUB BELL.....	99.50
SHOOT THE MOON.....	59.50
SILVER MOON, F. P.....	99.50
10c PACE BANTAM.....	39.50
SUPER BELL, 5c.....	159.50
WATLING BIG GAME, F. P.....	99.50
JENNINGS CHIEF.....	79.50
JUMBO PARADE, F. P.....	89.50
PACES REELS WITH RAILS.....	59.50
RAY'S TRACK.....	59.50
BANG TAILS, C. P.....	69.50
JUMBO, COMBINATION.....	119.50
TRACK TIME.....	79.50
SARATOGA, C. P.....	69.50
BOB TAILS, F. P.....	89.50

**WRITE FOR PRICES ON BRAND NEW CLOSEOUTS!**

WATLING 5c AND 25c ROLATOPS—10c AND 25c PACE DELUXE—DAVAL BUDDY AND GUSHER

## USED PHONOGRAPHS

### WURLITZERS

780 E.....	\$350.00
600.....	185.00
500 KEYBOARD.....	185.00
600 KEYBOARD.....	185.00
850.....	395.00
750.....	350.00
750 E.....	360.00
VICTORY, 24 KEY-BOARD.....	150.00
616.....	95.00
WURLITZER HIDE-AWAY.....	95.00
61.....	75.00
VICTORY, MODEL 16.....	125.00

### ROCK-OLAS

PREMIER.....	\$185.00
SPECTRAVOX.....	65.00
SUPER.....	175.00
COMMAND.....	295.00

### SEEBURGS

R. C. ENVOY.....	\$295.00
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R. C. 9800.....	325.00
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R. C. COMMANDER.....	215.00
PLAZA.....	160.00
MAYFAIR.....	160.00
CROWN.....	160.00
7850 STANDARD.....	275.00

### MILLS

THRONE OF MUSIC...\$125.00

### A.M.I.

SINGING TOWERS...\$125.00  
MODEL 38..... 95.00

## MUSIC ACCESSORIES

3 WIRE BAROMATIC.....	\$19.50	ROCK-OLA WALL BOX.....	\$ 5.00
KEENEY BOX.....	5.00	ROCK-OLA BAR BOX.....	5.00
SEEBURG 30 WIRE BRONZE COVER SELECTOMATIC.....	5.00		
SEEBURG 1942 WIRELESS WALLOMATIC, WS2-Z.....	22.50		
SEEBURG 3 WIRE SELECTOMATIC, D. S., 20-1-Z.....	16.50		

## WHY IT IS IMPORTANT To You To Be on Our Mailing List:

These "Ads" of Used Machines Are Made Up One Week Before Publication of The Billboard

We are able to offer exceptionally good buys for operators because of our large trading centers and purchasing power. Sometimes we do not have many of one kind of machine as they are sold rapidly. At the time an "ad" is made up, we send out a mimeographed list of all equipment to our entire mailing list. Therefore you can understand why, when our "ad" appears, some machines are already sold.

WE ACTUALLY HAVE IN STOCK ALL MACHINES ADVERTISED when we make up these lists. So PLAY SAFE—Send Us Your Name and Address and we will mail you our regular complete list of used machines! You will receive it 4 days to 1 week before the "ad" appears in The Billboard! Our advertising in The Billboard will continue to list all used machines we have for sale.

TERMS: 1/3 Deposit (Money Order), Balance Sight Draft  
**BE SURE TO GET ON OUR MAILING LIST!**

# SOUTHERN AUTOMATIC MUSIC CO. Inc.

"THE HOUSE THAT CONFIDENCE BUILT"



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228 W. 7th St. CINCINNATI 2, OHIO

603 Linden Ave. DAYTON 3, OHIO

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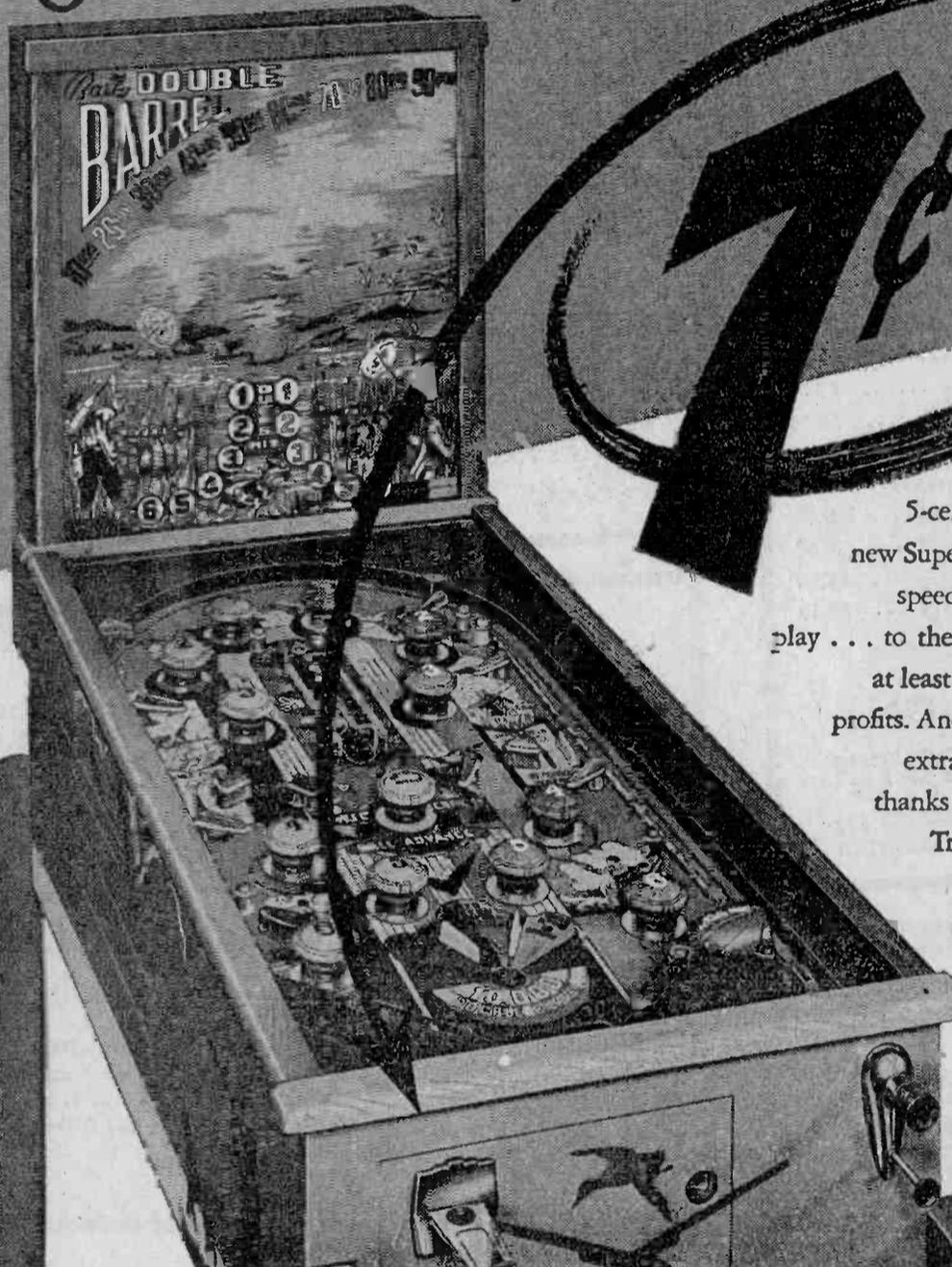
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AT ALL OFFICES — NEW GAMES BY GOTTLIEB • DAVAL • KEENEY • EXHIBIT • ABT • MARVEL

OPERATING  
*Bally's* **Double Barrel**  
 IS LIKE OPERATING A GAME WITH A



Yes... DOUBLE BARREL is a 5-cent 5-ball game. But the startling new Super-Field and clever Semi-Captive Ball speeds up play... and compels repeat play... to the extent that net profits are increased at least 50 per cent above normal novelty profits. And DOUBLE BARREL not only earns extra money but also saves money... thanks to the simple trouble-free mechanism. Try DOUBLE BARREL in your slowest spot... and you'll want DOUBLE BARREL in every location. Order DOUBLE BARREL today.

**CONVERTIBLE  
 NOVELTY-FREE PLAY**

**BALLY ENTRY**  
 AUTOMATIC MULTIPLE  
**SPECIAL ENTRY**  
 FREE PLAY MULTIPLE

*DeLuxe*  
**DRAW BELL**  
 HOLD AND DRAW  
 BELL CONSOLE  
 CONVERTIBLE: AUTOMATIC-FREE PLAY

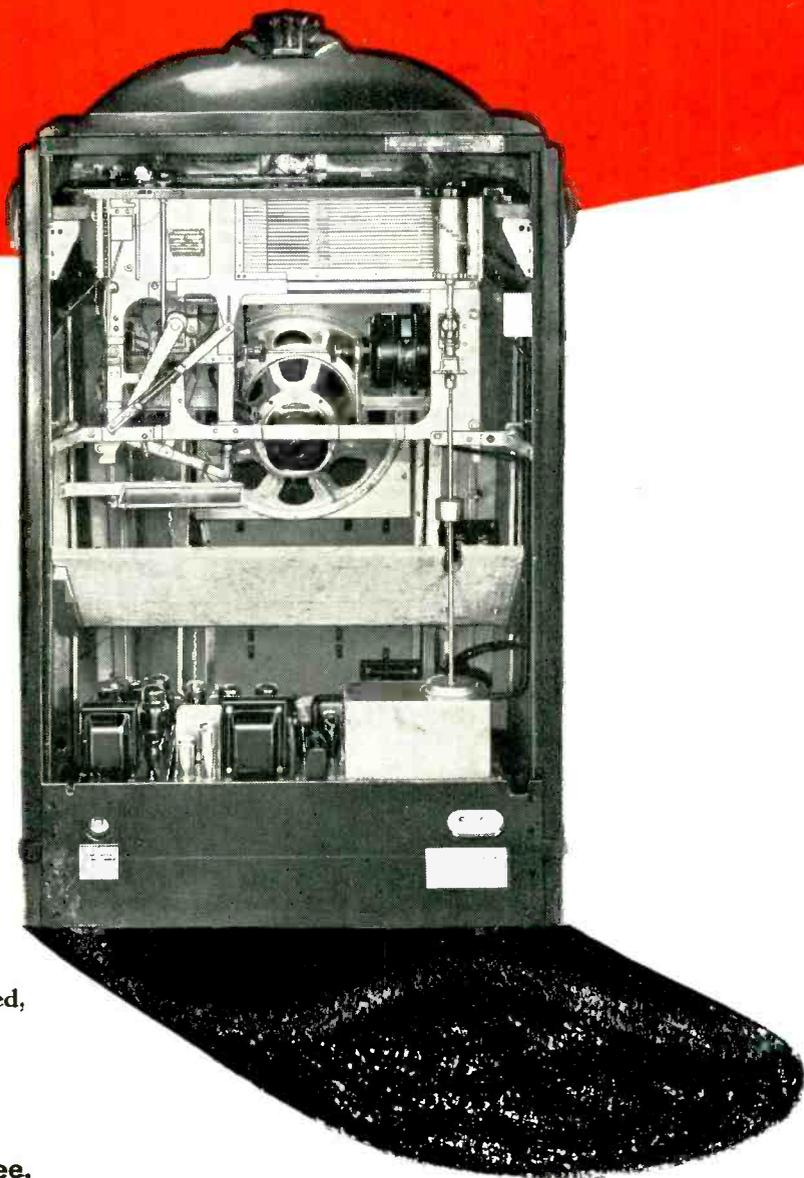
**TRIPLE BELL**  
 TRIPLE COIN-CHUTE  
 BELL CONSOLE  
 CONVERTIBLE: AUTOMATIC-FREE PLAY



**Bally** MANUFACTURING COMPANY  
 A DIVISION OF LION MANUFACTURING CORPORATION  
 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

# Fore and Aft

THE FINEST PHONOGRAPH  
EVER PRODUCED



**This is a side of the Symphonola "1-47" the public sees.** Beautiful, modern styling—an entirely new concept in coin-operated phonographs. Dual illumination that brightens the darkest corner, compelling attention. Fresh animation achieved by a constantly changing pattern of soft colors. Song titles that are clearly illuminated, magnified and set at an angle to make selection easy. No buttons to push—just push-a-tone. Single coin chute that accepts nickels, dimes, quarters.

**There is a side to the Symphonola "1-47" that the public doesn't see.**

Two amplifiers—one for the speaker in the phonograph, the other for remote speakers—permit Scientific Sound Distribution. Clean engineering with a tried mechanism that means fewer service calls. Easy accessibility that permits adjustments to be made in a jiffy.

From any angle you look at it, the "1-47" represents America's finest phonograph.

*America's Finest  
and Most Complete  
Music Systems*

# Seeburg

1902 - DEPENDABLE MUSIC SYSTEMS - 1947

J. P. SEEBURG CORPORATION  
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See your Seeburg Distributor for a Demonstration

# Six hits for two bits

6/25¢

6/25¢

6/25¢

6/25¢

6/25¢

6/25¢



The Constellation's Automatic Hit Tune Selector—giving six pre-selected plays for 25c—is the biggest boost to quarter play in the history of automatic music. The player deposits 25c, pushes one button, and hears the six most popular numbers on the Constellation's 40 selection table. It saves time...it means faster play...it has the intriguing element of suspense—and it encourages the quarter play which is so important to greater profits! Mills Industries, Incorporated, 4100 Fullerton Avenue, Chicago 39, Illinois.

The Standard, featuring the Mills Wide Range Tone Cabinet Speaker

the **MILLS**  
Constellation