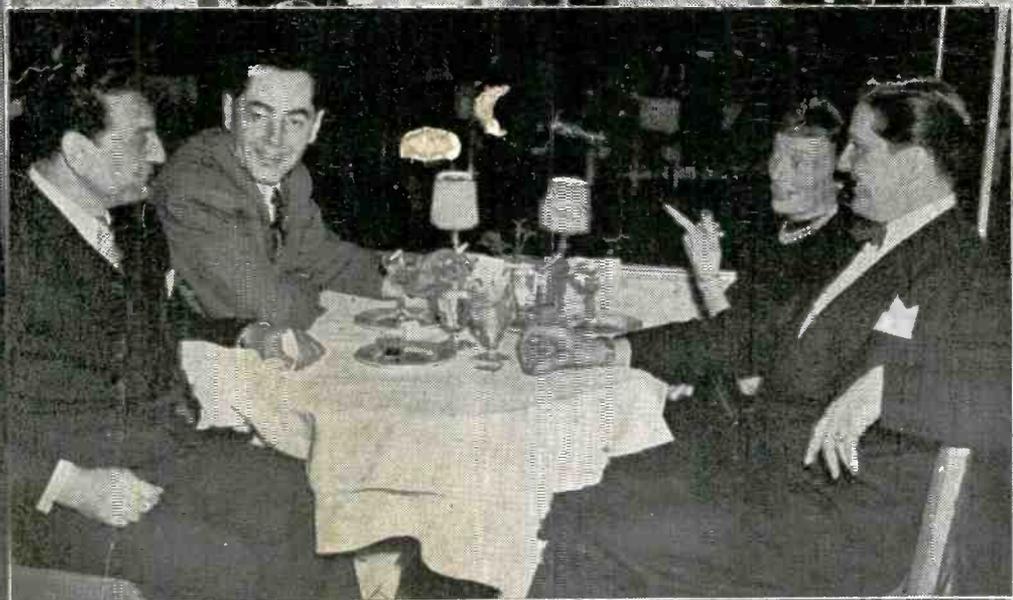


The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

• APRIL 5, 1947 •



Another indication of the trend toward sweet was this opulent New York ork opening, when the long-reigning champ of Champagne Music, Lawrence Welk, followed the Guy From This Side of Heaven into the Hotel Roosevelt. The champagne maestro has poured forth the bubbly bounce to solid box office on a string of one-nighters over a long period, being a particular favorite thru the Midwest. In recent years he has successfully invaded both the East and West, with no little help from Decca disks and constantly aired Standard transcriptions. Decca is planning to spring a Welk album about mid-April. Here on the bandstand with Welk are vocalists Joan Mowery and Bobby Beers (head sticking up over Welk's shoulder is that of band's other vocalist, Bob "Tex" Cromer). In the inset, at the table with the Champagne King are Lombardo; Dean Carpenter, general manager of the Roosevelt, and Mrs. Carpenter.



SOUND *Confidence*

As mariners place confidence in—and are guided by—a beam of *light*, radio listeners in America's Third Largest Market place confidence in—and are guided by—the beam of *sound* they know as WCAU

This confidence, built upon twenty-five years of broadcasting good entertainment, purposeful community service and prestige advertising can be your guide in charting a successful course in the great WCAU coverage area.

WCAU

50,000 WATTS ★ CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

The World's Foremost Amusement Weekly

TELE JURISDICTION CLEARED

Big Show Sale Sizzles Even Without Bally

\$6 Garden Pews Gobbled

NEW YORK, March 29.—With nine days of advance sales still remaining, choice \$6 seats for several of the scheduled 65 performances are gone and the Ringling Bros. and Barnum & Bailey Circus is beginning to rack up a gross likely to exceed last year's estimated record \$2,000,000 Madison Square Garden take. The amazing appeal of the Big Show, which will open its 33-day run here April 9, has been thoroughly demonstrated because the public has been avid for ducats without knowing of a single attraction on the bill.

Mail order sales began Monday (10). A week later two windows were opened in the Garden, and a stand in line is usually necessary to buy tickets. Ducats in the higher brackets have been most in demand.

Arrival of contracted talent from Europe has bogged down, so Ringling (See R-B Garden Sale on page 49)

Sherman Hotel Signs Hubbard As Disk Jockey

CHICAGO, March 29.—With great emphasis being placed on disk jock shows locally, Ernest Byfield, prexy of Hotel Sherman, has inked Eddie Hubbard, emcee of Chesterfield's ABC Club (WIND nightly), for a four-week engagement, starting April 4, with the Record Album Revue. Talent for the show, which Hubbard will emcee, includes Jan August, The Harmonicats and the Herbie Fields' Octet. Monica Lewis, originally included on the bill, canceled out at last minute to go into Rio Cabana.

Inking of a disk jockey by Byfield marks the first time that the local jock has done a p.a. in nitery or vaude since the days of Eddie Chase, who built his *Make Believe Ballroom* show here seven years ago over WAAF.

Foreign Producers Map Stem Invasion For Next Season

NEW YORK, March 29.—For the first time in almost two decades European producers are eying the Stem as a new field for their labors. Whereas Broadway for many years has been a fertile source of shows to be picked up by Europeans for transfer to the stages of their own countries, few of them have ever tried to go into production here.

This week, however, two major European pilots—one an Englishman, (See European Map on page 43)

Lee Bland Tips Wire Recorder Technique for Quality Programs

Editor's Note: Lee Bland, supervisor in Columbia Broadcasting System's network operations, accompanied Norman Corwin on the latter's round-the-world flight, the trip which provided source material for Corwin's current CBS series, "One World Flight." To technicians and radio producers, one of the series' most interesting aspects has been its tape recordings made on a wire recorder, a device which has disappointed many producers attempting to get quality programs.

By Lee Bland

Any way you look at it, Norman Corwin's CBS series, *One World Flight*, is one of the biggest projects ever undertaken in radio. He flew around the world to gather his material, but instead of a pencil he took a magnetic wire recorder. He interviewed the high and the low in 17 countries on four continents and, when he returned, he faced perhaps the biggest editing job anyone in radio ever has attempted, boiling down more than 100 hours of recordings to fit into 13 half-hour broadcasts.

The task of editing and writing was so immense that Corwin asked me to take over the work of supervising preparation of all the recordings for the series. The mechanics of this operation is, it seems to me, a key to the new technique of documentation that Corwin has introduced in *One World Flight*.

When I returned to New York late last October from the 37,000-mile flight, I surveyed the work to be done and here's how it looked:

We had more than 100 hours of recorded interviews, sounds, and atmospheric effects, all unrehearsed and authentic. The recordings were labeled briefly but we had no verbatim text. Even if Corwin could

spend 100 hours listening to all the recordings, it would be difficult for him to remember the exact quotations of all the speakers and interviewees. Hence, our first requirement was a full transcript of all the English text. To prepare a transcript, however, meant playing our one copy of the recordings and, if damaged in the process, they would be useless for air purposes. This posed a number of problems.

First, I arranged to feed the original recordings to CBS Ediphone and, (See Bland Attains on page 14)

B. G. Disk Jock To Moscow—In Rusky Yet!

NEW YORK, March 29.—Benny Goodman will begin his career as a Russian disk jock shortly, it was indicated late this week when it was learned that the State Department Tuesday (1) will name the jazz maestro as consulting director of popular music on Russian language programs. Plans entail broadcasting a six-a-week, 10-minute series as part of the one-hour *Voice of America* programs being beamed to Russia daily.

Negotiations were under way late this week to have the Goodman program carried by one of the New York indie outlets. The series, scheduled to start April 14, will consist of recorded music selected by Goodman. He will also prepare the scripts.

The series will be introduced to the Muscovites Thursday (10) via a recorded interview which Goodman is cutting on the Coast.

England's Butlin Pyramids \$25 Into 5-Rec Camp Biz, Nets 20 Mil in 15th Year

British Showman Scores With Mass Entertainment

By Henry Guttman

LONDON, March 29.—A fair concessionaire with an idea for entertaining large masses of the public on vacation has pyramided a 25-year-old investment of \$25 into a showbiz empire which netted him a 1946 profit of more than \$20,000,000—the Butlin Holiday Camps. This profit was a huge leap from the \$745,550 of 1945. Recently the organization issued 350,000 20-cent shares at \$3.20 a share and the issue was gobbled up in 24 hours.

Originator of the empire is William Butlin, who came to England from South Africa a quarter of a century ago with only five pounds in his

pocket. He invested it in a concession—a hoop-la stall—cut down the sizes of the blocks to be ringed by the customers, trebled the prizes, quadrupled the profits and began amassing money.

When the war ended, the camps were in full working order. Butlin used them to mingle the first peacetime holiday-makers and the last soldiers together on vacation. Camp living quarters are small chalets accommodating two adults and a child.

Today these camps are an established institution. Last summer they drew more than 250,000 persons. (See England's Butlin on page 47)

Equity, AFRA, SAG To Allow Free Interplay

4 A's Working Out Plan

NEW YORK, March 29.—Long standing dispute among member unions of the Associated Actors and Artistes of America, the American Federation of Labor's international theatrical talent union, has been virtually settled. Under the plan now being initiated, Actor's Equity, American Federation of Radio Artists and Screen Actors Guild will share that jurisdiction and allow free interplay in television of all members of 4 A's affiliates. Other 4 A's unions are American Guild of Variety Artists and American Guild of Musical Artists.

New plan was developed this week at a meeting held at Equity and attended by SAG, Equity and AFRA representatives (*The Billboard*, March 15). Final details have not been worked out, and another meeting of the various union reps is slated to be held next week.

For Paid-Up Members

Preliminary plans, however, call for members of the respective unions to work in tele provided they are paid up in their respective unions. At the same time, an intra-union committee will work on establishing basic wages and working conditions for television. Presumably, this share-the-field system will obtain until tele is further developed, when the question of ultimate jurisdiction will again come up for final disposition. This, obviously, cannot take place for a considerable period of (See *Tele Jurisdiction* on page 12)

Maybe No Shoes for Actors After All; Will Is Challenged

JERSEY CITY, N. J., March 29.—A petition was filed in Chancery Court here Wednesday (26) contesting the legality of probate of the will of the late Conrad Cantzen, who left \$226,894.65 in a fund to be administered by the Guaranty Trust of New York, with income to be used to buy shoes for needy actors (*The Billboard*, December 1, 1945).

Contestants were a couple from New Orleans—John W. Grapendorf and Mrs. Meta G. Glakeman, who claim they are brother and sister of the deceased. Their contest of probate hinged on their statement that they had not been advised of Cantzen's death in June, 1945, but had heard of it only a couple of months ago on the radio.

Vice-Chancellor Charles Egan ordered a hearing set for April 21 in chancery chambers. Cantzen, a former thesp, last appeared in the Theater Guild production of *The Good Earth*, 1932.

February Tax Take Tops '46; Theater Collections Up 8.8%; Stem Niteries, Brokers Off

Big Gains in Radio Sets, Disks, Musical Instruments

WASHINGTON, March 29.—February was a good month for showbiz, as compared with the same month last year, altho public tightening of the purse-strings was noticeable in two phases—niteries and ducat-buying from brokers on the Stem. In these two categories, last month's figures were down from a year ago, but the drop can be explained at least partially by the fact that more consumer goods have been released and the public is spending more dough for these goods than it is for entertainment. The upsurge in radio set, phonograph and musical instrument sales bears out this contention. All these figures are sky-high over last year.

The showbiz situation is revealed in monthly figures issued this week by the Bureau of Internal Revenue in all phases. Report shows a general uptrend this year in theater admissions of all types, coin-operated devices, radio sets, component parts and phonograph sales.

This is the National picture.

N. Y. Picture Different

The New York picture, however, is somewhat different. The February figures for this year show general theater admissions in an uptrend from a year ago, but a heavy 42.6 per cent drop from the January, 1947, figures. Niteries and ticket agency sales are down from both January this year and February a year ago. Niteries drop can be laid to consumer goods rise, the Lenten season and a generally increasing caution in spending. The brokerage drop is ascribed to the uptrend in theater parties plus a more selective attitude on the part of the public, who appear to be shopping for the less high-priced seats

rather than the ork pasteboards.

The following tables—National and the Stem—give the showbiz picture for the past month as compared with a year ago. The N. Y. figures are compared with those of January, 1947.

The Bard and Beer Don't Mix in Brit.

LONDON, March 29.—The Bard's been rung in as a beer gimmick in England now.

A British brewery recently conceived the idea of bringing Shakespeare back to the taverns he is reputed to have loved so well. Indirectly it was hoped the classics would up the beer sales in "pubs." So far, however, the novel idea has clicked so solidly with audiences that they paid close attention to the performance and eased up on the drink orders.

One "pub" owner invited the Shakespeare troupe, known as the Taverners, to play a date in his grog shop. Sans scenery or regular props, the cast performed *Othello* against a backdrop of beer pumps and bottles of stout. They made their exits and entrances by weaving past tables and chairs, and they mingled with the customers during intermission.

That the show went over big was attested to by a correspondent for Robert Trout's CBS program, *Robert Trout With the News Till Now*, who attended the *Othello* showing.

Audience Spellbound

He related that *Othello* and *Desdemona* went thru their love scene beneath an old wartime sign reading: "No Jitterbug Dancers." "The audience sat spellbound," he reported. "Most of them had never seen a Shakespeare performance before, and the play gripped them. They sighed during the love scenes and were tense as Iago, the villain, plotted his evil deeds.

"The cast and audience enjoyed refreshments together during intermission. But none of this could destroy the illusion when *Othello* reached for *Desdemona's* throat. Wives clutched their husbands' arms and not a rustle or whisper disturbed the spell. The audience was so engrossed in the play that not many drinks were ordered."

Just what went on in the pub owner's mind when Cassio said in the second act: "I have a very poor and unhappy brain for drinking. I could wish courtesy would invent some other custom of entertainment," is not divulged.

NBC Symphony Airs All Summer

NEW YORK, March 29.—NBC Symphony will remain on the air for the summer, with guest conductors now being lined up. Latter will include Hans Langer for four weeks, beginning April 13, and Hans Schweiger for another four weeks starting May 11. Four or five others also will handle the baton, including Frank Black.

Arturo Toscanini is virtually certain to return for another NBC series next year. NBC contract for the maestro is already drawn up and signing is expected in a day or two.

U. S. Showbiz Tax Collections

(Bureau of Internal Revenue, Washington)

Taxes On	Feb. '47	Feb. '46	Feb. '47 vs. Feb. '46 Trend	Jan., '47 vs. Jan., '46 Trend
Admission to Theaters				
Incl. Season Tickets	\$34,243,592.98	\$31,466,372.26	Up 8.8%	
Coin-Operated Devices	320,260.00	301,915.20	Up 6.07%	
Radio Sets, Parts and Phonographs	4,823,700.62	978,975.33	Up 392.7%	
Musical Instruments	1,432,943.98	191,623.12	Up 647.7%	
Record Sales	801,270.23	250,913.14	Up 219.3%	

Admission Tax Collections (N. Y.)

(3d N. Y. Internal Revenue Collections District)

Admission Taxes	Feb. '47	Feb. '46	Feb. '47 vs. Feb. '46 Trend	Jan., 1947 vs. Jan., 1946 Trend
To Theaters (Incl. Season Tickets)	\$ 4,794,272.80	\$ 4,220,640.72	Up 13.5%	\$8,367,244.03 Down 74.5%
To Roof Gardens, Cabarets	642,415.58	791,300.85	Down 18.8%	797,375.53 Down 19.4%
On Broker Sales	37,156.22	42,146.66	Down 18.4%	63,370.49 Down 75.9%
Total	\$ 5,473,844.60	\$ 5,054,088.23	Up 8.3%	9,229,990.05 Down 68.6%

Texas Legislature Frames Rigid Fire Prevention Rules

AUSTIN, Tex., March 29. — Example of the concerted action by 26 States to enact fire prevention laws in places of public entertainment as well as hotels came this week when night clubs were specifically named in a new law enacted by the Texas Legislature. New law includes hotels and night clubs, and provides for rigid fire prevention measures. For instance, night clubs must use only non-combustible fabrics for all draperies and decorations.

All niteries now in operation, however, are given two years to convert combustible drapes into non-combustible, but must follow other rules which go into effect immediately.

Penalty for violation ranges from \$100 to \$1,000 and from 30 days to six months.

Other States which have enacted or have pending similar laws are Arizona, 1; California, 11; Colorado, 6; Connecticut, 8; Delaware, 1; Georgia, 4; Iowa, 2; Kansas, 1; Maine, 14; Maryland, 1; Michigan, 2; Minnesota, 5; Nebraska, 3; New Hampshire, 1; New Mexico, 1; New York, 9; North Carolina, 1; Ohio, 3; Oregon, 3; Pennsylvania, 1; Rhode Island, 1; South Dakota, 2; Tennessee, 3; Texas, 4; Washington, 1.

Tennessee Approves Pix Censor Boards

NASHVILLE, March 29.—Setting up of a board of censors in every Tennessee county having a population of 350,000 was approved by the State Legislature recently. Boards of three men will be appointed by the County Quarterly Court for the purpose of censoring plays, motion pix, pantomimes, etc., not only from a moral standpoint, but in some respects, political.

Boards will be empowered "to prevent the exhibition of immoral, lewd, lascivious" plays or pix and also those "inimical to public safety, health, morals and welfare." In addition, boards can prevent showing of plays, etc., "denouncing deriding or seeking to overthrow the present form of national government."

Memphis has had a similar set-up since 1921, but this is the first time the whole State, at least the urban areas, will be under the blanket censorship. Such cities as Nashville, Knoxville and Chattanooga will be affected.

Quarterly Courts, which have sole power to appoint members of the censor boards, will also have the authority to provide penalties for failure of the ops to close when ordered by the censors.

Pop Attractions Hefty B.O. Pulls

CHICAGO, March 29.—Additional proof that popular attractions are plenty good at the b.o. in concert form was offered this week by Herb Carlin, manager of the Civic Opera House. Carlin booked eight pop attractions during the 1946-'47 season (October thru March) and grossed nearly \$150,000 from 16 shows.

Eight shows were Xavier Cugat, Tommy Dorsey, *Jazz Philharmonic*, Paul Whiteman, Fred Waring, Spike Jones, Duke Ellington and Woody Herman.

Pa. Passes Fire Measure

HARRISBURG, Pa., March 29.—Fire safety measure for pic and vaude houses in Pennsylvania was passed by the State Legislature this week. Ops must show during each performance a trailer or diagram depicting the seating arrangement of each floor, pointing out exits. Penalty for violation is \$100 fine or 30 days.

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1ST POST-WAR FM NET DEBS

Continental Starts With Chain of Six

WASH Is Key Station

NEW YORK, March 29.—First network of exclusively FM stations to operate since the short-lived American Broadcasting System folded during the war, started operations this week and has scheduled one experimental broadcast weekly for the present. Called the Continental Network, organization thus far embraces six stations along the Atlantic Seaboard, with two more reported ready to join shortly and an additional four or five exhibiting lively interest.

Key station is WASH, Washington, from which initial broadcast originated Wednesday (26). Program was a concert of the Army Air Forces Band Symphony Orchestra at the Department of Interior Auditorium, whose entire series will be aired by the new web. Direct line carries the program from WASH to WITH-FM, Baltimore, and to Major Edwin H. Armstrong's two stations in Alpine, N. J., W2XEA and W2XMN. Programs then are picked up direct from the Armstrong stations by WDRC, Hartford, Conn., and WBCA, Schenectady, N. Y.

More on the Way

Considering early entry into the web are stations in Winchester, Pa., and Philadelphia. Others which are interested are located in New England.

Hudson Eldridge, business manager of WASH, said the current concert series could not be commercial. (See *Continental Starts* on page 13)

CBS-Campbell Soups Talking \$3,750,000 Time-Talent Deal

NEW YORK, March 29.—Trade awaiting further reports this week on one of the biggest time and talent deals to appear on the radio horizon in years. Involved are Columbia Broadcasting System (CBS) and Campbell Soups, and a time and talent bill of almost \$3,750,000 annually.

Time segment involved is the 7:30-8 p.m. slot on CBS, Monday thru Friday. Five half-hours alone would come to weekly billings of \$50,000 or more. Three of the half-hours are open now, or will be shortly, with Camel Cigarettes giving up its 7:30 p.m. Bob Hawk time soon on Monday, Anacin shifting *Ellery Queen* to NBC in June or July (Tuesday), and Canada Dry dropping the Meredith Willson show (Friday) because of sugar shortages.

This leaves Tuesday and Thursday, filled respectively with *Melody*

Hour for Bayer Aspirin and *Mr. Keen* for Kolynos. If CBS can shunt these shows elsewhere and satisfy the accounts involved, deal presumably will go thru.

Talent mentioned for the reported soup series is Bob Trout and a musical show possibly starring Perry Como. Trout now airs for Campbell across the board at 6:45 p.m., and would be given the 7:30-7:45 p.m. slot if the shifts can be arranged. Musical show would fill out.

Como now is under contract to Chesterfield and airs on NBC, but he is a CBS property and the web would like to have him back. Newell-Emmett Agency, for Chesterfield, stated this week they knew of no plans to have him depart from the ciggie fold.

Big Promotion Is Set for FM This Summer

Broadcasters Hail Plan

NEW YORK, March 29. — Frequency modulation broadcasters this week hailed as "the biggest thing that could happen to us" a new plan to promote the medium on an unprecedented basis starting late this summer. Decision to go ahead on the promotion climaxed a week which saw a torrent of FM activity, including the launching of the first post-war FM network (see story on this page).

Involved in the promotion plan, *The Billboard* learned, are receiver manufacturers and AM broadcasters who have FM affiliates or FM licenses to build. Major phase of the plan calls for AM stations to plug FM consistently over their facilities and to urge listeners to buy only radios which can receive FM and AM.

Manufacturers, too, will embark upon a huge co-operative campaign urging consumers to buy FM. Reason for the delay until summer in getting underway is to permit dealers to clear stocks of strictly AM sets from their shelves.

Fight Criticisms

Meanwhile, FM broadcasters, engineers and manufacturers rallied to a unified defense against recent criticisms which tagged FM as technically imperfect and in need of drastic re- (See *FM Promotion* on page 14)

N. Y. State Wants Program Director

NEW YORK, March 29.—New York State Information Bureau is looking for a radio program director to head the bureau's radio program activities. Job pays \$5,200 annually and requires headquartering in Albany.

Requirements listed by Miles Heberer, of the bureau, and to whom application should be made, include 10 years' radio experience. A veteran is preferred. Job calls for planning and booking all information bureau radio shows.

Bureau's Albany address is 112 State Street, care of New York State Bureau of Commerce.

'Crimes' and 'Double' Bowing Out of MBS

NEW YORK, March 29.—Mutual Broadcasting System lost two of its commercial shows this week as *Crimes of Carelessness* and *Double or Nothing* prepared to bow out.

Regarded as a top-notch institutional drama with a public service twist, *Crimes of Carelessness* has aired its fire-prevention theme Sunday afternoons at 3:30 p.m. for 26 weeks. The sponsor was National Board of Fire Underwriters, thru the MacFarland-Aveyard Agency. The show's latest Hooperating was 4.7.

Double or Nothing, broadcast Sundays at 9:30 p.m., was one of the better-known quiz shows. Sponsored by Pharmaco, Inc., for Feen-A-Mint. Its latest Hooperating was 7.3. Ruthrauff & Ryan was the agency.

White House Parley on Junes

Wisner Talks With Truman, FBI's Hoover

DETROIT, March 29.—Harry Wisner, assistant to G. A. Richards, president of WJR here, this week conferred with President Truman and J. Edgar Hoover, head of the Federal Bureau of Investigation, with one of the subjects discussed at both conferences the question of fighting juvenile delinquency via radio. Wisner, reached today in Chicago, stated he could make no comment on his talks with the chief executive or the FBI topper.

Conferences came not only when radio is being lambasted severely for its alleged contributions to delinquency via crime and horror programs, but at a time when the National Association of Broadcasters has undertaken a drive to fight delinquency via radio, with some 100 stations already committed to participate. Wisner, however, stated he (See *White House Parley* on page 13)

Radio Buys Into Pair of Anti-Radio N. C. Newspapers

GREENSBORO, N. C., March 29.—North Carolina Broadcasting Company pulled a switch on the usual radio-newspaper relationship. Publishers are wont to branch out into broadcasting but this time the operators of WBIG and Station President Edney Ridge bought into two local newspapers, the morning *Daily News* and afternoon *Record*.

Deal involved transfer of 1,505 shares, or 16 2/3 per cent of outstanding stock of the two dailies, to Ridge and the broadcasting company. Ridge thereby is assured a place on the board of the Greensboro Publishing Company which puts out the papers. *The Daily News* circulates Statewide, *The Record* just in Greensboro and vicinity.

Considerable amusement has been occasioned by the deal, inasmuch as both papers have been openly hostile to radio in the past, even refusing to use the word "radio" in their columns (Radio Buys Into Press on page 14)

Earle McGill Voted RDG Head

CHICAGO, March 29.—In its first national convention, Radio Directors' Guild this week (24-25) in Chi went on record in a resolution sent to the FCC as desiring to help improve radio. Resolution came after a guest talk by Roy Langham, exec director of the Radio Writers' Guild, in which he urged close co-operation between RDG and RWG as being one of the answers to the problem of program improvement.

Lester Vail, one of the New York local reps at the convention, said FCC was making a big pitch to the broadcasters to mend their fences, but had overlooked the starting point of all radio — the directors and writers. Action of the directors joined by writers, in volunteering help to the FCC, proves that the FCC, as well as public, can count on radio betterment if writers and directors have anything to do with it, Vail declared.

Guild also sent resolution to President Truman and other government (See *McGill Elected* on page 14)

WCKY Off Air As Negotiations With IBEW Fail

CINCINNATI, March 29.—WCKY, the L. B. Wilson station with headquarters in the Gibson Hotel here, went off the air at 1 p.m. today when three weeks of negotiation between the station management and Local 1224, International Brotherhood of Electrical Workers, failed to lead to an amicable settlement on wages and working conditions.

According to a station representative, the IBEW was granted virtually everything it asked for in the new contract negotiations, but refused to agree to one sentence in the no-strike clause. The sentence would ask IBEW members to cross the picket lines in the event any other union called a strike against the station.

Among the more important items granted the IBEW members in the three-week negotiation were a \$5-a-week increase, bringing the new weekly scale to \$92.50; two weeks with pay, with holidays worked allowed to accumulate for additional vacation time; time and a quarter for hours worked between 1 a.m. and 6 a.m., and time and a half for holidays.

Ken Church and Charles Topmoeller, representing WCKY, and James Mattux, local IBEW rep, wound up negotiations yesterday morning without reaching complete agreement and it was decided then to reconvene next Friday (4) morning. Church and Topmoeller left this morning for New York for an agency meeting.

THE STRANGE CASE OF WOC

Commercials On Cuff by New NBC-er

Ad Agencies in Protest

NEW YORK, March 29.—One of the most curious tangles recorded in the history of network-affiliate-advertiser relations was revealed this week, involving WOC, newly named affiliate of the National Broadcasting Company in Davenport, Ia., and leading advertising agencies. The station, a 5,000-watter operated by Col. B. J. Palmer, who is also president of WHO, NBC station in Des Moines, joined the web as a basic affiliate in January. Shortly thereafter, in an apparent effort to build a strong program schedule, it started carrying almost the entire commercial NBC program sked, despite the fact that the time had not been bought by some of the sponsors whose shows WOC was airing. The approach startled the trade.

After four or six weeks of this practice the station sent a blanket bill to NBC, and the web promptly refused to pay. Then, according to NBC agency execs, WOC contacted advertisers, informing them that the station couldn't carry cuffo programs indefinitely and suggesting that the advertisers buy the station.

"Squeeze Play?"

Some agencies interpreted this tactic as a squeeze play, resented it, and brought it to NBC's attention. The web promptly asked WOC to discontinue the practice. One NBC exec pointed out that it was a violation of the network contract to give a free ride to programs.

NBC's contract with basic affiliates states that such an affiliate is a "must" buy on the web. However, the contract also includes a 12-month protective clause—this clause being designed to safeguard clients whose ad budgets are already set. In other words, WOC probably would have gotten the business eventually, but jumped the gun and tried to get the business in jig time.

NBC admitted that WOC did get some business out of it all, but pointed out that some ill will had been engendered among agencies and web execs. NBC also pointed out that it was a dubious tack for stations to take, inasmuch as the station naturally would have to contact the same agencies for other business, notably spots, and perhaps be turned down.

Budget Mix-Up

One agency man is known to have stated that his client wanted to add WOC to the network hook-up in July, but that it would have to be done immediately now, despite the fact that this would mean a budget mix-up.

Another leading agency was upset because, according to a spokesman, WOC not only tried to circumvent the web, but also tried to by-pass the agency by going direct to the client.

WOC Operator Palmer, queried on the matter, referred *The Billboard* to another officer of the company, who in turn passed it on to NBC.

NBC's station relations department, apropos the WOC situation, stated late this week that a "compromise" was being worked out so

BMB and Hooper for Peace

NEW YORK, March 29.—Favorable reaction to *The Billboard's* editorial last week, urging radio research firms to avoid unnecessary battles, was forthcoming this week both from the Broadcast Measurement Bureau (BMB) and from S. E. Hooper.

BMB agreed it was the height of folly for researchers to become involved in fruitless, petty bickering "when there are so many major research problems" to be solved. A spokesman said the organization felt radio's situation was far too critical for researchers to squabble over "who should pick up what leaf."

Hooper, now in California, wired:

"Just read your March 29 editorial, *An Unnecessary Battle*. Our release was confined to announcing five technical improvements in our station listening index, which we have published continuously since 1935. However, agree with trade that we can use this improved index from BMB to effect desired higher standards of coverage measurements at lower cost than that produced by current BMB techniques. Also agree with you no battle is necessary. Wish to reassure you we desire none. We were never in a more co-operative mood, never more willing to do the 'constructive industry thinking and planning' your editorial so properly recommends."

Boston Post and WCOP Swap Blows Over Kid Shows

BOSTON, March 29.—Marking the first time that a Hub newspaper and a Boston radio station openly exchanged blows in print and via the air lanes, WCOP, Cowles Boston station, last week gave over 20 minutes of radio time in reply to Lester Allen, *Boston Post* reporter, whose front-page gripe against children's programs appeared recently.

Stanza, tabbed *The Case for Radio*, underscored solidly the fact that Allen neglected the afternoon hours when the moppets got programing aimed allegedly at their level. Rebuttal was promoted strongly in the Hub press and built a sock listening audience, according to local ratings.

The Boston attitude toward radio, while amiable and co-operative in many ways, is pretty much Back Bay, even in the case of *The Herald-Traveler*, which owns WHDH. *The Post* article marks the first front-page feature shot at any form of broadcasting locally. Ditto for the WCOP air rebuttal. The Cowles station, however, was the only one to take up the club and fight back.

Allen stated in part: "After a miserable week of chills, thrills and goose pimples beside the radio a month ago, a protest was entered by your humble servant against radio and crime and horror programs on the ground that they are bad for children, exploit cheap and unrealistic melodrama and take up radio time which could be better employed by entertainment of higher merit."

Allen stated he received 58 letters agreeing with him. He also denied the claim of Carroll Carroll, Hollywood writer, who did an article that was incorporated in the Congressional Record by Senator Homer E. Capehart of Indiana. Latter stated that 10,000 letters can't represent 20,000,000 listeners, but Allen argued that Capehart represented radio and that 58 letters were, in their own way, more representative of public opinion, at least for Boston. Allen made no

claims that radio was entirely at fault. His principal gripe was aimed at the horror stanzas and the inability of parents to control the moppets' listening.

Rebuttal by WCOP was neatly handled and not geared to irritate the press. The facts that emerged were that children's programing was a late afternoon thing and not a 7-10 p.m. problem.

Bing Crosby's Philco radio show will begin its summer hiatus after the broadcast of June 18. Program will resume September 24. Hutchins Agency, handling the show, said this week that Philco, its dealers and distributors were "more than pleased" with the results of the platter series. It was revealed that the program now is aired over approximately 400 stations, including American Broadcasting Company affiliated and indies. Hutchins believes this to be the largest single hook-up ever arranged for a top radio show.

Bing Folds June 18 Until Sept. 24; 400 Outlets To Miss Him

NEW YORK, March 29.—Bing Crosby's Philco radio show will begin its summer hiatus after the broadcast of June 18. Program will resume September 24. Hutchins Agency, handling the show, said this week that Philco, its dealers and distributors were "more than pleased" with the results of the platter series. It was revealed that the program now is aired over approximately 400 stations, including American Broadcasting Company affiliated and indies. Hutchins believes this to be the largest single hook-up ever arranged for a top radio show.

Philco's other platter program—*Burl Ives and His Folk Songs*—will continue thru the summer on Friday nights over Mutual Broadcasting System. Ives now is heard over 340 stations, including web outlets and indies. Together with the five-a-week *Breakfast Show* series on ABC, this gives Philco over 1,800 individual program-outlets weekly.

CBS Names Kennett Spot Sales Pusher

NEW YORK, March 29.—Robert Kennett, for four years manager of program relations for Columbia Broadcasting System, has joined Radio Sales, CBS spot broadcasting division, as director of commercial program development. The job is like the one Herschel Williams holds for web programs.

Kennett's post, newly created, is designed to improve Radio Sales' service to advertisers. He'll try to build programs for specific sales problems.

FCC Still Has Big Backlog Of AM Bids

3-Month Freeze Small Relief

WASHINGTON, March 29.—With little more than a month to go for wind-up of Federal Communications Commission's three-month freeze on processing of AM broadcast applications, a check-up on the present status of applications filed prior to the February 7 deadline indicates that the May 7 thaw date will find the commission still laboring under a heavy backlog. This is especially true of the so-called Line 2 applications, those involving more complex engineering problems, which long have been the bottleneck in commission procedure.

Despite the evidence of current figures that the backlog of applications will not be spectacularly reduced, several commission officials expressed doubt that the freeze will be extended.

"This remedy is being applied," said one official, "if it fails to achieve the cure it will be abandoned." The application load will be somewhat lowered, in any event, he reasoned, because, "every Tom, Dick and Harry who was thinking about filing for an AM station one of these days sprinted to make the February 7 deadline.

If the volume of applications does not shoot up as soon as the lid is taken off in May, the commission will have gained ground in the battle with a mounting backlog, as applications filed since February 7 have been few and far between—only a dozen for new stations. Also on the gain side of the ledger is the large number of applications in the Line 1 category, those in which no engineering complications have developed. FCC officials point out that the freeze prevented wide-open challenges to pending bids.

Slow progress in whittling down the slow-moving Line 2 applications is indicated, however, in the latest figures on the status of applications March 26, when 209 Line 1 and 194 Line 2 applications were under consideration by the engineering department.

Using the 26 engineering reports completed so far on Line 2 as a gauge of the speed of processing to be expected during the remainder of the freeze period and adding to that an increase in the load of applications in hearing status, from 501 on February 28 to 568 a month later, the prospect for new AM applicants getting a quick go-ahead looks dim. According to a recent tally, 62 applications are in pending files, 28 new construction permits have been granted, 7 have been denied, and 32 have been otherwise disposed of, adding up to a grand total of 129 applications processed out of a file of 1,101.

Standard Brands Vacates

Fred Allen Spot Till Fall

NEW YORK, March 29.—Standard Brands will not use a replacement program in the Fred Allen spot this summer. Bank-roller will drop the time for the hot weather period, but return in the fall. NBC will fill.

Allen usually runs to the last week in June.

DeSoto Drops Option on E.T.'d Judy Garland

HOLLYWOOD, March 29. — The DeSoto division of Chrysler Motors, regarded as virtually set to bank-roll the transcribed Judy Garland package next fall over American Broadcasting Company, had a last-minute change of heart this week and withdrew from the picture. Chrysler had the Garland show under option, which it now has dropped, and was supposed to air it over ABC on Wednesday nights, preceding the transcribed Bing Crosby show.

Fadeout caused considerable surprise to all involved in the deal, as it had been regarded as in the bag by ABC program agency Berg-Allenberg, and Chrysler ad agency Batten, Barton, Durstine & Osborne. Best guess for the cause of the 11th-hour withdrawal is that the auto firm's major dealers, polled for reaction, turned thumbs down on the wax deal but were willing to buy Judy live. However, Garland's picture and recording commitments make regular radio appearances impossible for her except on platters, which can be cut to fit in with her other work.

It was known that DeSoto planned to check dealer reaction, because sponsorship would mean local dealer tie-ins, with sponsorship costs split, in a deal similar to that worked out between Philco and its dealers for the Crosby show. However, success of Bing's program had made all hands confident that few objections would be forthcoming on the Garland disk series.

ABC still has the inside track for the package, and with the option lifted, several agencies are known to have sent out feelers for it.

New Elmira Link Limits Ad Plugs 30% Below NAB

NEW YORK, March 29.—That sponsors appreciate the need for raising radio standards apparently is being demonstrated by WELM, new ABC affiliate in Elmira, N. Y., which is set to go on the air in two weeks. Believing that much of the criticism directed at radio is justified, Owner-Manager J. R. Meachom and Production Manager Preston L. Taplin told prospective sponsors that no more than eight minutes of announcements would be allowed in any given half-hour period. Additionally, prospective bank-rollers were shown a rate card allowing 30 per cent less commercial time in any time period than that set as the maximum by the National Association of Broadcasters. Station's sales pitch also talked only 52-week contracts and made prepared presentations.

Check-up, according to WELM, showed much enthusiasm among prospective bank-rollers, with the result that two weeks prior to air time the station's budget was 90 per cent cleared and operation assured of being in the black. About 60 per cent of the business consisted of programs, rather than spot announcements.

According to WELM, sponsors in its area have been accustomed to interrupted newcasts, 30-minute announcement programs with 15 to 20 spots, and 60-second announcements containing up to 250 words. Station's pitch to the advertisers stressed that radio commercialization has been extreme; that the station wouldn't tolerate bad commercials, and that commercialization will be accented from the program rather than spot angle.

NBC Plans Co-Op Expansion To Meet Other Nets' Moves

NEW YORK, March 29.—When and if *Author Meets Critics* goes on network of the National Broadcasting Company there's a strong possibility that the show will be offered co-op. There's more than meets the eye behind this situation. What's in the mind of the NBC execs, briefly, is the desirability of expanding the co-op program schedule to include types of programs other than news. The move is based on increasing co-op competition from the other three webs.

The first move in this direction by NBC was setting the Ripley *Believe It or Not* opus as a co-op, to start soon. *Author Meets the Critics*, scheduled to exit from Mutual and WQXR in April and May, respectively, will be sponsored over WNBC, NBC's New York key, by the Book of the Month Club, which currently bankrolls it over WQXR. Whether the web will use *Author* as a co-op depends upon costs. If NBC can get network rights for a reasonable sum, the deal is very likely. An NBC exec, however, pointed out that there's also the matter of station acceptance in the Sunday, 4:30 p.m., time slot—which is the period it will be carried by WNBC.

Discussing the desirability of programs of an entertainment nature in the co-op division, this exec noted that owing to the American Federation of Music ruling that bars musical co-ops, webs were necessarily limited in co-op programming. Nets can do dramatic shows with music filled in locally—but this is a ponderous operation. The answer to the problem, according to web execs, might lie in the greater use of emcee type of programs, such as Art Linkletter's *House Party* (Columbia Broadcasting System); *Town Hall*, which recently went co-op on the American Broadcasting System, and such shows as

GF Shifts "Portia" From Y&R to B&B

NEW YORK, March 29.—In another of its traditional agency switches, General Foods Corporation this week moved its *Fortia Faces Life* soap opera from Young & Rubicam to Benton & Bowles, effective April 1. Show, heard over National Broadcasting Company at 5:15 p.m. EST Monday thru Friday, will plug Maxwell House Coffee and Grape-Nuts' Wheat-Meal until July 1. After that date it will sell Post's Bran Flakes and Instant Postum.

GF habitually has switched its shows from one of its agencies to another, reportedly to keep all on their toes. B&B gains *Portia* while losing two other GF shows, *Buck Rogers*, moppet serial for Corn Toasties which wound up its Mutual Broadcasting System series this week, and *Kate Smith Speaks*, which GF will stop sponsoring in June.

Believe It or Not and *Author Meets Critics*.

CBS, incidentally, also will add an entertainment type program to its co-op list starting this fall. It will be a half hour, nighttime spot.

woman's woman

EVERY WEEKDAY morning from 10:15 to 11 a.m. on WOR, Bessie Beatty's well-loved program brings the kaleidoscope of the world into focus for approximately 250,000 women. With her charming husband, Bill Sauter, she talks of recipes, home making, fashion and all the other topics lightly classed as "women's subjects." But she also dips into politics, economics, government, philosophy, psychology, the theatre, literature, race relations, etc. For Bessie has an idea that "All subjects are women's subjects these days."

WOR listeners appreciate this recognition of their widening interests and reward Bessie with a loyalty few other women in public life can rival. They show their loyalty by supporting her advertisers. And they do it so well that Bessie gets compliments such as this one from The Chatham Manufacturing Company. "We consider this one of the best investments in advertising that we have ever made." Or, "Bessie Beatty pulled 7000 requests for a little booklet that we offered for a client on only two broadcasts," writes G. A. Huhn, vice president of Ruthrauff & Ryan, Inc.

Other discerning sponsors who have discovered listeners like Bessie Beatty's informal manner, her big name guests, and her pertinent subjects, include Procter & Gamble, General Foods, Simoniz Inc. and many others. You, too, can be on her show. Call our sales office at Pe 6-8600. Or write WOR, that power-full station at 1440 Broadway, in New York.



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
Town Crier

6-6:10 p.m., Mon., Wed., Fri.
Rep.: Joseph Hershey McGillvra, Inc.

Three days a week are now available on one of Augusta's most eagerly listened to programs. Every day at 6, right after Tom Mix, thousands of folks listen to all the news about their friends and neighbors. The Town Crier is already sponsored on Tuesday and Thursday. Why not let this established program do a selling job for you? Call Joe McGillvra for further details. P.S.: The Shadow, listed last week, is now logged in red.

Colorado

KFEL, Denver, Colo.
The Ray Perkins Show

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

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

Indiana

WOWO, Fort Wayne
Famous Hoosier Hop

9:30 to 10 p.m., Tues.; 9-9:30 p.m. or 9:30-10 p.m. Sat.
Rep.: NBC Spot Sales.

Tradition with WOWO audiences and ABC. Minimum of 14 live artists sell Hoosier Hospitality with comedy, folk tunes, Westerns, novelties. Popular vocalists, yodelers, harmony duets, trios and quartettes. Saturday program before live paid audience at Armory has been attracting 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 Up

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).

WGY, Schenectady, N. Y.
WGY Sports Record

Six times weekly, 6:30-6:45 p.m.
Rep.: NBC Spot Sales

Tops in Sports Shows in Eastern and Central New York and Western New England, WGY SPORTS RECORD is a must with listeners. Conducted by sports newspaper editors George Miller and Bill Pope, the WGY SPORTS RECORD covers all fronts, national, regional and local, six nights weekly. Conducted by two experts who know their stuff, here's a show that's above average. Write for an audition disc today and contact your nearest NBC Spot Sales office.

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!

Oregon

KEX, Portland, Ore.
Lawson McCall, News

10-10:15 p.m. 5 or 6 times per week
Rep.: Free & Peters

A Portland "Oregonian" radio columnist writes, "McCall has done a keen job for KEX in packing things into a neat lucid package on his news program. He has one of the most interesting voices in radio. ABC is missing a bet if it doesn't pipe his newscast to all its Coast stations, especially since nighttime newscasts are its competitors' weak spots." Here is a strong bid for listener attention during a quarter hour which has long been a news listening habit on the Pacific Coast.

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, D. C.

Bill Brundige, Sports

6:15-6:30 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.

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 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, Marlene Dietrich, Milton Berle, Lucille Ball, Pat O'Brien, Hildegard, 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. Handel by Sir Thomas Beecham's BBC Orchestra . . . Beethoven—Paul Parais Paris Synphony. Chorals arranged, conducted by Dr. Irving Steinel, with Lau Dista Choir. Julie Keller, KPI Harpist. 52 halves. Recorded. Tested. Proved. Reasonable. Ideal Summer Fill-In. Free audition samples.

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.

TELEWAYS RADIO PRODUCTIONS, INC.

8949 Sunset Blvd., Hollywood 46.

Andy Devine Show

A brand new half hour show. Starring Andy Devine in true stories of the West, supported by Hollywood's top actors: Charles Long, Joe Forte, Frank Graham, Ken Christy, Charles Lyon, announcing. Written by Lou Fulton and Paul Pierce. Directed by J. Clifton Stanley. Featuring Henry Russell's orchestra with original music. Available on regional or network basis only. Transcribed only. One show per week. Definitely network caliber. Produced by Teleways Radio Productions, Inc. Send for audition platter.

FREDERIC W. ZIV COMPANY

1529 Madison Rd., Cincinnati 6, O.

The Wayne King Show

A brilliant half-hour show transcribed and available for local and regional sponsors starring the incomparable waltz king, his famous arrangements, his golden saxophone, the voices of Nancy Evans and Larry Douglas and narrated by Franklyn MacCormack. Earning top-the-competition ratings in city after city: Detroit, 15.6; New Orleans, 9.4; Cincinnati, 7.4. A tremendous audience is waiting to hear Wayne King on the air. Fifty-two half hours available. Write for availabilities.

FINLEY TRANSCRIPTIONS

747 South Hill St., Los Angeles

Myrt and Marge

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

FINLEY TRANSCRIPTIONS

747 South Hill St., Los Angeles

Flight With Music

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

Networks

NATIONAL BROADCASTING COMPANY

Once Upon Our Time

10:15-10:30 a.m., Mon. thru Fri.

Rep.: NBC Program Sales

Jack Kilty, brilliant NBC baritone, now has his own program of story-telling and song, a show containing all the elements proven necessary for successful daytime radio. Each day he takes a human-interest story, generally contemporary, and narrates it dramatically, illustrating it with appropriate songs. His subject matter is unlimited, and his musical skill permits him to use every type of music for illustration. Piano, guitar and organ support him with a rich melodic background.

Live Shows

MAURICE C. DREICER PROGRAM
998 Fifth Ave., New York
Numbers in the News

The only program in radio in which the audience can test its knowledge of the news by a copyrighted mathematical formula. Workable live, based upon international, national and the local news of each community. Purchase of program includes the inauguration of it live by Dreicer at local radio station, then show is turned over to local emcee. Commentator and material and formats furnished. Used successfully over WBYN, WWRL and WRGB (General Electric Television Station). Foolproof, fascinating and exciting.

WCOP, Cowles' Boston station, has effected several personnel changes and additions. Ellie Dierdorff has been tabbed chief announcer by Program Manager Jack Maloy. Dierdorff succeeds Lou Dumont, who joins WBEC, Pittsfield, Mass., as program manager. Bill Hickok, singing disk jock, has joined the staff and Edward T. McCann Jr. is now on the sales staff.

Coming to
WARNER BROS.
KFWB



WTAG
WORCESTER

Worcester leads the parade
In department store sales increase over Boston, Springfield and Providence.



Heard by most...

Preferred by most

KWKH
SHREVEPORT
50,000 WATTS
Represented by The Branham Co.

All in Favor
WITH BOB MURPHY

Part I

The Billboard



COMPARATIVE TERRITORIAL INDEX

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



BASED ON "FIRST FIFTEEN" DAYTIME HOOPERINGS, NATIONAL AND PACIFIC COAST, FOR PERIOD OF FEBRUARY, 1947

National Opposition	Nat'l Hoopering	Nat'l Rank	Program	Pacific Rank	Pacific Hoopering	Pacific Coast Opposition
Terry and the Pirates No Sponsored Show Hop Harrigan (MWF)	ABC CBS MBS	8.8 1	WHEN A GIRL MARRIES General Foods	8	6.0	What's Doing, Ladies? No Sponsored Show No Sponsored Show
No Sponsored Show No Sponsored Show No Sponsored Show	ABC MBS NBC	8.3 2	MA PERKINS Oxydol	4	7.1	Ted Malone William Lang No Sponsored Show Standard School
No Sponsored Show No Sponsored Show No Sponsored Show	ABC MBS NBC	8.0 3	HELEN TRENT Whitehall	20	5.2	Breakfast In Hollywood No Sponsored Show No Sponsored Show
No Sponsored Show No Sponsored Show No Sponsored Show	ABC CBS MBS	7.8 4	BACKSTAGE WIFE Sterling Drug	9	6.0	No Sponsored Show No Sponsored Show Checkerboard Jamboree
No Sponsored Show No Sponsored Show Fred Waring (TT)	CBS MBS NBC	7.8 5	BREAKFAST IN HOLLYWOOD Kellogg	1	8.2	Our Gal, Sunday No Sponsored Show No Sponsored Show
Dick Tracy, LN— Co-op Hollywood Jackpot (MWF), LN Buck Rogers	ABC CBS MBS	7.7 6	YOUNG WIDDER BROWN Sterling Drug	6	6.4	No Sponsored Show No Sponsored Show No Sponsored Show
No Sponsored Show Hint Hunt No Sponsored Show	ABC CBS MBS	7.6 7	RIGHT TO HAPPINESS Ivory Soap	11	5.6	Dorothy Dix No Sponsored Show No Sponsored Show
No Sponsored Show No Sponsored Show No Sponsored Show	ABC MBS NBC	7.5 8	OUR GAL, SUNDAY Anacin	55	3.3	Breakfast In Hollywood No Sponsored Show No Sponsored Show
Kenny Baker Show No Sponsored Show No Sponsored Show	ABC MBS NBC	7.5 9	KATE SMITH SPEAKS General Foods	7	6.3	Kenny Baker Show Easy Does It No Sponsored Show
Kenny Baker Show Checkerboard Jamboree No Sponsored Show	ABC MBS NBC	7.5 10	AUNT JENNY Spry	15	5.4	Kenny Baker Show No Sponsored Show No Sponsored Show
Jack Armstrong No Sponsored Show Captain Midnight	ABC CBS MBS	7.3 11	JUST PLAIN BILL Whitehall	56	3.2	Bride and Groom Meet the Missus No Sponsored Show
No Sponsored Show Hollywood Jackpot (MWF), LN No Sponsored Show	ABC CBS MBS	7.2 12	LORENZO JONES Sterling Drug	16	5.3	Walter Kieran Strange Rom. E. Winters No Sponsored Show
Sky King No Sponsored Show Superman	ABC CBS MBS	7.1 13	PORTIA FACES LIFE General Foods	23	4.9	What's Doing, Ladies? No Sponsored Show No Sponsored Show
No Sponsored Show No Sponsored Show No Sponsored Show	ABC CBS MBS	7.0 14	STELLA DALLAS Sterling Drug	10	5.8	No Sponsored Show No Sponsored Show No Sponsored Show
No Sponsored Show No Sponsored Show Fred Waring (TT)	CBS MBS NBC	6.8 15	BREAKFAST IN HOLLYWOOD Procter & Gamble	2	7.4	Romance of Helen Trent No Sponsored Show No Sponsored Show

Regions Show Mixed Tastes In Day Shows

U. S. No. 1 Is Coast No. 8

NEW YORK, March 29.—Analysis of the Comparative Territorial Index of daytime programs, a feature of *The Billboard's* Continuing Program Studies (CPS), prepared in co-operation with the C. E. Hooper organization, shows a distinct amount of regional variation in listeners' tastes. Variations in actual ratings are, of course, not as marked as in the case of nighttime programs, where massive listening audiences are involved; but proportionately—that is, in keeping with the fact that daytime audiences are so much smaller—the variations are pronounced.

Listing of the "First Fifteen," for instance, gives the top bracket slot to General Foods' *When a Girl Marries*, with a national Hooper of 8.8. On the Coast, however, the program aired by the National Broadcasting Company does no better than eighth, with a Hooper of 6.0. What the Pacific Coasters prefer in the way of daytime radio is *Breakfast in Hollywood*, which grabs both first and second rank under the respective sponsorship of Kellogg and Procter & Gamble, who share the cost for five days a week over the American Broadcasting Company.

Kellogg's *Breakfast*, first on the Coast with a rating of 8.2, manages to grab fifth in the national ranking with a score of 7.8. P & G's *Breakfast*, a quarter hour earlier in the 11-11:15 a.m. slot, scores 7.4 on the Coast to win second rank, but lands in 15th place in the national standing with a Hooper of 6.8.

Many others are indicative of the wide variation. For example, there's Whitehall Pharmacal's *Helen Trent*, third nationally with a Hooper of 8.0, as against 20th position Coastwise, with a score of 5.2. Then there's *Our Gal, Sunday*, the Anacin opus on the Columbia Broadcasting System, which stands eighth with a Hooper of 7.5 in the national listing, but dives to 55th place with a score of 3.3 on the Coast. *Just Plain Bill*, a Whitehall NBC strip, tells a similar story, landing 11th position nationally with a Hooper of 7.3, and plunging to 56th on the Coast, with 3.2.

Granting differences in the opposition shows in the national and Coast listings the extreme variations in listener appeal nevertheless raise several points, namely the advisability of using regional time more extensively in order to cater more accurately to differences in taste; advisability of story-line or other program changes to jack up a show's general appeal—if this can be done without sizable regional audience loss, and use of a promotional hypo in regions where a show is laying an egg.

WMLO, Milwaukee, Preps April 20 Bow

MILWAUKEE, March 29.—Civic organizations are helping the planning and production of WMLO's first broadcast, slated for April 20. Operated by the Cream City Broadcasting Company, the station will be a 1,000-watter, operating at 1290 kc. Summer operations will be from 6 a.m. till sunset, pending full-time permit. The station also is prepping FM facilities.

Gene Posner is president; William Travis, general manager; Al Strauss, local sales manager; Lanny Pike, program sales manager, and Robert Bradley, program director. On the contract staff are former network scripters Paul Siebert and Sherman Lipstein.

WBBM Winners Get Jobs

CHICAGO, March 29.—WBBM's policy of putting on as many top-notch staff singers as possible was limelighted this week as a result of its talent search for Negro singers which ended (26) with the winners being inked for at least 13 weeks as station staffers at \$100 per. Winners also copped a week's engagement at the Oriental Theater. Added to the WBBM staff were

Don Lee Attempts New Sales Gimmick With 'Family' Seg

HOLLYWOOD, March 29. — Don Lee net will try a special sales gimmick aimed specifically at snagging bankrollers with low budgets, when skein offers its *Johnson Family* strip to local advertisers on a spot rate basis. Plan will be launched experimentally over local Don Lee outlet, beginning Monday (31). If it clicks, gimmick will spread to Don Lee net and later full Mutual skein.

Don Lee will give local time buyer a net-quality show (*Family* has long been a Mutual co-op seg) at cheapest rate. Under proposed set-up, local stations can sell three separate spots per 15-minute seg, for a total of 15 different advertisers weekly. Buyers can buy any portion or all of allotted commercials, taking advantage of discounts for repeat shots. With airtown now being carried by 265 stations, nation-wide adoption of plan would make show available to a projected maximum of 3,975 different sponsors.

Harriet Clemens and Ira Burton, bringing the total number of singers to 15.

Part II

The Billboard



NIGHTTIME Talent Cost Index

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



BASED ON "FIRST 15" EVENING HOOPERATINGS AND "FIRST 3" SUNDAY AFTERNOON RATINGS

Rank	Program, Sponsor Agency, Net. & Stat.	Hooperating	Previous Rating and Rank	Opposition	Talent Cost	Cost Per Point	Cost Per 1,000 Urban Listeners
1	BOB HOPE Pepsodent Div., Lever Bros. Various Products F.C.&B. NBC 129	31.0	31.0-1	NSP-ABC NSP-CBS NSP-MBS	\$20,000	\$ 645.16	\$.74
2	JACK BENNY** American Tobacco Lucky Strike F.C.&B. NBC 159	28.5	29.0-3	NSP-ABC Gene Autry-CBS NSP-MBS	\$22,500	\$ 789.47	\$.75
3	FIBBER MCGEE AND MOLLY S. C. Johnson Floor Wax N.L.&B. NBC 143	27.1	29.8-2	NSP-ABC NSP-CBS NSP-MBS	\$10,500	\$ 387.45	\$.42
4	WALTER WINCHELL** Andrew Jergens Jergens Lotion Robert Orr ABC 215	26.5	19.3-13	Hildegard-CBS Exploring the Unknown-MBS Man. Merry-Go-Round-NBC	\$ 7,500	\$ 283.02	\$.31
5	RADIO THEATER Lever Bros. Lux Soap and Flakes J.W.T. CBS 152	25.1	23.0-3	NSP-ABC Gabriel Heatter-MBS Real Stories-MBS Telephone Hour-NBC Borge-Goodman Show-NBC	\$16,000	\$ 637.45	\$.71
6	RED SKELTON Ch. B. & W. Tobacco Raleighs, 90% Blend Raleigh Cigarettes R.M.S. NBC 147	24.7	24.6-6	NSP-ABC NSP-CBS NSP-MBS	\$ 9,500	\$ 384.62	\$.41
7	AMOS 'N' ANDY Lever Bros. Rinso R.&R. NBC 149	24.4	26.8-4	Boston Symphony-ABC Vox Pop-CBS Gabriel Heatter-MBS Real Stories-MBS Real Life-MBS	\$15,000	\$ 614.75	\$.68
8	SCREEN GUILD PLAYERS Lady Esther Blow CBS 153	22.4	20.5-10	Doctors Talk It Over-ABC Fishing and Hunting Club, LN, MA-MBS Contented Program-NBC	\$10,000	\$ 446.43	\$.52
9	FRED ALLEN Standard Brands Tenderleaf Tea and Shefford Cheese J.W.T. NBC 144	22.1	25.8-5	Sunday Evening Hour-ABC Crime Doctor-CBS Parker Pen News-CBS Special Investigator-MBS	\$18,500	\$ 837.10	\$.87
10	TRUTH OR CONSEQUENCES Procter & Gamble Duz Compton NBC 134	20.4	*	I Deal In Crime-ABC Mayor of the Town-CBS Parker Pen News-CBS NSP-MBS	\$ 8,500	\$ 416.67	\$.42
11	DUFFY'S TAVERN Bristol-Myers Ipana, Trushay Y.&R. NBC 134	20.0	20.8-9	NSP-ABC Songs by Sinatra-CBS Gabriel Heatter-MBS Real Stories-MBS Real Life-MBS	\$10,000	\$ 500.00	\$.58
12	EDGAR BERGEN Standard Brands Chase & Sanborn Coffee J.W.T. NBC 145	19.4	24.6-7	Sunday Evening Hour-ABC Adv. of Sam Spade-CBS NSP-MBS	\$20,000	\$1,030.93	\$.99
13	BANDWAGON F. W. Fitch Various Products L.W.R. NBC 156	19.3	20.4-11	NSP-ABC Blonde-CBS NSP-MBS	\$12,500	\$ 647.67	\$.66
14	MR. DISTRICT ATTORNEY Bristol-Myers Vitalis and Sal Hepatica D.C.&S. NBC 132	18.6	20.0-12	Pot o' Gold-ABC Ford Show-Dinah Shore-CBS NSP-MBS	\$ 6,800	\$ 365.59	\$.42
15	SUNDAY EVENING HOUR Musical Digest Div. of Reichhold Chem., Inc. K.&E. ABO 114	18.0	*	Adventures of Sam Spade-CBS Crime Doctor-CBS Parker Pen News-CBS Special Investigator-MBS Charlie McCarthy Show-NBC Fred Allen-NBC	\$ 3,000	\$ 166.67	\$.17

TOP THREE SUNDAY AFTERNOON PROGRAMS

THE SHADOW Carey Salt Co., McJunkin Del. Lack. & West., R.&R. Geo. Barr Co., Meyerhoff MBS 219	11.5	11.3-1	Darts for Dough-ABC Family Hour-CBS NSP-NBC	\$ 2,500	\$ 217.39	\$.22
ONE MAN'S FAMILY Standard Brands Fleischmann's Yeast, Royal Desserts J.W.T. NBC 144	11.0	8.4-3	Samuel Pettengill-ABC N.Y. Philharmonic-CBS Crimes of Carelessness-MBS	\$ 4,500	\$ 408.09	\$.48
HARVEST OF STARS International Harvester Co. Mc-E. NBC 156	9.2	9.9-2	NSP-ABC Here's to You-CBS NSP-MBS	\$10,000	\$1,086.96	\$1.26

Average audience rating is 10.7, as against 11.4 last report, 10.0 a year ago. Average evening sets-in-use reported are 32.5, as against 34.4 last report, 30.4 a year ago. Average available homes is 80.3, as against 81.3 last report, 80.2 a year ago. Number of sponsored hours is 72½ as against 72½ last report, 76½ a year ago.

Bally Jacks Up Truth & Hour TCI Ratings

Hush, Miss Truman Help

NEW YORK, March 29.—The nighttime Talent Cost Index based on the March 30 program Hooperatings report prepared by The Billboard in co-operation with C. E. Hooper, Inc., indicates that a least two shows cashed in heavily on publicity and promotion. These were Procter & Gamble's *Truth or Consequences* on the National Broadcasting Company Saturday night, and *Musical Digest's Sunday Evening Hour* on the American Broadcasting Company. In the previous TCI, neither of these shows made the first 15. In the current report, largely because of the impetus given by the Mrs. Hush stunt, *Truth* landed in 10th place with a rating of 20.4. The story is similar with *Sunday Evening Hour*, which made 15th on the wave of national publicity accruing from the appearance of Margaret Truman.

The cost per thousand urban listeners for *Evening Hour* was calculated at just \$.17, as figured on a production cost of \$3,000 and cost per point of \$166.67. *Truth*, too, showed up as a very good buy, the production cost of \$8,500 breaking down to a figure of \$416.67 per point and only \$.42 per thousand urban listeners.

Winchell Best Buy

Top buy in the nighttime field, from the standpoint of cost and audience, is Walter Winchell, who bounced from 13th rank in the last TCI to fourth in the current one. The Jergens Sunday night gabber pulled a sock 26.5 as against a previous rating of 19.3. Figured against talent cost of \$7,500, this breaks down to \$283.02 per point and only \$.31 per thousand urban listeners.

Bob Hope holds the top spot with 31.0, identical with his last rating, with cost per thousand computed at \$.74. Jack Benny went from third to second, scoring 28.5 as against Fibber McGee's 27.1. But whereas Benny is calculated at \$.75 per thousand, the Fibber gets them at the bargain price of \$.42.

Lux Radio Theater showed a good jump, making fifth rank with a score of 25.1 as against eighth in the last report when the Hooper was 23.0. Cost on *Lux* breaks down to \$.71

Webs in Keen Rivalry To Air From Congress

WASHINGTON, March 29.—Competition in airing Congressional hearings is reaching fever pitch between National Broadcasting Company and Mutual Broadcasting System, now that the ice has been broken in broadcasting proceedings from committee rooms on Capitol Hill. Rivalry mounted this week after *The Washington Post* came out with editorial citing NBC for broadcasting testimony of Undersecretary of State Dean Acheson before House Foreign Relations Committee.

Post followed up couple days later by publishing letters from MBS which reminded the newspapers that MBS was in on the broadcast too. Then staffers of MBS-Cowles outlet WOL recorded the morning testimony of Communist Party Secretary Eugene Dennis in House Un-American Committee Wednesday (26), and staffers of WRC (NBC) broadcast a live program of testimony of J. Edgar Hoover, Federal Bureau of Investigation chief, at same hearing. Mutual did a transcription of Hoover. Both webs on following day aired testimony of Paul Porter, former Federal Communications Commission chairman, when he appeared before House Foreign Relations Committee to report on his Greek mission. Mutual did a transcription while NBC did a live show. Mutual did a live show on George Earle, former Pennsylvania governor, from hearing before House Foreign Relations Committee, and WRC did a transcription.

As an episode in the rivalry, Mutual's Lou Brotz leaped to the phone on one occasion to help out his former employer, International News Service, by giving INS News Editor Harold Slater a quick fill-in on Earle testimony from radio record after newsmen were unable to reach phones to contact their papers and bureaus.

WINS Wins Listing In N. Y. Times' Log

NEW YORK, March 31.—Indication of the improved program structure of WINS, New York outlet of Avco Manufacturing Corporation, was shown when *The New York Times* started listing the station's programs yesterday (Sunday). Avco interests have been working on cleaning up the station's heavily plattered, heavily spotted sked since acquiring the outlet from Hearst Radio last year.

Jerry Danzig is WINS program head. Charlie Oppenheim handles publicity.

per thousand, predicated on a total talent cost of \$16,000.

Skeleton No. 6

Red Skelton, for Brown & Williamson, remained in sixth place, but Amos 'n' Andy, fourth in last report with 26.8, fell to seventh with 24.4. Cost per thousand of Skelton and Amos, respectively, is estimated at \$.41 and \$.68.

Cost breakdown of other programs in the first 15 may be seen on the adjacent chart.

*Not in top 15 previous report.
**Includes second broadcast on Pacific Coast.
LN—Limited Network.
CH—Computed Hooperating.
MA—Moving Average.
NSP—No Sponsored Program.
L. & M.—Lennen & Mitchell. F., C. & B.—Foote, Cone & Belding. Y. & R.—Young & Rubicam. W. & L.—Warwick & Ledler. W. & C.—Williams & Cleary. L. W. R.—L. W. Ramsey. J. W. T.—J. Walter Thompson. McK. & A.—McCoy & Albright. R. & R.—Ruthrauf & Ryan. D. C. & S.—Doherty, Clifford & Sheffield. S. & S.—Schwimmer & Scott. R. W. & C.—Roche, Williams & Cleary. A. M. & W.—Audrey, Moore & Wallace. W. H. W.—William H. Weintraub. McC.-E.—McCann-Erickson. P. & R.—Pedlar & Ryan. D. F. S.—Dancer-Fitzgerald-Sample. N. L. & B.—Needham, Lewis & Brorby. R. M. S.—Russel M. Seeds. B. & B.—Benton & Bowles.

Webs Fear Impact of Phone Strike

Upset of Hooperatings Seen

NEW YORK, March 29.—Imminent telephone strike, skedded for April 7, loomed more ominously on radio's calendars this week. Webs particularly were concerned with co-operation promised the National Federation of Telephone Workers by staff engineers and members of National Association of Broadcast Engineers and Technicians. Previously, networks believed their operations would be unimpaired by a strike, as supervisors would man lines in phone offices. Should NABET men refuse to handle programing over "hot" lines, however, webs may be in a tough spot.

Following NABET's pledge of co-operation, one NFTW official declared that he was "of the opinion it will have a serious impact on radio broadcasting." However, the union's policy committee indicated it might be willing to classify some broadcasts as essential to public interest, and permit lines controlling such shows to be manned. NFTW previously had declared it would maintain essential telephone service during the strike if American Telephone & Telegraph Company would not attempt to use management personnel. President Joseph A. Beirne, of NFTW, said among essential services are those necessary to news services.

The NABET letter, sent by its head, A. T. Powley, pledged that its members "will not scab or work with scabs that the phone company might employ." Powley also said NABET members will not perform work not usually done, enter phone company property during the strike, pass traffic orders or report trouble. NABET has contracts with National Broadcasting Company, American Broadcasting Company and Mutual Broadcasting System.

Congress is watching developments closely as Assistant Secretary of Labor John W. Gibson continued conferences with Beirne and others. Rep. Gerald W. Landis is advocating use of federal seizure in event of a threatened stoppage in a vital industry. Landis voiced belief that Congress would "act if necessary to maintain telephone service."

Strike May Upset Hoops

NEW YORK, March 29.—Possibility that the threatened telephone strike April 7 may throw a monkey wrench into Hooperatings has agencies in a turmoil. Reason is that agencies with programs using guests apportion the guest budget so that most of the moola is spent for names on Hooper nights. Advance bookings, therefore, are made with the idea of corraling big names to jack up the rating.

One agency points out, for instance, that a show like *Carnation Contented Hour* has a guest budget of approximately \$2,500 monthly. One week, only about \$200 will be spent on a guest, but on the Hooper night the ante may be hiked to \$1,000. In general, agencies say, the lower-budgeted shows will be most disappointed if a strike negates the results of carefully apportioning the guest money.

Hooper organization late this week stated it intended to do its interviewing one day earlier than usual—that is, start on March 31 and run thru April 6, so as to get a report prior to the strike on the 7th.

Hooper Drooper

NEW YORK, March 29.—Tums folded its Pot o' Gold series Wednesday (26), the American Broadcasting Company, but Happy Felton, the show's emcee, had at least a modicum of satisfaction. Just before the sign-off, he asked Len Sterling, the announcer, for permission to say a final word. When the okay was forthcoming, Felton cracked: "Okay, Hooper, you win."

50-50 Chance For Shortwave Plan Approval

WASHINGTON, March 29.—A 50-50 chance for congressional acceptance of State Department's plan for an international radio foundation for short-wave broadcasts is seen here in the wake of formal submission of a bill this week proposing the set-up. The plan, master-minded by Assistant Secretary of State William Benton, was disclosed in detail in *The Billboard* February 15 and finally was made public in detail this week with formal printing of the bill.

Viewed as typical of generally restrained industry acceptance of the proposal is the statement of endorsement by the National Association of Broadcasters, which applauded the practicality of the Benton plan and at the same time recommended exploration of ways to give private broadcasters complete control. Plan calls for creation of a public corporation to handle the government's international short-wave broadcasting. The proposed international broadcasting foundation would be administered by a board of 13 "outstanding" citizens in addition to the secretary of state and a full-time \$15,000-a-year chairman.

NAB, in commenting on the proposal, declared that "the American way of broadcasting to its own people would unquestionably be the most desirable and effective means of interpreting the American way of life to the peoples of the world. Unfortunately this is not now economically feasible, and until such time as it is, the plan recommended by the State Department to invest the responsibility for this character of broadcasting in a public corporation financed by the government appears to be the most practical proposal. The NAB recommends, however, that during the existence of this public corporation, further explorations by both the industry and the government be made into the possibility of conducting international radio in a manner which is more in harmony with the free system of American domestic broadcasting." Most active opposition to the Benton plan came from Walter S. Lemmon, president of WRWL, Boston. Plans were being made to oppose the move.

Screen Guild Players Taking Summer Rest

NEW YORK, March 29.—*Screen Guild Players*, the Lady Esther Sales Company's show on Columbia Broadcasting System, 10-10:30 p.m. Monday, will take a vacation from July 4 to September 8. Show normally remains on the air during the summer.

Sponsor is holding the time and keeping the show, with CBS slated to use a sustainer during the lay-off. Biow is the agency.

ABC Mapping Sales Drive For Parity With CBS, NBC; Wooing Top Names for Shows

Web Claims Its Facilities Now Able To Get High Ratings

NEW YORK, March 29.—Officials of American Broadcasting Company are developing one of the most ambitious sales campaigns in network history, which they hope will give the web parity with Columbia Broadcasting System and National Broadcasting Company. An intensive sales pitch will result, paying off, ABC hopes, by bringing to it by next fall top shows now airing over other webs. ABC is shooting for the moon and may mark a turning point in relative strength of networks if it succeeds in gaining for its program skeeds only half its present targets, which include such names as Edgar Bergen, *Amos 'n' Andy*, Kate Smith, Burns and Allen, and many others.

Campaign already has developed far beyond the mere plotting stage, and ABC officials indicate that deals with a number of prospective clients are hot. Some, it is reported, are at the "contingent" stage, with actual signing depending upon fitting schedules in with other prospective signatories. Thus, should one key prospect sign, several others are likely to follow immediately.

Basis of the drive is the web's contention that its facilities now have proved their ability to get high ratings if they are given good shows. Examples it offers are the second Louis-Conn fight, the Bing Crosby and Walter Winchell programs and Margaret Truman's recent appearance. The fight scored a 67.8 Hooperating, highest of any commercial broadcast on a single web, and captured a 95.1 share of audience rating. Crosby and Winchell each have topped 21 ratings, and Miss Truman's single appearance netted her an 18. Additional argument is ABC's cur-

rent strength in daytime listening.

First step, according to Fred Thrower, ABC veepee in charge of sales, will be to further build up the web's Wednesday night schedule, using Crosby and Henry Morgan as a nucleus. Plan to use a transcribed Judy Garland program preceding Crosby next fall still pends as an important ingredient despite washout of the DeSoto deal (see story elsewhere in Radio Department).

Altho networks long have attempted to build themselves by dickering with shows airing elsewhere, none seems to have drawn up campaigns as intensive or far-reaching as ABC's current blueprint. It is known that Edgar Bergen is a prime object of the web's blandishments. Bergen has objected to weekly broadcasts, which he currently makes for Standard Brands on NBC Sundays. His recent request to switch broadcasts to alternating weeks was nixed by the sponsor. Should he move over to ABC, Bergen and his wooden stooges could transcribe shows on a staggered schedule which would permit the ventriloquist the freedom he desires. Fred Allen, said to hold sentiments similar to Bergen's, also is known to have been approached with an offer of an ABC platter show. Deal failed because Allen's contractual commitments preclude a switch.

Among the shows known to be most coveted by ABC are such NBC standbys as *Amos 'n' Andy*, Don Ameche, Dennis Day, *Mr. D. A.* and Burns and Allen. Rudy Vallee, formerly heard over NBC, also is regarded as a hot ABC prospect for the fall.

Wooing CBS Programs

Web also is wooing several programs long associated with CBS. These include Joan Davis, *Vox Pop* and *Lady Esther's Screen Guild* show. *Kate Smith Sings*, due to leave its Sunday night CBS slot in a few weeks, also is a good possibility for ABC's fall listings.

ABC also is placing considerable emphasis upon packages which it is currently developing itself. One of its top properties is the Paul Whiteman disk jockey stint, which the web would like to air for 30 minutes or more each weekday afternoon. Campbell soups was considering Whiteman for a while. Two other packages currently shaping up for early debut star comic Phil Silvers and Adolphe Menjou. Both programs now are going thru writing revision and, as soon as set, will be aired sustaining in top time spots. Crooner Bobby Doyle is another ABC hopeful, and will be aired Monday, Tuesday and Wednesday nights at 8:15 p.m. beginning April 14.

Another web-developed show is *Frontier Theater*, which will feature Joel McCrea in adaptations of top Western stories and motion pictures. ABC plans to withhold this show, however, until suitable sponsorship is available. A new Phillips Lord crime package, *Treasury Agent*, makes its ABC bow April 14.

Thrower declared the network has a raft of scouts scouring Hollywood and environs, prepared to ink well-known film names to radio pacts for next fall. He indicated, however, that the web's aggressive plans do not begin and end at Sunset and Vine, stating that: "If we think the janitor will help us, we'll sign the janitor."

Garry Moore Gets Offers as Single

HOLLYWOOD, March 29.—Several deals already have been offered Garry Moore, following announcement this week that he would leave the Jimmy Durante-Rexall show at the end of the current series in June. Durante, Moore and others concerned with the show say the parting is completely amicable.

Moore, who felt he could make better headway as a single, has been talking package deals with William Morris, but hasn't gone any further than that in his quest for a sponsor on his own. N. W. Ayer Agency, handling Rexall, probably won't start looking around for Moore's successor for some time.

Local 802-Webs Still Negotiating

NEW YORK, March 29.—Negotiations between Local 802, American Federation of Musicians, and four networks covering new scales for musicians continued at an impasse late this week, with webs offering a 20 per cent hike for staffers but refusing to grant union's vacation demands. Last week report was that 802 wanted 18½ per cent plus two weeks' vacation. The 20 per cent offer, sans vacation, is a compromise.

A local 802 exec indicated the parties probably would reach an agreement next week.

TELE JURISDICTION CLEARED

Equity, AFRA, SAG To Allow Free Interplay

4 A's Working Out Plan

(Continued from page 3)

time—possibly years. The present plan is pretty much in line with a resolution passed at AFRA's 1946 national convention.

Reps of the unions which met at Equity also agreed to stick to the interchange-committee plan and to eliminate future rows over tele jurisdiction. Four A's affiliates had been battling one another on and off for years, over TV talent control.

Actors feel that with the question of color television having been settled, clearing the way for wide scale development of the industry, now is the time to start equalizing conditions in the field. Another element hastening the decision has been the growing list of top advertisers entering television, these including such heavy spenders as Ford, General Foods, Kraft, Bristol Myers, Standard Brands, Borden and many others.

Wide disparity in salaries also enters the picture. Equity recently concluded a survey which showed that actors' fees ranged from \$5 to \$50. The \$5 fee was paid for some shows at DuMont; the \$50 fee was paid by NBC.

Bargaining position of a committee representing the three top talent unions, covering virtually all performers other than musicians obviously is a strong one. Such a committee would have greater strength than a new union, which would have to go thru the headaches of getting employee representation certification, etc., before being able to negotiate. Since one of the present 4 A's affiliates is bound to be the parent union of practically any performer working in tele, the intra-union set-up eliminates this problem.

Television jurisdiction originally was Equity's, along with radio, but later both AFRA and SAG, especially the former, developed active interest in the medium and, with that interest, active claims to final jurisdiction.

VANCOUVER, B. C., March 29.—A promotion piece issued here last week by CKWX plugs a year-long survey made by Elliott-Haynes, Ltd., which indicates that for every radio set in this city tuned to an American station, three are tuned to Canadian stations.

Video Workmen—No. 4 of a Series

Chi Producer Claims TV Film Only Answer to Medium's High Demand for Low Cost Programs

By Al Griffin

President of Telamerica, Inc.

TAILOR-MADE movies are the answer to television's problems today. Currently, a vicious circle is retarding video. Sponsors won't spend enough on programs because the audience isn't big enough and the public won't buy sets because programs aren't good enough. With careful use of film, this situation could be ironed out easily.

Film achieves production excellence impossible to reach today on live shows. The purely physical limitations of live show studios, including impossibility of adequate rehearsals, put live shows out of the question by comparison.

Al Griffin, president of Telamerica, Inc., started a video unit this spring with a staff of 18 people recruited from radio, legit, motion pictures, and television. In 1940 he made films for Soundies. Later he produced radio and motion pictures in Mexico and for the U. S. Army. Griffin was born in Easton, Md., studied at Cal Tech and Northwestern. He's been a freelance writer, newspaper reporter, magazine editor and publisher.

Making tele films is not necessarily a Hollywood job. Today, even with its multi-million audience, the average network radio show is budgeted at around \$5,000 a week, less time, altho, of course, many are higher. Hollywood would have a tough time producing a trailer, much less a complete film, for that type of coin. With its fabulous salaries and overhead, movie costs are out of sight for tele production.

Tele's Own Technique

There is another reason. Producing tele shows demands a technique radically different from anything now being done. Small receiver screens must always be kept in mind, with shots limited to close-ups or semi-close-ups. Long shots, pans and other stock film techniques are out, in my opinion. And the audience, too, is different. Instead of sitting in the dark, without distraction, living with the actors on the screen, the video audience watches the production detachedly, in most cases, with distractions arising out of being in a home—or saloon.

This being so, a new kind of production unit will have to be developed for exclusively video work. There's no place for Hollywood prodigality. Thus, new talent, new methods—and people willing to pioneer—are needed.

Film licks the tele network bugaboo, too, thus opening up sources for enough advertisers to get enough production money to get good video entertainment. When a tele sponsor puts his show on film, he can ship prints to as many cities as he wishes to reach. Costs of reaching audiences and markets are reduced correspondingly.

Need Fresh Perspective

Video must get a fresh perspective on film. Look at the old movies now

being televised. These outdated celluloids are doing actual harm to tele. That is why new techniques must be created for tele film, with ingenuity a major factor. Who knows? We might be on the threshold of developing a new art form, instead of just a better ad media.

Despite arguments pro and con, film, when the ball really gets rolling, I believe, will be the answer, especially when every station in the country has to have upward of 200 half-hour shows a week on a full schedule. Live shows, produced in quantity, will be prohibitive in cost, and, in fact, except for news, special events and sports, may have little place in television, compared with films.

CBS Meggers Wait Pay Offer

NEW YORK, March 29.—The Columbia Broadcasting System will submit counter-proposals next week to the demand of the Radio Directors' Guild for \$110 weekly minimum for its television directors and \$80 for its associate meggers at WCBS-TV, CBS New York outlet. Since salary has been the main stumbling block in negotiations, CBS proposals will be voted on by the union's entire membership.

Because conditions in the tele industry are so chaotic, efforts toward agreement on working conditions for meggers are also in a muddle. The union says it doesn't want to force any regulations on broadcasters that might hamper progress, but insists on protecting its members. Tele director negotiations are part of a package that includes local station meggers and associates at CBS. However, agreement has just about been reached on the latter two classifications.

Harriet Van Horne, James Beard on TV

NEW YORK, March 29.—Harriet Van Horne, New York World-Telegram radio scribe, and James Beard, of the NBC video opus *I Love To Eat*, will be featured in consecutive quarter-hour television programs each Thursday night over NBC's WNBT starting April 3. General Foods has brought the entire 8-9 p.m. period. Miss Van Horne will be on from 8:30 to 8:45, Beard from 8:45 to 9. Both shows will plug Bird's-eye products. The agency is Young & Rubicam.

The Van Horne show will be an interview type with Sally Victor, designer, and Donald Bain, actor, as first guests. Beard's will be set in a kitchen, where he'll prepare foods—same as he's been doing on WNBT for some time. Miss Horne is repped by Lester Lewis.

The time from 8 to 8:30 will be used to plug Gaines Dog Food.

Robbins Labels 180G for Video

HOLLYWOOD, March 29.—Hollywood cosmetic manufacturer, Anatole Robbins, has earmarked \$180,000 for television advertising next year, to be spread nationally among bulk of nation's video outlets in operation at that time. Tele-minded Robbins has given the experimental go-ahead to Bergen-Cunning tele studios here to develop 15 and 30-minute dramas for use with institutional-type commercials.

Currently working on a retainer, Patrick Michael Cuning and Edgar Bergen are hush-hush on details. Ideas to be submitted for Robbins' approval will be packaged dramas on Telecine (Cuning's trade name for tele firms) which can be adopted to fit local markets and ad campaign requirements.

Video Spots Escape 20% Federal Bite

WASHINGTON, March 29.—Possibility that the 20 per cent federal amusement tax would be extended to cover any establishment showing television to patrons was eliminated this week when the Internal Revenue Bureau re-interpreted the law. The tax proposal had come in for criticism from all branches of the video industry as offering a serious threat to its continued growth. Treasury officials acted after formal protests had been filed.

Among those issuing statements of protest were the Television Broadcasters Association and the Radio Manufacturers Association. Previously, Jack R. Poppele, president of TBA, had conferred with Joseph Nunan, commissioner of internal revenue.

KMPC Starts Work On Mt. Wilson FM'er

HOLLYWOOD, March 29.—KMPC, the G. A. Richards station, broke ground this week for its FM station atop Mount Wilson's loftiest site, San Gabriel Peak. From a perch of over 6,000 feet, KMPC will erect its FM transmitter, skedded to start operating within six months at a power of 460,000 watts.

Holding the highest FM site in the country, the outlet will also be one of the nation's most powerful. Because of the sites inaccessibility, a 1,200-foot tramway from Mount Wilson road to the crest of the peak will be built. The transmitter will have its own 200,000-watt electric power plant.

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WE DELIVER WHAT WE ADVERTISE

Junior High Quiz

Reviewed Thursday (27), 8:30-9 p.m. Style—Quiz. Sustaining over WCBS-TV (CBS), New York.

Quiz, produced by Columbia Broadcasting System in co-operation with the board of education, is a notable effort to channel video's special advantages for the purposes of educational programming. Show as seen Thursday (27), the seventh in a series—was largely successful, with teams of junior high school kids going thru a lively quiz session touching on many subjects including art, mathematics, mythology, history, current events, literature and music.

Format very simple, two school teams scoring points for correct answers. From the educational point of view, show was interesting from various angles—first, the fact that many kids participated; second, questions seemed carefully selected for children in the 12-14 age bracket; third, thru the medium of video, which makes possible the acting out of answers via charades, etc., the quiz can be built into something more than a simple question-and-answer program. In fact, the juveniles' attempts in this line make good entertainment of a sort not possible in radio broadcasting.

Production-wise, *Junior High* is commendable, for despite the fact that kids make up the cast, there's considerable pace to the program. There also is no evidence of talking down to the contestants, and there's an enviable degree of naturalness and humor to the half-hour. In toto, show shapes up as a good public service feature, calculated to appeal to kids and their parents, and designed to explore some of the uses of tele as an educational medium.

Junior High Quiz is directed by Frances Buss. Ed Stasheff is moderator. *Paul Ackerman.*

State Street Fashion Show

Reviewed Tuesday (25), 3-3:45 p.m. Style—Remote pick-up of fashion show. Presented sustaining by WBKB, Chicago.

This program, rated as an historical video event (*The Billboard*, March 29) was a noble engineering experiment, but as program material it fell flat on its face. The novelty of having a remote pick-up from a moving vehicle even tho it has very important applications for future video news programs, was not, we are sure, of sufficient interest to the home viewers to make them satisfied with a flickering picture, dull program material and repetitious narration.

For 45 minutes the WBKB mobile camera truck, pulling its own power generator to make it completely independent of stationary power sources, followed a float on which gals modeled various Eastern gowns featured by State Street department stores. At about four spots on State Street the float stopped and the gals modeled the same gowns they had shown at previous stops. The first showing was interesting, but the last was very boring.

During the entire tour Russ Davis, Chi free-lance televiser, gave a run-

Solution

Reviewed Monday (24), 9:15-9:30 p.m. Style—Drama. Sustaining over W6XAO (Don Lee), Hollywood.

There was little of interest in tonight's dramatic vignette offered by students of L. A. Junior College. Technically, the gabby, 15-minute skit offered nothing to challenge Don Lee lensers, inasmuch as entire action was confined to a narrow 10-foot radius. Story was a warmed-over version of eternal plot in which a boy and a girl, bent on self-destruction, meet for a brief span on the bridge of doom. By baring each other's spiritual wounds, they conclude that life is worth living, and pledge to fight for a better world together.

Lack of writing mobility, coupled with the narrow confines of the setting, gave cameramen a choice of only two stock shots—close-ups or a long range pic of the bridge set. Concentration on close-ups supports tele theorists who claim that only close shots register in video medium and that attempts to do long projections are lost by lack of detail. While it's true that close-ups can be generously employed, it remains certain that full-on shots are effective only when trained actors are used—actors whose every facial gesture is important. When the same treatment is given to amateurs, effect is unfortunately lost.

At best, this sesh was no more than a "live" filler for a more ambitious program, but hardly worth spotting as the featured attraction. In short, such shows don't sell sets.

Alan Fischer.

Dedication of the DC-6

Reviewed Friday (28), 11:30 a.m.-1:30 p.m. Style—Remote pick-up of special event. Sustaining over KTLA (Paramount), Hollywood.

It is tele fare such as this that peddles sets, for it punches home with convincing impact the potentialities and many advantages of the airpex medium. A would-be buyer getting his first tele glimpse at a dealer's shop saw KTLA pull in an on-the-spot pickup of the dedication ceremonies of the Douglas super-airliner DC-6 from Douglas Airport.

First of all the viewer would have been impressed by the fact that he was clearly seeing the ceremonies altho they were being held in Santa Monica a good 25 miles across Los Angeles County. The fact that he was viewing the procedure in the dry and warm comfort of indoors while the event itself was being held in a downpour also would have pleased him. But probably most impressive of all would have been the subject material and the interest-enhancing manner in which it was presented.

Lee Zhito.

ning vocal commentary describing the gowns and giving details about how WBKB was doing his "historical" telecast. Because of the repetition of the modeling, Davis' commentary was boring too. His constant reference to how new and unusual the pick-up was became monotonous also.

One lesson learned from the show was this: Any station attempting similar pick-ups should be able to broadcast commentary from the scene and not from the studio. Television stations doing similar programs are going to have to have their own mobile voice as well as picture transmitters. WBKB doesn't have a mobile oral transmitter license now, but it intends to apply for one in the near future. When it has that, and when it is able to overcome the electrical interference and signal bouncing which accounted for today's flickering picture, then television will really have a new means of covering news.

Cy Wagner.

Time's Up

Reviewed Friday (14), 3:30-3:45 p.m. Style—Dramatic record show. Presented sustaining on WBKB, Chicago.

Neither pretentious nor grandiose, this program nevertheless was an example of how good video programming can be if top talent is used and if every little detail of production is worked out without flaws. Directed by Lewis Gomovitz of the WBKB staff, it was a fast-moving, entertaining musical vignette that went off without hitch.

Attempting a recorded music program that would utilize all the visual advantages of television, Gomovitz designed a show that had a plot, love interest and top singing all in two scenes and a length of only 15 minutes. Even the typical lovers' clinch was worked in for a closing.

Show opened with a scene of a gal (Nancy Elleman) playing records on a portable set at home. Enter the male interest (Bob Dunne), former singer with Joe Sanders' orchestra, and the show was under way. Dunne and Elleman carried on easy-flowing romantic patter while talking about the music on some records he brought and proceeded to play. As the records were played, he sang vocal accompaniment that was plenty good.

At one point there was a camera switch to the Dreamcasters, vocal group of two men and two women who also demonstrated they had good voices and knew how to synchronize their singing with recorded music. Thruout all this, direction, stage setting, lighting and camera work were plenty good, giving an over-all effect that left little to be asked for.

Gomovitz has designed the series to get around the Petrillo video music ban too. Here also he was successful. If WBKB and other stations continue to perfect their use of recorded music for dramatic background and vocal accompaniment, Petrillo might find out his video policy has boomeranged and that musicians will get little if any television assignments. *Cy Wagner.*

2 Playback Studios For ABC's KECA

HOLLYWOOD, March 29.—Work started this week on two playback studios at American Broadcasting Company's local outlet, KECA. Studios will be used to play back recorded segs to the rest of the web. For this purpose, ABC had formerly used two studios in the National Broadcasting System's Sunset and Vine Radio City building, but with the NBC Coast load on the increase, ABC will ankle to its own KECA grounds as soon as rooms are completed.

Installation costs are pegged at \$25,000.

WHITE HOUSE PARLEY

(Continued from page 5)

did not act as an NAB representative. He has no official NAB ties whatsoever.

Speculate on Gov't Action

Considerable speculation arose out of the meetings, questions being raised dealing with whether either the White House or Department of Justice would take official cognizance of the radio-delinquency problem and whether Truman would make any recommendations as to the course radio should pursue.

Attorney General Tom Clark last year organized a standing panel to explore the delinquency problem, with NAB one of the participants.

WJR this week broadcast Hoover's speech before the House un-American committee, in which he attacked communism, in its entirety.

RCA To Plug Video Shows Now, Instead Of Selling Receivers

HOLLYWOOD, March 29.—The Radio Corporation of America will switch its ballyhoo pitch next week from selling television receivers to beating the drum for the programs now available on local video screens.

Victor is asking the major stores which have been using ad lineage for boosting tele to plug video shows instead. The idea is that after the intense T-Day campaign, the majority of potential set buyers have already seen a receiver in action and know what tele looks like. The only way to sell a family on buying a receiver is to sell it first on the type of shows tele is providing.

Baseball Ads

Next week the major department stores and dealers will tone down their ad copy on receivers themselves, and instead play up the fact that KTLA, Paramount, will start baseball as a regular feature. Other shows will get similar treatment as they are added to the skeids.

Once sponsors start bank-rolling such events, Victor's California distrib, Leo J. Meyerberg Company, will seek tele tie-ins with sponsors' black-and-white ads. Thus a brewery sponsoring baseball would hit newspaper readers with a tele pitch from one side, while stores would hit them from the other. As the number of advertisers mounted, so would tele's newspaper ad plugs.

Continental Starts With Six FM-ers

(Continued from page 5)

cially sponsored because it is a public service show for the air forces. Stations carrying it share the costs co-operatively. However, early entry into commercial operation may be expected, he indicated, pointing out that several advertising agencies have inquired about the web since its first show.

Leonard L. Asch, president of the web's Schenectady outlet, WBCA, is known to have been working on New York State FM network of his own which might be ready for operation by the fall. Asch, who helped set up the old ABS, agreed to work with Continental when he learned of the plan. The FM broadcasters feel that, by jointly shouldering the costs, they can build program productions worthy of commercial backing. However, should the Continental set-up seek to sell shows, they would need another outlet to replace the Armstrong stations, which are licensed only for experimental operations.

Onset of FM network operations in the East heralds other such set-ups on a regional basis in the near future. Other projected webs, however, nearly all hope to operate on a commercial basis almost from the start. Among States in which FM broadcasters currently are blueprinting operational details for webs are Ohio, Indiana, North Carolina, Missouri, Kansas, California, Wisconsin and Oklahoma.

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Bland Attains Quality With Wire Recorder

Used on Corwin "Flight"

(Continued from page 3)

simultaneously, to dub them on magnetic paper tape. Thus, in a single operation, we obtained a safety copy of the recordings as well as a working basis for a transcript. Then double crews of engineers and production men worked day and night for more than three weeks and kept a careful log of all the material piped, with spot timing every 30 seconds. Expert Ediphone transcribers took over the hundreds of cylinders from which they extracted all the English text, word by word. After seven weeks—just 10 days before the first broadcast—the transcript was completed: 2,700 typewritten pages. We were over the first hurdle. Next came the preparation for each of the broadcasts.

Corwin explained that he would first select sequences from transcript, then listen to the portions of the recordings in which these sequences appeared and that, after this, he would require actual recordings of all these items for use at home in the writing of his scripts. Thus we could make up the actual broadcast recordings only when each script was finished.

We agreed that, in the interests of good production, we should make all our spotting and cueing mistakes before the broadcasts. Hence we elected to have Columbia Recording Corporation make disk records for air purposes. It became clear at this point that my original plan to cut up the paper tape and splice it together again had to be discarded because of time considerations. For now that I had to supply study recordings for Corwin, then wait for the finished script before preparing the air recordings, there might not be time to edit the paper tape and then pipe it to CRC for diskings. Furthermore, Corwin told me that our original wire recordings should be preserved at all costs for possible future use in flash-backs, while CBS advised me that they should be kept intact for library purposes. Thus I had to minimize the use of the original wire recordings and now I could not safely cut up the paper tape.

There was only one alternative: To work from the paper tape and to pipe each of the tentatively selected sequences to CRC just as soon as Corwin chose them. Thus our editing problems were seriously complicated in that we would have to do our pruning and splicing from disks; but we could quickly supply Corwin with his study recordings. Had it not been for the patience and painstaking care of CRC's Paul Gordon and his colleague, Bill Savory, the final recordings might not have worked so beautifully on the air.

The splicing job was tremendous. Frequently we lifted only the English text from a continuous speech that was more than 50 per cent foreign-language. Or occasionally we would lift the full English text and the full foreign text separately and splice each together into individual composites.

Out of a long interview in the Moscow Metro, Corwin was interested only in a subway whistle which

Same Station

NEW YORK, March 29.—Coupla months ago, WNBC, New York NBC key outlet, staged a king-sized hooptee-doodle over its call letter change from WEAf to WNBC. One of the guest speakers was an American Telephone & Telephone Company (original owner-licensee of WEAf) vice-president. So what happened? In its *New York Post* ad Monday (24) for the *Telephone Hour*, New York Telephone Company's copy read, in letters this big: "Telephone Hour, 9 p.m., WEAf."

blew once in the midst of the interview. As if by tweezers we plucked out the single blast of the train's whistle. Out of a nine-minute recording of Shanghai traffic we lifted only the highlights and superimposed them on a general Shanghai traffic background, compressing the whole thing into one 30-second recording. We removed coughs and clearings of the throat. We sliced long-winded speeches, extracting only meaty substances and significant statements.

In some of the original recordings we ran up against variations in speed due to an inferior power supply. One day outside Moscow we interviewed Sergei Eisenstein, the film director. Our storage batteries were on their last legs and when we got home we discovered that we had all of the Eisenstein interview but his baritone voice ranged from basso profundo to boy soprano. Yet, by carefully working thru the interview, phrase by phrase, we got Eisenstein speaking in his own natural voice with no speed variations. There were many other problems of matching voice quality.

I would be the last to deny that the quality of some of the recordings was poor. But an equal share of the blame must go to the often worn out and dilapidated storage batteries we were forced to use in many corners of the world, because 60-cycle current was unavailable.

I have drawn a few conclusions from the editing and slicing job which may be of value to others who are planning similar documentaries:

1. Record more than you expect to use and extract the best of the material. If you have time, it is better to talk with an interviewee for an hour, then compress it later.

2. If possible, during the original recording process, keep an accurate log of everything that happens. If not, do so on the first playback.

3. If you are dealing with a great volume of recordings, arrange as early as possible for a full typewritten transcript of the material.

4. Wherever possible, during interviews, avoid interrupting the interviewee so as to simplify cutting and splicing.

5. Plan your interview but don't rehearse it and you will capture naturalness and spontaneity.

6. Use your own discretion about allowing natural sounds to appear in the background—but remember they are a part of the environment.

7. Allow yourself as much time as possible in editing your recordings and in constructing the finished product.

8. If time and money permit, you will find it safer to use disks on the air because they can be spotted more quickly and handled more easily. (It is generally agreed that 16-inch 33 1/3 rpm. disks are your best bet.)

9. Make all your spotting and cueing mistakes in the recording room—and prepare the final disks in exactly the form you expect to use on the air.

10. If the recordings form only a portion of the broadcast, make a separate cut of each excerpt.

11. Be sure you keep a very accurate index of the recorded material, numbering each disk and each cut with great care.
12. If, as on the *One World Flight* se-

FM Promotion Set for Summer

(Continued from page 5)

vision. Complaints had charged that the turrent Federal Communications Commission policy of allocating frequencies to FM licensees is unsound, because it frequently calls for stations to be separated by but one channel. Critics claimed that, due to vagaries of transmitters and receivers, reception-marring drift from one channel to another was and is inevitable; that listeners cannot keep FM sets tuned to a station without constant re-dialing and that the stations are powerless to remedy the situation from their end.

Refutation of the general crisis charge came from many authorities, including Major Edwin H. Armstrong, FM inventor. He said such cases are exceedingly rare and due, he felt, to specific geographical and topographical reasons. One solution, he said, is to move such conflicting stations one channel further apart. However, he said stations whose transmitters are erected side by side cannot send conflicting signals, adding "you can't design broadcasting layouts from behind a desk and ignore geography and terrain." He conceded that some inferior receivers are subject to faulty reception.

Armstrong's contentions were seconded by several New York FM stations, manufacturers and engineers.

FCC officials, too, denied any major clash in the FM picture. These included Chairman Charles Denny, Commissioner Ewell Jett and Chief FM Engineer Cy Braum. Jett this week told a Washington Advertising Club panel on FM that "there is no FM crisis, and not even a serious problem." The difficulties, he said, are man-made and easily remediable, unlike the insoluble whistles, fading and jumbling which accompanies AM in higher wave lengths.

Addressing the same group on *The Agency Viewpoint of FM*, Hugh D. Lavery of McCann-Erickson, looked with optimism to the future, altho he said, "How much in the future it is, no one can tell. But," he added, "with 700 FM stations on the air this year, broadcasting to 3,000,000 to 5,000,000 homes, the materials for a new medium will be there. Two or three hot FM shows or a dramatic new FM program may change the growth of FM into a stampede. That is why the agencies are watching FM so closely."

A meeting of the FM Executive Committee of the National Association of Broadcasters in New York this week further heightened the optimism. One FM broadcaster said some NAB officials who hitherto had been chilly to FM have begun to show signs of warming up. Major action of committee meeting was a unanimous decision to seek a solution to the American Federation of Musicians' ban imposed upon carrying AM musical programs of FM facilities. Some FM broadcasters believe, however, that no progress can be made with AFM President James C. Petrillo on this score until clarification of the Lea Act.

NAB committee also recommended that FM affairs be integrated with others to be discussed at the September NAB convention in Atlantic City, but that one session present viewpoints on various types of FM operation, with and without AM duplication.

ries, the recorded spots are often separated by short live passages, you will find it profitable to make two complete sets of each recorded excerpt and to assign two turntable engineers to the studio. This procedure permits one engineer to spot the next recording while the other is playing one and your men can alternate thruout the program.

WGAY Burglarized

WASHINGTON, March 29.—The crime wave which has been getting so much emphasis in radio programs has become a little too realistic for WGAY, one of the new daytime bush-league stations in this area. Thieves pried open a door of the station one night this week and carried off a truckload of station equipment, including a playback machine, an oscilloscope, a receiver, loud-speaker and tube tester. Joe Brechner, station manager, who in a recent *Saturday Evening Post* yarn told about the headaches of getting a broadcast license approved for the station, mournfully reported the burglary, saying, "I expected all sorts of additional headaches after we got the go-ahead from FCC and bought our equipment—but I never figured on thieves running off with the station."

McGill Elected RDG President

(Continued from page 5)

execs protesting passage of any anti-labor laws.

RDG was welded into a permanent org, during the meetings which had 15 reps from four major cities—New York, Hollywood, Chicago and Washington—attending. Following officers were elected: Earle McGill, president; Thomas Fairbairn-Smith, first vice-president; Burr Lee second vice-president; George Zachary, third vice-president; Phil Cohan, secretary; Tony Leader, treasurer. Newman (Nicky) Burnett, elected national exec-sec., was the only officer of the RDG placed on salary.

Meetings, aside from Langman's speech and the two resolutions, were primarily organizational. According to Burr Lee, "no controversial subjects were discussed."

NEW YORK, March 29.—Radio Directors Guild has set a committee, headed by Ed Byron, RDG's New York local president, to negotiate network contracts for free lance directors. Committee will hold meetings first to determine strategy.

Move has been given unusual significance at this time, in view of the Radio Writers Guild call for a strike vote by free lance writers to be taken April 7. RDG move is interpreted as meaning a solid front for writers and magers should RWG strike.

RADIO BUYS INTO PRESS

(Continued from page 5)

and substituting "wireless." When Greensboro purchased a police radio system some years ago, the papers condemned it, saying they opposed police parking on side streets and "listening to sweet music." Question now is: Will the papers have a change of heart about radio?

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Decca Mecca For Million Disk Sellers

Jolson, Weems, Lombardo Zoom

NEW YORK, March 29.—Phenomenal come back of Al Jolson was further enhanced this week when Decca Records disclosed that the singer's album and *Anniversary Song* single disk both had topped the million-mark in factory shipments, with recent sales statements soaring toward those same astronomical heights. Figures released by Decca Veepee Len Schneider represent factory shipments to Decca distrib branches based on anticipated demand for the records. Last known final sales figures at the diskery have the Jolson album passing the half-million mark, with the single going over three-quarters of a million.

Schneider also pointed out that Decca shipments on Guy Lombardo's *Anniversary Song* and on the revived Ted Weems *Heartaches* gave the diskery a couple of other almost certain entries in the million-seller class. Lombardo's disk is reported by Schneider to have had close to 2,000,000 pressings shipped to distrib, while *Heartaches*, whose last sales figure exceeded three-quarter million, has moved over the million mark in distrib shipments. Lombardo's other current disks, two albums and the single *Managua, Nicaragua*, also are moving along at a brisk pace over the counters. Since January 1, Lombardo's two singles and two albums had accumulated a sale of over 2,000,000 at the last count.

Platter Sales In Feb'y Jump 219% Over '46

WASHINGTON, March 29.—Platter sales skyrocketed last month as compared with February a year ago, according to sales tax figures for February, 1947, issued this week by the Bureau of Internal Revenue. Last month's figure was 219.3 per cent over that of February a year ago. The 1947 sales tax sum was \$801,276.23, against \$250,913.14 in February last year.

Sales of musical instruments in February this year skyrocketed ever higher, going 647.7 per cent over the figures for February last year. Sales tax paid last month was \$1,432,943.98, compared with \$191,623.12 in February, 1946.

McConkey Shuffles Chi Big-Band Dept.

CHICAGO, March 29.—McConkey Music Corporation here this week shuffled its big-band department, following announcement that Cole Keyes would ankle the office March 31 to join MCA's Chi band department, where he will function in the band location department primarily. Keyes takes with him Russ Carlyle's ork, which is booked up to May 11 by MMC, but after that date by MCA.

Two newcomers to the Chi MMC band department are Henry Durst, previously with MMC in Kansas City as band booker, and Andy Anderson, new face to the office, who previously was road manager for the recently folded Elmo Tanner ork.

Champagne Bow For Lawrence Welk

NEW YORK, March 29.—Lawrence Welk opening at Roosevelt Hotel here Monday (24) was pre-ticketed with neat flacking when over 100 quarts of Chateau Martin champagne was distributed locally to daily and trade press scribes, disk jockeys, record execs and other biz plugs by Welk's personal manager, Sam Lutz.

Promotion gimmick which linked Chateau Martin brand with Welk's "champagne music" tag-line was sold by flack Joel Preston and is figured to stand Welk in good stead. Latter has followed Guy Lombardo (a traditionally hard band to come after) into the Grill Room and exploitation noise made by popping champagne corks might be the thing to make covers bubble.

Welk is in for eight weeks with options. Date booked by Music Corporation of America.

Majestic's Selvin Declares War on Disk Release Dates

NEW YORK, March 29.—Majestic Records' artists and rep head, Ben Selvin, has started a one-man campaign to have music pubs do away with advance release dates on recordings. Selvin's argument is that employment of the release date squashes diskeries' incentive, destroys free enterprise and makes for unhealthy competition in the record biz.

Pointing to the number of complaints from publishers and diskers that release dates were jumped (stories on such jumps have appeared in *The Billboard* for several weeks), Selvin criticized publishers who feel that to protect their songs with rival diskers, thus guaranteeing simultaneous record impact from various labels, they must resort to release date restrictions. The latter are valid only under the workings of the copyright law when a song has never before been recorded. The first firm to violate such a date therefore auto-

matically opens the door for his rivals.

Selvin's contention is that (with the exception of picture tunes, where he concedes promotional values sought by parent pic companies may be more important than the tunes themselves) recording a song at the disk director's own time and decision is of more benefit to pubs. He points to "sleepers" such as *For Sentimental Reasons*; *I Wonder, I Wonder, I Wonder*; *My Adobe Hacienda* and *Rickety Rickshaw Man* as examples of what one apparently meaningless dinking could mean to a song.

Diskers also pointed to a specific occurrence at Majestic involving a release date. Selvin cut *Red Silk Stockings and Green Perfume* with Ray McKinley's ork. The tune, pubbed by E. H. Morris, was slated for the hillbilly market, but when the pub heard the McKinley recording, Morris immediately slapped a restriction date on the song, which forced Selvin to hold up his waxing for several months.

Editorial

No Inch, No Yard

Since 'way back, *The Billboard* has harped on the subject of music publishers not realizing the fullest merchandising possibilities of their singular products—songs. Recently when *Open the Door, Richard* broke loose, we pointed out that Lou Levy's Duchess firm had picked up some lovely change by selling the use of the OTDR title to various advertising agencies and commercial companies who recognized the value of a hit or great standard title as a come-on copy line for ads. Sales of OTDR uses, we pointed out, varied from \$100 to \$500 per use and we expressed the conviction that *Richard* had opened the door to a lot more of a good thing.

But some pubs apparently will not realize that before you take the yard you must earn the first inch. For example: Currently William Jameson & Company (Seagram Distillers subsidiary) thru its ad agency, Lawrence Fertig, has been working out an ad schedule using song titles. Originally the campaign (to boost the Gallagher & Burton White Label brand) called for "New" song titles or standout standards, but according to a Jameson spokesman "publisher resistance and ridiculous price requests forced us to go into public domain for songs." Most pubs, the spokesman continued, thought Ruppert's use of OTDR had brought \$5,000 (the actual amount was about \$500) and were themselves quoting upward of \$500 for each title use.

Originally, again, the Fertig agency had planned to spend about \$100 per title. At this rate, 10 songs had already been contracted—the Metro-Robbins group took \$100 each for *I'm Sitting on Top of the World*; Edwin M. (Buddy) Morris group settled for as much for *Things We Did Last Summer* and *Five Minutes More*—when suddenly pub demands got out of hand. According to an agency executive, Warner Bros.-MPHC wanted \$500 per title; Sam Fox was evasive on *Brigadoon* tunes and a number of other pubs insisted on tie-in deals in which the agency was told to take a minimum of 10 song titles. Also, the Irving Berlin firm would not release its song titles for any ad campaign unquote. Nor would some others countenance the use of their titles in connection with whisky advertising.

The upshot was that Jameson and Fertig altered their ad schedule, cut out further use of "New" titles and confined their campaign to public domain tunes. A lot of music pubs as a result killed a golden trend even before it laid an egg.

We hold no brief for Jameson or Fertig but we do think that some pubs should clear up their thinking. There is no arguing the worth of a song title in ads—not enough precedent exists for a reliable yardstick—but surely no commodity is worth more than it can be sold for. If a company will pay \$100 now for the use of song titles and if such use proves popular and profitable, other companies may follow suit. The inevitable result of a bidder's market would be to raise the price per song title.

But for some pubs to act now as the song titles hold proven value to ad agency operation is plain presumption. OTDR was a hot and topical best-seller when it commanded \$500 and obviously rated big public attention. How other titles will fare remains to be seen. But for pubs to go on the theory that "we don't need the money" or "the agency will come back later at our terms" is a definite hindrance. Spreading the legend about the ad world that you can't do business with music publishers will discourage, not encourage, title buyers. And why can't pubs go along with potential customers for the sake of building up tune revenues in the future—whether it's \$5 or \$5,000 the revenue from such uses is pure "gravy" with no work or strings attached. The movie business, let it be remembered, frequently grants film title use free, merely for the sake of the exploitation value returned.

To wind it up we believe that pubs should be paid by commercial users for song titles. But let the pubs encourage such uses, by all means, with practical price-scales based on demand—not on tradition, hauteur or ignorance.

Columbia Follows Suit

Selvin said that in the future, unless something is done on the release date problem, Majestic will not cut songs unless they look like sure-fire hits. He will not wax tunes sent him until he is aware of release dates.

Following along similar lines to Selvin's feelings on recording tunes without knowledge of release date, Columbia Records' artists and rep head, Mannie Sacks, has instituted a card index system at the diskery, purpose of which is to keep track of all songs received. The card will show the date received and date for skedded release of a tune.

Before a song is recorded, however, Sacks will require confirmation on the release date from the pubs. Songs will not be recorded unless such confirmation is received.

Jimmy Zito Turns Maestro

HOLLYWOOD, March 29.—Trumpeter Jimmy Zito, who recently splashed front pages of national dailies when his marriage to screen star June Haver was announced, turns maestro and makes his initial podium bow April 4 at Horace Heidt's Trianon Ballroom in South Gate. Eleven-man crew will run three trombone, four sax, three rhythm and feature Zito as sole (and solo) horn.

Arrangements will be by Les Brown's note-placer, Frank Comstock. Ork is strictly tailored for low-budget buyers (musicians all Local 47 men) and pay roll is around \$1,500. Handling is Seymour Heller, of the Dick Gabbe-Sam Lutz-Heller office.

Assoc. Composers Switching to ASCAP

NEW YORK, March 29.—Associated Composers, music pub licensed thru Broadcasting Music, Inc., will switch its affiliation to ASCAP, according to Donald Gabor, prexy of Continental Records, parent org behind the pubbery. Gabor indicated that the switch was in preference to accepting reduced financial backing from BMI.

BMI dough for its pub members usually is extended on basis of professional activities. Amounts vary from \$52,000 a year down, with most pop firms dragging \$500 a week provided they guarantee minimum expenditure of \$1,000 weekly on staff plugging.

MCA Frets Over Weinberg's Southern One-Nighter Status

NEW YORK, March 29.—Routing conflict in the Harry James one-nighter tour of the southlands recently set by Music Corporation of America has brought to light significant MCA efforts to crack an alleged "monopoly" of Southern one-nighters by Promoter Ralph Weinberg.

MCA position is known to be that, altho Weinberg deserves credit for establishing the Carolinas as ripe one-night territory, he has begun to assert too much influence in other Southern areas. Claim is that with "other agency" co-operation promoter soon will be in a position to take nothing but cream-of-the-crop orks, thus closing the Southern gates to younger and lesser-known maestros from whose ranks future namers must be bred.

Spokesmen for other agencies defend Weinberg by pointing out that there are no regularly operated one-night spots in the Southern territory and that as a promoter in the area he must not only pay for an ork but also must lay out deposit dough for rental of an auditorium or hall and for advance promotion for a date. Bookers claim that chances of coming out on Southern dates are so much proportionately smaller than on regular operations that the Southern promoter requires fairly well established name orks with which to work.

Dates Clashed

In setting up the James routine MCA bookers found that many of the dates clashed with a William Morris agency route for Count Basie. Weinberg originally was given about half a dozen James dates which he took in addition to most of the Basie tour. When MCA found that Basie and James were only one day apart in several places and conflicted in one or two others, the agency made some adjustment in the booking sked, cut-

Bierkamp Quits Coast Casino Spot

HOLLYWOOD, March 29. — The reports of a rift were neither confirmed nor denied by Tommy Dorsey's manager, Arthur Michaud, it is definitely known that Kermit Bierkamp has left his job as manager of the TD-owned Casino Gardens, Ocean Park, Calif. Bierkamp is believed to be in the Midwest scouting for a ballroom operation he can manage or buy into.

George De Vore, formerly assistant manager of the spot, is now running it with TD in about mid-May with a scale-paid crew. It is understood that Bierkamp and Dorsey disagreed on the operation of the cocktail lounge, but details were not available at press time.

Rainbow Irks Victor With 'Brigadoon' Alb

NEW YORK, March 28.—Harry Fromkes's Rainbow Records firm slipped out with an album of tunes from the Broadway legit *Brigadoon* this week, and reports are that RCA Victor is about to blow a fuse.

Victor, which holds original cast contract for *Brigadoon* recording with Producer Cheryl Crawford, has yet to come out with its package, and loud squawks are expected about Fromkes's use of the *Brigadoon* title. Fromkes, however, is not using the original cast—Alfred Drake, of *Finian's Rainbow*, and Robert Roberts were signed to sing principal tunes—and the company feels the title use, so long as original cast ballyhoo is omitted, is clear and unrestricted.

ting down the number of Weinberg dates on James to three and passing on the others to promoters Marcel Brett and Jim Crockett. All-told, James is set for a 16-date Southern tour, with eight additional dates above the Mason-Dixon line.

Both the James and the Basie tours are set for the latter half of April and early in May.

Victor Signs Beryl Davis

NEW YORK, March 29.—Beryl Davis, British chirp brought to the United States recently by Willard Alexander, was signed to an RCA Victor recording pact this week. Deal is for two years, with the thrush skedded to cut her initial American wax next week.

Miss Davis originally was set to wax for the new MGM diskery under a verbal deal which required her to break her recording obligation to the British Decca plattery. The Decca pact contained provisions preventing any Davis tallow, other than her British output, from being sold in the British Isles. Since that contract proved unbreakable, MGM canceled and Alexander put her on the open wax talent market last week. Thereupon the Victor deal was negotiated and set.

Miss Davis is now completing a series of four guest shots on the *Hit Parade* air show.

Van Damme, Blanco Set by MEA in Chi

CHICAGO, March 29.—Art Van Damme Quintet, for the past three years featured NBC network and WMAQ, Chi, staff combo, have been accepted verbally by Capitol Records as their next unit addition. Jack Russell, of Mutual Entertainment Agency, Chi, with whom Van Damme just resigned a long-term pact, said Capitol execs are working up details of the pact to be inked within the next fortnight.

MEA, which celebrated its fourth birthday this week, also inked Rey Blanco, ex-Dick Jurgens guitarist-vocalist, to a management paper and have concluded deal with WBBM, CBS outlet here, for Blanco to take featured vocal post at the station. He started this week on his first commercial, a five-time per week 15-minute show for Nelson Bros., furniture chain.

Tiffany Bows With Chatterton Album

NEW YORK, March 29.—Tiffany Productions, Inc., a new diskery headed by Jack Byrne, former program supervisor for the American Broadcasting Company, will debut its initial disk package next week.

First album, titled *The Revolt of the Alphabet*, is narrated by actress Ruth Chatterton, with a musical background written and composed by Vladimir Selinsky.

The diskery expects to produce about a dozen music-narrative packages, with emphasis on the novel and amusing type of offering, but does not plan to step out of this specialty field.

Alyce Lodyga is secretary-treasurer of the firm, in charge of new ideas; James A. Smith heads Eastern sales; Jack Stevenson, Western.

MUSIC PUBLISHERS' BATTING AVGS.

(BY INDIVIDUAL FIRMS)

JANUARY, 1947, THRU MARCH, 1947



The following batting averages of publishers are based on the number of points scored in the first quarter of 1947 in *The Billboard's* Honor Roll of Hits. Scoring was done as follows: Ten points for every week a song was No. 1 in the Honor Roll; nine per week for No. 2 song and so on, down to one point for No. 10 song. These totals cover only the first quarter of the year, but every quarter hereafter a similar breakdown will be featured.

Publishers	Points (Per Tune and Total)	Tune	Number of Weeks and Position in Honor Roll of Hits
1. DUCHESS	106	(I LOVE YOU) FOR SENTIMENTAL REASONS	Four Weeks #1, Three Weeks #2, Two Weeks #3, Two Weeks #4, One Week #6, One Week #7.
	52	OPEN THE DOOR, RICHARD	One Week #1, Three Weeks #2, One Week #3, One Week #7, One Week #8.
	TOTAL 158		
2. SHAPIRO-BERNSTEIN	78	THE OLD LAMPLIGHTER	Four Weeks #1, Two Weeks #2, One Week #3, Two Weeks #5.
	TOTAL 78		
3. ENCORE	72	MANAGUA, NICARAGUA	Three Weeks #2, Three Weeks #3, Two Weeks #4, One Week #7, One Week #8.
	TOTAL 72		
4. REMICK	59	A GAL IN CALICO	One Week #3, Four Weeks #4, One Week #5, Two Weeks #6, One Week #7, One Week #9, One Week #10.
	TOTAL 59		
5. MOOD	58	ANNIVERSARY SONG	Four Weeks #1, Two Weeks #4, One Week #8, One Week #10.
	TOTAL 58		
6. BURKE-VAN HEUSEN	51	OLE BUTTERMILK SKY	Two Weeks #2, Three Weeks #3, One Week #6, One Week #8, One Week #10.
	TOTAL 51		
7. SANTLY-JOY	40	ZIP-A-DEE DOO-DAH	One Week #5, Three Weeks #6, Two Weeks #7, Two Weeks #8, One Week #9, Three Weeks #10.
	1	SOONER OR LATER	One Week #10.
	TOTAL 41		
8. HUDSON	39	HUGGIN' AND CHALKIN'	Four Weeks #5, One Week #6, Two Weeks #7, One Week #9.
	TOTAL 39		
9. FEIST	27	GUILTY	One Week #4, One Week #5, Two Weeks #6, One Week #7.
	TOTAL 27		
10. LEEDS	26	HEARTACHES	Two Weeks #3, One Week #5, One Week #7.
	TOTAL 26		
11. CRAWFORD	23	HOW ARE THINGS IN GLOCCA MORRA?	One Week #4, One Week #5, Two Weeks #6.
	TOTAL 23		
12. WITMARK	21	OH, BUT I DO	One Week #7, Three Weeks #8, Four Weeks #9.
	TOTAL 21		
13. ROBBINS	14	THE WHOLE WORLD IS SINGING MY SONG	One Week #6, One Week #7, One Week #8, One Week #9.
	TOTAL 14		
13. E. H. MORRIS	3	THE THINGS WE DID LAST SUMMER	Three Weeks #10.
	11	LINDA	One Week #5, One Week #8, One Week #9.
	TOTAL 14		
14. OXFORD	10	RUMORS ARE FLYING	One Week #5, One Week #7.
	1	SONATA	One Week #10.
	TOTAL 11		
15. PETER MAURICE	10	I'LL CLOSE MY EYES	Two Weeks #8, One Week #9, Two Weeks #10.
	TOTAL 10		
16. BERLIN	7	WHITE CHRISTMAS	One Week #4.
	2	YOU KEEP COMING BACK LIKE A SONG	One Week #9.
	TOTAL 9		
17. CHAPPELL	2	FOR YOU, FOR ME, FOREVERMORE	One Week #9.
	TOTAL 2		
17. CAPITOL SONGS	2	IT'S A GOOD DAY	One Week #9.
	TOTAL 2		

King Cole Sets Concert Junket

CHICAGO, March 29.—The King Cole Trio, encouraged by the success of a recent impromptu concert at the Harrisburg (Pa.) Auditorium, are setting up an extended concert junket, starting late in September. Three—some did their first effort at concerts six weeks ago, when they were booked for what they thought was a dance, only to find out five days before opening that it was a concert. With ducats selling from \$1.20 to \$3.60, affair was a sellout.

Thus far, concert package will include only the trio, with perhaps another comedy act, which would do satire on jazz. Nat Cole is currently working on a special number, *Concerto for Three*, from which the concert will get its title. Trio plans to stress instrumentals in the first half of the concert, saving their record hits for the finale.

The Cole combo will experiment with its nationwide concert program early in May, when they do a series of 10 concerts at colleges in Texas. Their next offering, set for cutting

Commission, Too?

HOLLYWOOD, March 29.—Bullets Durgom not only sold a Durgom-managed package—the Pied Pipers, Page Cavanaugh Trio and Connie Faines—to Universal-International for a musical short, but he sold himself to the flickery as well. Bullets, who was supposed to be only agenting the deal, ended up with a part in the filmette.

Gray Gordon Reverts

CHICAGO, March 29.—Gray Gordon and his ork, most recent Mus-Art Agency acquisition, will pare his present 16-piecer to 12 and return to his old "Tic-Toc" stylings within a month. Ork will line up with four saxes, two brass, accordion and three rhythm, plus singing fronter and a girl and boy singer.

sometime in June, will be a platter of kidisks, such as Brahms' *Lullaby* and *Little Man, You've Had a Busy Day*.

MCA Cuts Into GAC Bookings In Asbury Park; Sets 3 Orks

NEW YORK, March 29.—Music Corporation of America has moved in on General Artists Corporation's near-"exclusive" on Asbury Park's summer bookings for Convention Hall. MCA has dated three orks for three weeks of the spot's nine-week season at prices that are "neither worse or better" than those for GAC bands. William Morris Agency has landed one five-day slot for Charlie Spivak at the spot.

MCA bookings at the spot include one-week stanzas for Carmen Cavalario beginning July 23, with Louis Prima to follow and Sammy Kaye set for the week of August 13. GAC orks set are Tex Beneke-Glenn Miller, Jimmy Dorsey, Stan Kenton and Elliot Lawrence. One stanza still remains open, with the Johnny Long and Les Brown orks under consideration.

GAC spokesman explained that the agency could have had two additional weeks at the spot, since the Ridicker Brothers, who operate Convention Hall, wanted Frankie Carle and Tony Pastor, but due to summer routing of these orks the agency couldn't deliver them.

Buying Policy Changed

Ridickers' changed their buying policy for the coming season. Last year the ops bought bands on flat deals at inflated prices and despite

good biz didn't fare too well with their operation. For the coming season they held out for percentage deals, calling for lower guarantee, against a 50 per cent split. Indicative of price trend is \$3,500 guarantee set for a week of Elliot Lawrence and reported \$4,000 guarantee to Charlie Spivak for his five-day stay. WM spokesmen denied the Spivak figure which would be a considerable drop from the orkster's one-time greenback hauls, but would not disclose the price, stating only that it was higher than 4G.

MUSIC PUBLISHERS' BATTING AVGS.

(BY PUBLISHING FIRMS)

JANUARY, 1947, THRU MARCH, 1947



In the adjoining column the music publishers' batting averages are scored individually. Duchess, Peter Maurice and Leeds, for example, are listed singly, altho all are controlled by one management. The same holds for Burke-Van Heusen and E. H. Morris, or Remick and Witmark in the Warners-MPMC combine, etc. To give both sides of the picture *The Billboard* has broken down the breakdown and presents below an additional batting average which reveals which group or combine or business management had the highest point-scoring songs in the first quarter of this year.

Publishing Group	Points (Per Tune and Total)	Tune
1. LEEDS		
Duchess	158	(I LOVE YOU) FOR SENTIMENTAL REASONS;
Leeds		OPEN THE DOOR, RICHARD
Peter Maurice	26	HEARTACHES
	10	I'LL CLOSE MY EYES
TOTAL	194	
2. SHAPIRO-BERNSTEIN		
Shapiro-Bernstein	78	THE OLD LAMPLIGHTER
Mood	58	ANNIVERSARY SONG
TOTAL	136	
3. WARNER'S MPMC		
Remick	59	A GAL IN CALICO
Witmark	21	OH, BUT I DO
TOTAL	80	
4. ENCORE		
TOTAL	72	MANAGUA, NICARAGUA
5. E. H. (BUDDY) MORRIS		
Burke-Van Heusen	51	OLE BUTTERMILK SKY
E. H. Morris	14	LINDA, THE THINGS WE DID LAST SUMMER
TOTAL	65	
6. SANTI-JOY		
Santily-Joy	41	ZIP-A-DEE DOO-DAH, SOONER OR LATER
Oxford	10	RUMORS ARE FLYING
TOTAL	51	
7. ROBBINS-FEIST-MILLER		
Feist	27	GUILTY
Robbins	14	THE WHOLE WORLD IS SINGING MY SONG
TOTAL	41	
8. HUDSON		
TOTAL	39	HUGGIN' AND CHALKIN'
9. CHAPPEL GROUP		
Crawford	23	HOW ARE THINGS IN GLOCCA MORRA?
Chappel	2	FOR YOU, FOR ME, FOREVERMORE
TOTAL	25	
10. BERLIN		
TOTAL	9	WHITE CHRISTMAS, YOU KEEP COMING BACK LIKE A SONG
11. CAPITOL SONGS		
TOTAL	2	IT'S A GOOD DAY

34 Orksters Wham Esquire's Yearbook As Too Condon-ish

NEW YORK, March 29.—In the wake of the mass resignation of critics from *Esquire's* board for the publication's 1947 *Jazz Year Book*, (*The Billboard*, February 8) the mag's editor, David Smart, was further reproached this week by a letter of protest from 34 jazz ork leaders and tootlers.

Tootlers queried Smart as to why the book was edited by Eddie Condon and flack Ernie Anderson and dominated by the Condon school of musicians, why there was little more than mention of winners of the new Star Awards, why the "best records" list was devoted mainly to Dixieland jazz and why individual votes in the *Esquire* polls were not printed as they were in earlier issues of the annual.

Jazzmen said they regarded the book as an "insult to the musical profession" and to tootlers who have taken part in *Esquire* jazz activities. They added that as long as the present picture prevailed, the tootlers would not vote in *Esquire* polls and would refuse to accept any awards.

Among signees of the protest letter were leaders Louis Armstrong, Duke Ellington, Dizzy Gillespie, Boyd Raeburn, Buddy Rich, Cootie Williams and King Cole, singers Billie Holiday, Sarah Vaughan and Ella Fitzgerald and tootlers Coleman Hawkins, Red Norvo, Charlie Ventura, Teddy Wilson, Flip Phillips, Pete Candoli, Johnny Hodges and Harry Carney.

New Address!

The *Billboard* Publishing Company is now located in its new and larger offices and printing plant at 2160 Patterson Street, Station "B," Cincinnati 22, O. Phone: DUnbar 6450. Kindly direct all communications to the new address above.



ASCAP Annual Meet Is Tame; 1946 Melon Tops 9 Million; New Revenue Moves Talked

Pinky Herman's Usual Reform Spiel Is Less Explosive

NEW YORK, March 29.—Annual meeting of American Society of Composers, Authors and Publishers at Ritz Carlton Hotel here Thursday (27) saw very little of the fireworks that attended Society clambakes in previous years. Bulk of the afternoon session was devoted to usual round-up talks of Prexy Deems Taylor, General Manager John G. Paine and chairman of the exec committee, Lester Santly. Even Pinky Herman (long-time insurgent and reform seeker who provided liveliest comments of the entire confab) seemed to have settled for a less-explosive speech than marked past affairs.

Customary dinner following ASCAP's annual meeting was unmarked by any departure from the norm. Except for bigger crowd, which spilled over Ritz Carlton Ballroom and made things tight-packed, ceremonies went off without any speeches. Deems Taylor briefly emceed, quickly glossed over a long roster of prominent guests, turned the spotlight on entertainers who included *Showboat* star Carol Bruce, pianist Pat Flowers and the pantomiming Bernard Brothers, and that was it.

Visitors honored with dias seats included a whole slew of radio execs—Brig. Gen. David Sarnoff, president of RCA; Edgar Kobak, Mutual prexy; Edward Noble, ABC board chairman; Justin Miller, NAB prexy; Joseph H. Ream, CBS vice-prexy; John Shepard III, Yankee network prexy, etc.; one of the original ASCAP founders, Jay Witmark; the president of the newly-licensed National Federation of Music Clubs, Mrs. Guy Gannett, and at least a dozen others.

Deems Taylor opened the afternoon meeting with summary of treasurer's report which revealed among other things that Society during the year had taken in 68 new writers and 23 new publishers, making a total of 1,850 clef members and 301 pubs. Report also showed that annual ASCAP melon had gone over \$9,000,000 in '46, (representing a \$600,000 increase over '45) with 20 per cent of the take going for administrative costs.

Election Results

Taylor then read off results of board elections tallied Tuesday (25) and introduced the winners. These included incumbent members (with exception of Jack Bregman, whose pub seat was taken over by Irving Ceasar) Abe Olman and Lester Santly in pop field, and Frank H. Connor, standard pub rep. Re-elected writers briefly given a nod were Otto Marbach, Stanley Adams, Edgar Leslie and Speaker Taylor.

Then came Santly, who discussed problems facing exec committee. He provided the expected depreciation of juke-box situation and voiced the hope that legislation to collect from coinmen would be pushed thru this year. Also indicated that Society thought something should be developed to raise rate structure for motion picture theater licensing, unchanged since 1933, but flatly stated that no formula had been evolved and indicated that Society would not go into such matters until the licensees had been consulted.

Following Santly, a review of the preliminary ASCAP huddle with National Association of Broadcasters some weeks back was presented by Paine. He indicated the Society was not looking for a rate increase but a

clarification of problems existing under present contract (previous stories in *The Billboard* have indicated the problem clauses as those covering participation program fees, per program interpretation, etc.). Paine also heaped condemnation on juke-box exemption from Society's collections and hoped for legislative action. Added that in the field of serious music ASCAP now has licensed over 80 per cent of the concert and symphonic field. Television was dismissed lightly with comments indicating that little would evolve until tele rights had been clarified.

Pinky Gets in Raps

With the formal biz over, Herman rose to get his licks in. Made a three-point speech: (1) He was happy to see after years of crusading that the Society in '46 had changed the rule whereby writers below Class C remained in non-fluctuating income group regardless of annual ASCAP take.

(2) He rapped the current Society system of tabulating non-cast ballots on amendments as "negative" votes. Pointed again to the Bornstein-Taylor amendments on board's quorum rule as highlighting the evil of the voting system. This amendment was defeated by ASCAP's "great silent vote," said Pinky (claims Deems Taylor admitted this), which led him to submit an amendment to the Articles of Association of ASCAP calling for tabulation only of votes actually cast. Several writer-members asked Pinky to withdraw this amendment, he added, on grounds that it would strengthen the publishers who were a tighter knit body than the cleffers and might be expected to get their ballots in on time when urged by colleagues. But Pinky said he decided not to withdraw the amendment since the "undemocratic" principles involved were more important than the pub greater-strength possibility.

(3) Pinky laced into ASCAP publishers who showed no "loyalty" when they set up BMI firms and encouraged the rival collection org. ASCAP has censured the writers for bolting to BMI, said Pinky, but not enough stress has been laid on the pubs.

That just about wound up the session, except for one embarrassing moment when an obscure staffer for a trade publication gave out with a corny, commercial pitch for his gazette. Thud that this brought to the assemblage prompted Taylor to crack—"and now if there are any insurance salesmen."

"Finian" Album Set by Columbia

NEW YORK, March 29.—Columbia Records finally closed deal this week for original-cast album of *Finian's Rainbow*. Papers were signed with producer Lee Sabinson, giving latter 10 per cent list price royalty. In exchange, producer must furnish cast and musicians for recording, with diskery advancing exact amount of expenses incurred.

Final obstacle in settling *Finian* deal was overcome when show star Ella Logan was okayed for the wax package. Recording slated for this week-end.



HERE'S THE RECORD THAT'LL GIVE YOU—

JACK. JACK. JACK!

CU-TU-GU-RU!! (AND THAT MEANS PLENTY OF IT!)

backed by MADE FOR EACH OTHER ON NATIONAL 9028

—the most exciting Latin Dance Record in Years!



ORDER FROM YOUR NEAREST NATIONAL DISTRIBUTOR

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A REAL REVIVALULU! 'Red' McKenzie 'AGE in the HOLE' backed by 'PEG O' MY HEART' NAT. 9027

'IF I HAD MY LIFE TO LIVE OVER' HEARTACHES NAT. 9026



GOING BACK FOR ANOTHER GREAT HIT! 'Dusty' Fletcher 'I'm Going Back in There!' (PARTS 1 and 2) NAT. 4014



Monchito and his Rumba Orchestra ROCK and RYE LA NEGRA CACHON NAT. 8003

NATIONAL Records ORDER FROM YOUR NEAREST NATIONAL DISTRIBUTOR

BG Leads Off Cap Diskery's Longhair Bow

Nadia Reisenberg on Keys

HOLLYWOOD, March 29.—With Benny Goodman leading the way, the Capitol diskery is taking its initial step into the strictly classical field. Goodman has already cut the Carl Maria Von Weber *Concertino for Clarinet Opus 26*, with pianist Nadia Reisenberg sharing the solo spotlight. It is also understood Cap is seriously considering adding Miss Reisenberg as a catalog regular. She provided the piano half in Goodman's last classical waxing, released a few months ago for Columbia: *Brahms Sonata No. 2 in E Flat Major*. Capitol has not yet set the release date for the Weber *Concertino*, which fills two 10-inch disks and will be packaged in album form.

BG, who has just been named consulting director of popular music programs on Russian language broadcasts by the State Department (see Radio Department, this issue) has gained considerable attention for his classical wax sallies. His initial longhair diskings was for Victor in the mid-'30s, when he surrounded himself with the Budapest String Quartet to wax Mozart's *Quintet for Clarinet and Strings*. Later for Columbia he etched Bela Bartok's *Contrasts for Violin, Clarinet and Piano*, with Joseph Zigeti bowing the Strad and with the composer himself holding the piano bench. Goodman also etched Debussy's *First Rhapsody for Clarinet and Orchestra*, sharing honors with Conductor John Barbirolli and the New York Philharmonic Symphony Orchestra.

Since Decca acquired British Deca's longhair catalog, supplemented with some classical recordings made in this country, Capitol had been the only one of the big four without a strictly classical title in its disk lists. The diskery has been girding itself for an invasion of the international market and belief is that the label's longhair endeavors were stimulated by desire to influence overseas buyers who are strong for more serious platters.

Disk Sales Tax Proposed in Pa.

HARRISBURG, Pa., March 29.—A bill to tax distributor record sales in this State has been proposed by Rep. Ivan C. Watkins. Measure calls for State Tax of 5 cents on 50-cent disks and 10 cents for higher-priced wax. Tax would apply to both new and used platters.

It is felt here, however, that the Bill H. 381 stands little chance of becoming law since it is not an administration measure. Despite Watkins' membership in the Republican majority, observers predict it will not be reported out of committee. Record men here looked askance at Watkins' estimate that the proposed levy would bring the State \$25,000,000 annually. Making a rapid count and conceding a maximum 10 cents tax on every platter, the distributors say they would just love to sell 250,000,000 in platters in Pennsylvania every year, but with the national total for '47 expected to go no higher than 400,000,000, if that, they'd like to know who told Watkins what and why.

"Brig" Refigured

NEW YORK, March 29.—In the story on RCA Victor's signing Cheryl Crawford's *Brigadoon* legit to an album deal whereby the producer gets 11G advance against 10 per cent of the list price royalty (*The Billboard*, March 22), a couple of zeros went wrong and may have misled some readers.

Instead of "5 cents" being Crawford gal's probable royalty take, figure should have read "50 cents." As for the album sales total above which producer could hope for income exceeding her 11G advance, figure should have read "22,000" instead of "220,000."

Goldsen Plugs For West Coast Music Printing

HOLLYWOOD, March 29.—Mickey Goldsen, Capitol songs pubbery chief, says that upon his return to New York he will delve into possibility of having his music printer set up a Coast branch so that sheet copies could be simultaneously released.

Since his printery, Kuperman & Del Guercio, are the largest in the biz—the big three, Edwin H. (Buddy) Morris, Leeds are among their customers—Goldsen feels it would be of mutual advantage to both K. & G. and its clients.

According to Goldsen, pubs lose a sizable chunk of coin in the three to four weeks lost in getting sheet music to the Coast. When a new tune gets its initial coast-to-coast plugging says Goldsen, demand immediately is created but can only be supplied in the East while the Coast waits until stock is shipped. Sometimes before sheet music gets out West, Goldsen claims, freshness and edge of the tune has worn somewhat and sales suffer. Looking into situation here, Goldsen claims that at times dealers will not order sheet music for fear that delivery will be late and the sales draw lost.

Goldsen's solution is to set up a twin printing system here and in New York, with duplicate plates hitting both areas simultaneously. With Hollywood an increasingly important music biz center, he argues that a printer wing would also pay off in making available professional stock sheets. Under this system pubs would also save transcontinental shipping cost.

Philly Stations Going For Remote Bands

PHILADELPHIA, March 29.—In spite of what is happening in the Coast dance band whirl, local stations are just beginning to discover the after-dark terp scene and KYW, NBC station, is the latest to go after nighttime dance spots for remote pickups. KYW has installed lines into Frank Palumbo's Click, ace band spot, and in the class Warwick Hotel. Click buys big names exclusively, while Warwick brings in out-of-towners playing the smarter circles.

From the Warwick, KYW remotes of the Saturday afternoon session of Herbie Collins's band are heard, while from the Click pick-ups are made after the midnight hour on Wednesdays and Fridays, feeding the Friday shots to the NBC net and giving the club remote coverage on all four networks, in addition to local shots. In all, Click gets more than a dozen air shots during the six-day week here.

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THE JUKE BOX SENSATION OF 1947

ON THE STAND

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

Lawrence Welk

Reviewed at the Roosevelt Hotel, New York, March 26. Personal manager, Sam Lutz. Booked thru Music Corporation of America.)

TRUMPETS: Leo Forten, Edward Heintel.
TROMBONE: Terry George (band manager).
SAXES (CLARY): Joseph Lepore, Orest Amodeo, Bud Green, Clark Gandy.
VIOLINS: Everett Olson, Ragnar Mellgren, Morton Block.
RHYTHM: Jerry Burke, piano; Nicky Aden, drums; Bob (Tex) Cromer, bass.
VOCALISTS: Joan Mowery and Bobby Beers. Western vocals: Bob (Tex) Cromer and trio consisting of Joan Mowery, Bobby Beers and Nicky Aden.
ARRANGERS: Paul Summey, Gus Donahue.
LEADER AND ACCORDION: Lawrence Welk.

This is what you call a tidy band. Arrangements are clean; the musicians toe the mark and here's a refreshing kind of maestro—Welk works and worries about his band and the results are apparent. A sweet band where musical character is definitely in the best of taste, pleasantly danceable and an all-round excellent nomination for the Roosevelt's Grill Room where the customers have become acclimated to the Lombardo stress on tune and tempo.

Welk, long a Midwest hotshot who more recently scored on the Coast, should leave a good impression in the East. Band is down to 14 pieces, but the immaculate, frilly schmaltz fits the champagne music tag-line—the stuff bubbles off the stand and tickles the ears rather than the nostrils. A mixture of standards, pops and a hill-billy here or there get full benefit of subtle rhythm beat, three fiddling, one mostly muted tram and sax section doubling on peep-peep clarys. Welk's accordion avoids normally tempting criticism—use is soft, occasional and carefully blended. Vocals are in the quiet, neat pattern of the band itself. Bobby Beers sings a true, sweet song and Joan Mowery keeps it demure and likable-listenable.

With his obvious catering to adult dancing, Welk should hold his covers high despite the lull in locations here currently. Exploitation-wise, Decca could do his future more good by a little more wax quantity, but this problem shortly will be remedied, it is heard. At any rate, the painstaking Welk looks to add New York to his "we want more" fan list.

Joe Carlton

Les Brown

(Reviewed at Hollywood Palladium, Hollywood, March 25. Booked thru Associated Booking Corporation. Road manager, Don Kramer.)

TRUMPETS: Frank Beash, Verne Rowe, Robert Fowler and Bob Higgins.
TROMBONES: Ray Klein, Ray Sims, Freddie Zito and Ralph Pfiffer.
SAXES: Ted Nash, Massagni Ruffo, Louis Prishby, Joe Koch and Butch Stone.
RHYTHM: Jimmy Rowles, piano; Tony Rizzl, guitar; Joe Mondragon, bass, and Jackie Mills, drums.
VOCALISTS: Butch Stone, Eileen Wilson and Ray Kellogg.
ARRANGERS: Les Brown, Frank Comstock, Bob Higgins, Skippy Martin and Van Alexander.

Following a three-and-a-half month absence from the dancery podium, Les Brown returns with a newly organized crew. Only holdovers from the past are saxman-vocalist Butch Stone and saxist Ted Nash.

Only noticeable change here is in the Brown playing style. Ork is stressing lightness, toning down on brasses to throw even greater emphasis on the reed wing's blends. However, to provide sparkle and zip, trumpets get the full spotlight occasionally. Brown is definitely against rafter-rocking blasts, turning on the

Jack Edwards

(Reviewed at the Hotel Commodore, New York, March 26. Booked thru Willard Alexander office.)

TRUMPETS: Avery Gordon, Lanny Regg, Cushman Bean.
TROMBONES: Ray Leach, George Zantukos, Emil Cost.
SAXES: William Ryan, Paul Harrington, Paul Treiani, James White, Paul Santa.
RHYTHM: Dave Brayton, bass; Bill Rubenstein, piano, and Ray Ballard, drums.
VOCALS: Jack Edwards, Lynn Randels and the Ed-Tones (Edwards, Randels, Santa, Leach and Zantukos).
ARRANGER: Johnny Watson.

The obvious comment about newcomer Edwards is that he sounds like another Vaughn Monroe. Just as obvious is the routine deduction that in showbiz, sequels or facsimiles rarely turn out well, so Jack Edwards (backed and handled by the men who scored with Monroe, Alexander, Jack Marshard and the orkster proper) ain't gonna get nowhere, it says here.

It may turn out that way. Edwards does have an amazing vocal resemblance to Vaughn—the band's choral pattern and arrangements are closely fashioned on Monroe's crew, and the inevitable comparisons at this stage of the game are bound to come out in the big-timer's favor, leaving Edwards badly battered.

Compensating Factors

But there are things to consider. Edwards has as good a voice as Monroe's in the lower register. That the newcomer still shows those green spots in high—an occasional lurch in transitional phrasing and coming out too weak on ballad key notes—doesn't spell total detriment. Edwards sounds good with the familiar Monroe-type backing of a vocal group; he's good looking and is a warmer personality on stage than his distinguished predecessor.

More importantly, Edwards is new. He'll probably do a little biz at the Commodore; he may find it even tougher in the next location, but if and when he can get himself a record contract, if and when a *There I've Said It Again* happens to him just as it happened to Monroe, then the whole complexion may change. Until then Edwards has a long road to travel, his musicians need lots of work and grooming, his gal singer Lynn Randels and the Ed-Tones make pleasant harmony but need to gain sureness.

The point remains that despite the axioms of old, there's room in this world for two Vaughn Monroes—or a dozen for that matter. In Edwards' case, it's strictly a matter of the band's finding the right material, getting set on records and building around for its own following. Then the Monroe tag-line might prove an advantage rather than a barrier.

Joe Carlton.

volume only for contrast's sake.

Altho aggregation is playing its first date, lads work together with unusual smoothness for an outfit that is as young as that. Built on a neatly defined, terp-tempting beat, arrangements for the most part lean more to the sugar side of the dance diet than the former crew. Library remains unchanged but tunes are split 50-50 between ballad-pops and jumpers plus novelties.

Butch Stone still wows 'em with his Texas-styled voicing of novelty items while Miss Wilson and Kellogg (both formerly with Will Osborne) capably handle the dream tunes. The current Stone topper is the rhythm ditty, *How Big Can You Get*.

Following current Palladium stint, the Brown ork will go into a string of Coast one-nighters and then head eastward.

Lee Zhitto.

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Music---As Written

NEW YORK:

Eddy Duchin cut his first wax for Columbia Records in some five years when he recorded this week with a small combo featuring vocals by Buddy Clark. . . . Joe Mooney Quartet booked into the Ankara Club, Pittsburgh, for four weeks beginning April 7. . . . E. Gartly Jaco leaves the Columbia diskery flackery the end of next week. . . . Claude Thornhill began rehearsing his new, smaller-sized ork this week. Personnel will include clary-altoist Danny Polo, who was with Thornhill's first ork. . . . Duke Niles has joined the Irving Berlin pub professional staff, replacing Abe Farbman.

Tony Pastor's ork was signed this week for a spot in a Columbia flickery musical tabbed *Three Blondes and a Red Head*. . . . Diamond Records celebrated its first anniversary this week, with Prexy Irvin Gwartz promoting David Ferber to comptroller, Robert Kerr to general sales manager and Edgar Burton to promotion director. . . . Frank Sinatra will play the non-singing role of a Roman Catholic priest in his next flick, *The Miracle of the Bells*. . . . Columbia diskery will issue an album tabbed *A Night in Carnegie Hall*, with sides by Lily Pons, Ruse Stevens and Ezio Pinza, as a tie-in with the Carnegie Hall flick.

Milt Ebbins now personal manager of Johnny Moore and His Three Blazers. . . . National diskery has re-signed Al Trace and his comedy ork after a year's lapse in his waxing pact. Trace will make kidisks in addition to his comic wax. . . . GAC exec Art Weems off on vacation. . . . Joe Mooney Quartet will play its first theater date when it goes into State, Hartford, Conn., on April 4 for three-day stanza. . . . Claude Thornhill set for Eastwood Gardens, Detroit, for one or two weeks beginning July 11. Hal McIntyre set for one week at same spot beginning August 8.

Boyd Raeburn's ork booked to play prom at Lawrence Academy, Lawrenceville, N. J., on April 26. . . . Hawaiian maestro, Johnny Pineapple, has been devoting his Sundays to entertaining sick and wounded servicemen in Veteran Administration hospitals in the New York area at the request of the North Atlantic Division of American Red Cross.

National Majestic radio, television and record distribs' convention will be held at Edgewater Beach Hotel, Chicago, May 2-3. . . . June Christy, Stan Kenton chirp, cut a couple of sides as a single for Capitol before the ork took off on a Texas tour last week. . . . Singer Billy Williams signed by Columbia Pictures to do a series of Western films. . . . Wilson Humber's 12-piece ork inked to a William Morris management pact this week in Chicago, effective May 1.

CHICAGO:

Teddy Phillips' ork moves into the Aragon May 13 for an indefinite stay. . . . Miracle Records, Chi label, has issued its first sides by Memphis Slim, ex-Victor blues singer; Brother John Sellers, a spiritual singer, and the Sonny Thompson combo and has added Trylon Distributors, Oakland, Cal.; Ebony Music, New York; Klayman's, Cincinnati; Commercial Music, St. Louis, and United Distributors, Detroit.

Billy Bishop will play for the May 8 Mississippi Delta Fete at Greeneville, Tenn., where President Truman will be honored. . . . Frederick Bros, has Ray Herbeck at the Last Frontier, starting April 4, with Anson Weeks at the El Rancho Vegas, both Las Vegas locations. . . . King Records has opened its own Los Angeles distribution office, while its Canadian ped-

dling will be done by Regent Vending Machine.

Stinson Records will issue an album of cantor sides made during the height of the Hitler regime in Berlin and sides by a South American cantor in another package April 1. . . . George Winslow will play a six-month return engagement at Melody Mill, Chicago, starting August 9. Spot's CBS time now includes five half-hour shots weekly.

HOLLYWOOD:

Margaret Whiting huddling with Capitol execs over her first solo album on which she will be backed by Frank De Vol. . . . Charlie Barnet, originally set for the Avodon, April 11, will not ascend the downtown terpsery's stand. Management asked that he throw Sunday matinees into the deal, but Barnet balked for more dough. Local Latin crew will take over temporarily.

RCA Victor followed up its L. A. disk-jockey fete some weeks back with a special fling for juke box ops at Rogers Young Auditorium. . . . Ziggy Elman back on Coast after crew he fronted disbanded in Toledo, Status still uncertain concerning Elman's return to the Dorsey band since the trumpeter does not hold a Local 47 card.

Henry Busse booked solidly for the rest of 1947. Ork working east to Chicago following current stint at Las Vegas's Flamingo Hotel. Crew set for Chi's Edgewater Beach June 13, then one nighters and back to San Francisco's Palace Hotel November 13 thru end of year. Modern Records completed waxing sessions with Hadda Brooks, Jerry Brent's ork and juve drummer Joey Preston this week. . . . Bill Millner, former arranger for Count Basie and Benny Carter, is forming a 12-man ork.

PHILADELPHIA:

Trumpeter Charlie Shavers brings in a quintet to Nat Segall's Downbeat. . . . Jimmy Golden, former Billy Eckstine pianist, is set for the summer with his band at Louise Lockley's High Steppers Club in Wildwood, N. J. . . . Frankie Adams and Dave Grimes are splitting a \$2,500 advance from Leeds Music for their *If I Could Steal You From Somebody Else*. . . . Linda Sherwood adds her canarying to Mark Starr's music at WIP. . . . Baggy Hardiman and his Five Kings at the Club Del Rio waxing as the Sentimentalists behind songbird Savannah Churchill for Manor label. . . . Melody Records, Inc., will be the newest Philly waxery. Abraham Levin, attorney, has applied for a charter. The firm also plans to produce et.'s.

KANSAS CITY:

Bernie Cummins band, featuring Betty Rhea and Walter Cummins, moved into the Terrace Grill of the Hotel Muehlebach (26), replacing Bill Bardo's outfit. . . . Bob Strong's crew held over for a second week at Mary's Club. . . . Lee Williams' band in for a three-day run at the Pla-Mor. . . . Mal Duncan took over the piano and organ at the Omar Room of the Continental Hotel. . . . Ruth Seufert, new concert impresario, announced a series of seven events for 1947-'48 season at a top of \$16 on boxes for the package. Season opens October 10 with Vladamir Horowitz. . . . Half the 10 events on the slate of the Kansas City Town Hall Forum for next season are musical, opening with Merrill, Met baritone, and including Jan Peerce. Forum season ducats are pegged at \$11.50 top. The longhair season here was closed Friday (28) by Robert Casadesus, French 88-er.



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Hit Tunes for April

(On Records)

ANOTHER NIGHT LIKE THIS (Marks)

Dick Haymes—Dec. 23731 • Desi Arnaz—Vic. 20-2052
Hal Derwin—Cap. 336 • Herb Kern-Lloyd Sloop—Tempo 984
Don Alfredo—Pan-Amer. 076 • Larry Douglas—Sig. 15085
Hal Winters—Apollo 1034 • Tommy Tucker—Col. 37339

BEST MAN, THE (Vanguard)

Les Brown—Col. 37086 • King Cole Trio—Cap. 304
Romo Vincent—Dec. 23749 • Sunny Skylar—Mercury 5004

FOR SENTIMENTAL REASONS (Duchess)

Eddy Howard—Maj. 1071 • Charlie Spivak—Vic. 20-1981
Ella Fitzgerald—Dec. 23670 • King Cole Trio—Cap. 304
Fran Warren—Cosmo 514 • Deek Watson—Manor 1041
Dinah Shore—Col. 37188
Skip Strahl—Emerald 106 • Art Kassel—Vogue 781

ILLUSION (Pemora)

Hal Winters-Jose Morand—Apollo 1034 • Don Jose—Cotham 3003
Xavier Cugat—Col. 37319 • Bobby Doyle—Sig. 15079
John Paris—Vic.*

IT MIGHT HAVE BEEN A DIFFERENT STORY (Campbell-Porgie)

Tex Beneke—Vic. 20-2123 • Buddy Clark—Col. 37302
Hal Derwin—Cap. 377

IT TAKES TIME (London)

Benny Goodman—Cap. 376 • Louis Armstrong—Vic. 20-2228
Doris Day—Col.* • Guy Lombardo—Dec.*

MANAGUA, NICARAGUA (Encore)

Freddy Martin—Vic. 20-2026 • Guy Lombardo—Dec. 23782
Kay Kyser—Col. 37214 • Gordon Trio—Sonora 3032
Two Ton Baker—Mercury 5016 • Dick Peterson—Enterprise 251
Julie Conway—Sig. 15086 • Jose Curbelo—Vic. 26-9015

MISIRLOU (Colonial)

Jan August—Diamond 2009 • Herbie Fields—Vic. 20-2138
Skitch Henderson—Cap. 351 • Nicholas Matthey—Dec. 25045
Frank Knight—Standard 5010 • Jose Morand—Dec. 50005
David Rose—MGM 30007

MY ADOBE HACIENDA (Peer)

Billy Williams—Vic. 20-2150 • Jack McLean—Coast 8001
Coffman Sisters—Ent. 147 • Esquire Trio—Rhapsody 102
Hammondairs—Mars 1037 • Eddy Howard—Maj. 1117
Bobby True Trio—Merc. 3057 • Russ Morgan-Kenny Baker—Dec. 23846
Louise Massey—Col.* • Dinning Sisters—Cap.*

OPEN THE DOOR, RICHARD (Duchess)

Count Basie—Vic. 20-2127 • Three Flames—Col. 37268
Jack McVea—B & W 792 • Bill Samuels—Mercury 8029
Charioteers—Col. 37240 • Sid Catlett—Manor 1058
"Lips" Page—Apollo 1041 • Tiny Grimes—Sig. 1006
Pied Pipers—Cap. 369 • Merry Macs—Maj. 1112
Louis Jordan—Dec. 23841 • Dusty Fletcher—Nat. 4012
Dick Peterson—Ent. 253

THAT'S HOW MUCH I LOVE YOU (Vogue)

Bing Crosby—Dec. 23840 • Frank Sinatra—Col. 37231
Louis Prima—Maj. 2107 • Eddy Arnold—Vic. 20-1948
Alvino Rey—Cap. 363 • Wally Fowler—Merc. 6031
Fred Kirby—Sonora 7023 • Red Foley—Dec. 46028

UNLESS IT CAN HAPPEN WITH YOU (Stevens)

Three Suns—Vic. 20-2197 • Frankie Carle—Col. 37311
Mr. & Mrs. Andy Russell—Cap.* • Lawrence Welk—Dec.*
Blue Barron—MGM* • Johnny Long—Sig.*
The Starlighters—Merc.*

WE COULD MAKE SUCH BEAUTIFUL MUSIC (BMI)

Vaughn Monroe—Vic. 20-2095 • Frankie Carle—Col. 37222
Monica Lewis—Sig. 15068 • George Towne—Sonora 2002
Billy Butterfield—Cap. 371 • Blue Barron—MGM 10005

YES, YES, HONEY (Chelsea)

Danny Ryan—Diamond 2062 • Stardusters—Swan 3002
Gene Krupa—Col.*

* Soon to be released.



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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 28



HONOR ROLL OF HITS

(TRADEMARK)

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Position This Week Position Last Week

- #### 1. ANNIVERSARY SONG

By Al Jolson and Saul Chaplin
Published by Mood (ASCAP) 1

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. HEARTACHES

By Al Hoffman and Al Klenner
Published by Leeds (ASCAP) 3

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.
- #### 3. LINDA

Jack Lawrence
Published by E. H. Morris (ASCAP) 5

Records available: Bob Chester Ork, Sonora 2006; Larry Douglas, Signature 15106; Chuck Foster Ork, Mercury 3058; Hollywood Rhythm-Aires, Hollywood Rhythms 1551; Gordon Jenkins Ork, Decca 23864; Ray Noble Ork-Buddy Clark, Columbia 37215; Charlie Spivak, Victor 20-2047; Paul Weston Ork, Capitol 362.
Electrical transcription libraries: Chuck Foster, Lang-Worth; Jack Lawrence, Lang-Worth; The Sweetwood Serenaders, NBC Thesaurus.
- #### 4. HOW ARE THINGS IN GLOCCA MORRA?

By E. Y. Harburg and Burton Lane
Published by Crawford (ASCAP) 4

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. MANAGUA, NICARAGUA

By Albert Gamse and Irving Fields
Published by Encore (BMI) 2

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, DG 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.
- #### 6. GUILTY

By Gus Cahn, Harry Akst and Richard A. Whiting
Published by Feist (ASCAP) 6

Records available: Nick De Lano, Black & White BW-821; Del Courtney Ork, Enterprise 247; Johnny Desmond-Page Cavanaugh Trio, Victor 20-2109; Ella Fitzgerald-Eddie Heywood Ork, Decca 23844; Monica Lewis, Signature 15090; Tony Martin, Mercury 3042; Tony Mottola, Four, Majestic 1106; Artie Shaw-Mel Torme and the Mel-Tones, 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'LL CLOSE MY EYES

By Buddy Kaye and Billy Reid
Published by Peter Maurice (ASCAP) 8

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; Hildegarde-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.
- #### 8. (I LOVE YOU) FOR SENTIMENTAL REASONS

By Deek Watson and William Best
Published by Duchess (BMI) 7

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.
- #### 9. IT'S A GOOD DAY

By Peggy Lee and Dave Barbour
Published by Capitol Songs (ASCAP) 9

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. YOU CAN'T SEE THE SUN

By Allan Roberts and Doris Fisher
Published by George Simon (ASCAP)

Records available: The Charioteers, Columbia 37240; Steve Gibson-The Red Caps, Mercury 5011; Ink Spots, Decca 23809; Vaughn Monroe, Victor 20-2053; Pied Pipers, Capitol 344; George Towne Ork, Sonora 2002.
Electrical transcription libraries: Patti Dugan-The Jumpin' Jacks, NBC Thesaurus.

TOMMY RCA VICTOR'S DORSEY!

Bingo, Bango, Boffo

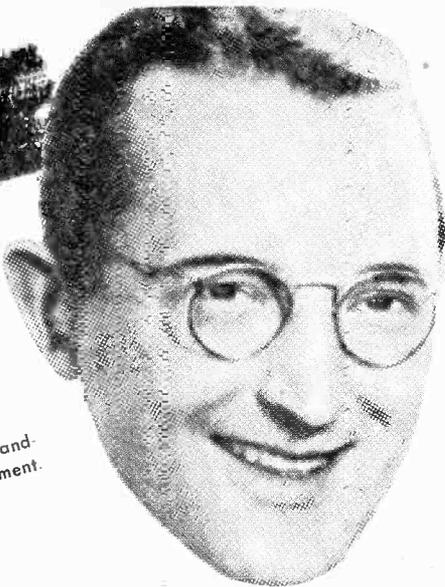
A Dorsey all-instrumental special... bouncing beat, solid solos.

AND

Spring Isn't Everything

Stuart Foster's romantic baritone in an up-and-coming new love ballad. Swell Dorsey arrangement.

RCA Victor 20-2196



PHIL RCA VICTOR'S HARRIS!

Poppa, Don't Preach to Me

Lots of laughs, good Harris-style beat, and terrific Harris-style vocals. It's from Paramount's "Perils of Pauline."

AND

Necessity

Harris and The Spartsmen wrap up this "Finian's Rainbow" hit with tremendous showmanship.

RCA Victor 20-2198

RCA VICTOR'S THE THREE SUNS!

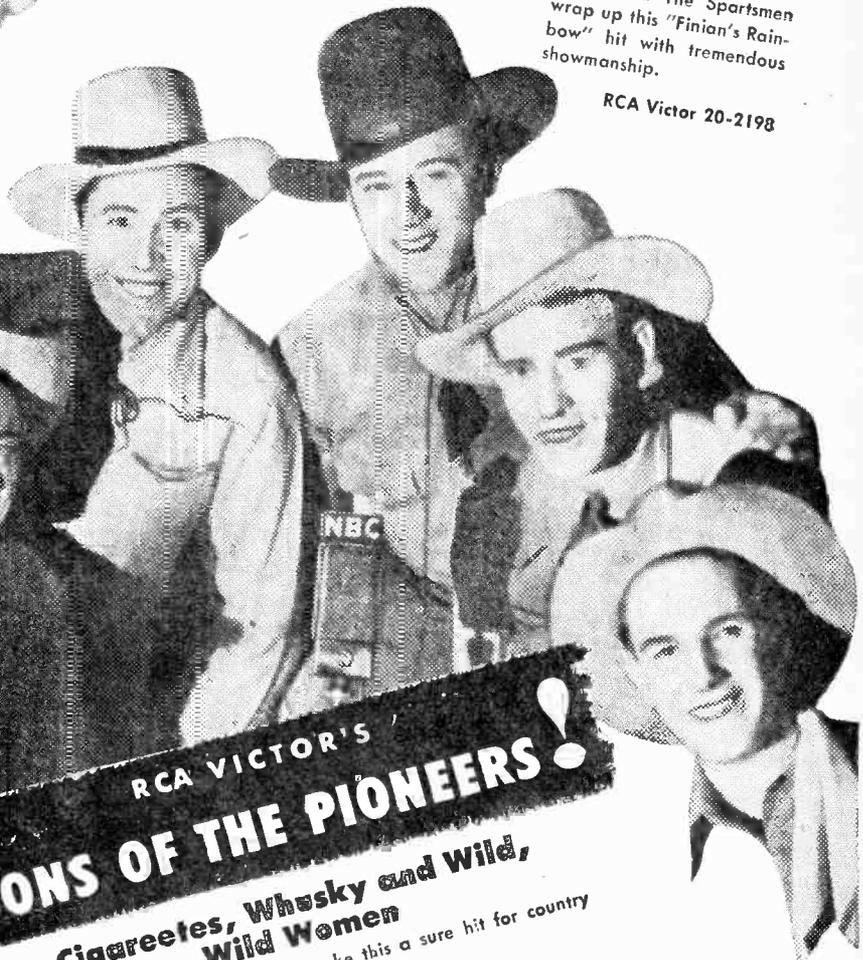
I Never Knew (I Could Love Anybody Like I'm Loving You)
An oldie given new punch by the Trio's neat treatment. Cut with an eye to big business for the boxes.

AND

Unless It Can Happen With You

Semi-bounce rhythm polished off with vocals by Artie Dunn. Watch those Suns rise!

RCA Victor 20-2197



ALSO IN THIS WEEK'S RCA VICTOR RELEASE:

HAPPY FATS

and his Rayne-Bo Ramblers

Cajun Boogie

AND

The Widow's Lament

Vocals by Red Fabacher

RCA Victor 20-2200

ROOSEVELT SYKES

and his Original Honeydrippers

Bobby Sox Blues

AND

Peeping Tom

RCA Victor 20-2201

RCA VICTOR'S SONS OF THE PIONEERS!

Cigarettes, Whisky and Wild, Wild Women

Romping tune and catchy lyrics make this a sure hit for country music fans.

AND

My Best To You

An old Isham Jones favorite smoothly blended by the Pioneers.

RCA Victor 20-2199

THE STARS WHO MAKE THE HITS ARE ON
RCA VICTOR RECORDS



GENE KELLY

tosses some bouquets
from Hollywood



"Hello, Jimmy Dorsey..."

... your new record really takes off ... I simply can't keep my feet still when I listen. Wherever I go, here in Hollywood, they're saying, "Don't miss Jimmy Dorsey's great new M-G-M RECORD!"

Jimmy Dorsey

and his orchestra

"QUIÉN SABE?" (WHO KNOWS?)

Vocal by Bob Carroll and Dee Parker

"TIME AFTER TIME"

(From the M-G-M Picture "It Happened in Brooklyn")

Vocal by Bob Carroll

M-G-M 10010



"Many thanks Gene..."

... coming from the rhythm master himself, that's a high point in praise. I'm looking forward to your forthcoming M-G-M RECORDS."

4 MORE GREAT RELEASES!

DAVID ROSE

and His Orchestra play

"MISIRLOU"

"CALIFORNIA MELODIES"

M-G-M 30007★★★★

ART LUND

sings

"MAM'SELLE"

"SLEEPY TIME GAL"

M-G-M 10011

HELEN FORREST

sings

"THE EGG AND I"

"WHO CARES WHAT PEOPLE SAY"

M-G-M 10009

CARSON ROBISON

sings

"PREDICTIONS FOR A HUNDRED YEARS FROM NOW"

"AIN'T NO NAME AS PURTY AS ARKANSAW"

M-G-M 10012

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

The Billboard MUSIC POPULARITY CHARTS

PART II

Sheet Music

Week Ending March 28



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.

POSITION	Weeks to date	Last Week	This Week		Publisher
11	1			1. ANNIVERSARY SONG (F) (R)	Mood
7	2			2. HOW ARE THINGS IN GLOCCA MORRA? (M) (R)	Crawford
4	6			3. LINDA (R)	E. H. Morris
11	3			4. MANAGUA, NICARAGUA (R)	Encore
9	4			5. GUILTY (R)	Feist
5	5			6. HEARTACHES (R)	Leeds
14	8			7. I'LL CLOSE MY EYES (R)	Peter Maurice
2	14			8. BLESS YOU (FOR BEING AN ANGEL) (R)	Shapiro-Bernstein
19	9			9. (I LOVE YOU) FOR SENTIMENTAL REASONS (R)	Duchess
9	12			10. SONATA (R)	Oxford
18	11			11. ZIP-A-DEE DOO-DAH (F) (R)	Santly-Joy
2	10			12. IT'S A GOOD DAY (R)	Capitol Songs
1	—			13. MAM'SELLE (F) (R)	Feist
22	7			14. THE OLD LAMPLIGHTER (R)	Shapiro-Bernstein
13	15			14. OH, BUT I DO (F) (R)	Witmark
1	—			15. YOU CAN'T SEE THE SUN WHEN YOU'RE CRYING (R)	George Simon

ENGLAND'S TOP TWENTY

POSITION	Weeks to date	Last Week	This Week		Publisher
14	2			1. THE OLD LAMPLIGHTER	Irwin Dash Shapiro-Bernstein
2	3			2. OPEN THE DOOR, RICHARD	Leeds Duchess
11	1			3. ANNIVERSARY SONG	Campbell-Connelly Mood
15	4			4. THE STARS WILL REMEMBER	Feldman *
9	5			5. APRIL SHOWERS	Chappell Harms, Inc.
13	6			6. GO HOME (Your Mother Wants You)	Yale *
4	7			7. HOW LUCKY YOU ARE	Kassner *
6	9			8. THE RICKETY RICK-SHAW MAN	Southern Peer
4	8			9. DON'T FALL IN LOVE	Chappell *
19	11			10. FIVE MINUTES MORE	Edwin Morris Melrose
27	15			11. TO EACH HIS OWN	Victoria Paramount
2	14			12. WHEN CHINA BOY MEETS CHINA GIRL	Mac Melodies *
10	13			13. (I Love You) FOR SENTIMENTAL REASONS	Peter Maurice Duchess
9	20			14. MAY I CALL YOU SWEETHEART?	Irwin Dash *
8	10			15. THE THINGS WE DID LAST SUMMER	Edwin Morris E. H. Morris
7	12			15. THE WHOLE WORLD IS SINGING MY SONG	Francis Day Robbins
7	17			16. THE ACCORDION	Lawrence Wright *
—	—			17. HI JIG A JIG	Box & Cox *
—	—			18. GOODNIGHT, YOU RASCAL	Francis Day *
14	17			19. DREAM AGAIN	Box & Cox *
2	—			19. END OF JOURNEY	Cinephonic *
3	18			20. I'M GONNA LASSO A DREAM	Noel Gay Shapiro-Bernstein

*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.	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.
A RAINY NIGHT IN RIO (Witmark), in Warner Brothers' "The Time, the Place, and the Girl." National release date—December 28, 1946.	MAM'SELLE (Feist), background music in 20th Century-Fox's "The Razor's Edge." National release date—January, 1947.
ANNIVERSARY SONG (Mood), sung by Al Jolson in Columbia's "The Jolson Story." National release date—January, 1947.	OH, BUT I DO (Witmark), in Warner Brothers' "The Time, the Place and the Girl." National release date—December 28, 1946.
ANOTHER NIGHT LIKE THIS (Marks), sung by Dick Haymes in 20th Century-Fox's "Carnival in Costa Rica." National release date not set.	WHAT AM I GONNA DO ABOUT YOU? (Paramount), sung by Eddie Bracken and Virginia Welles in Paramount's "Ladies' Man." National release date—February 7, 1947.
APRIL SHOWERS (Harms, Inc.), sung by Al Jolson in Columbia's "The Jolson Story." National release date—January, 1947.	ZIP-A-DEE DOO-DAH (Santly-Joy), in Walt Disney's "Song of the South." National release date—November 20, 1945.

The Billboard
MUSIC POPULARITY CHARTS

Radio Popularity

Week Ending
March 28

PART
III



SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, March 21, 8 a.m., and ending Friday, 8 a.m., March 28)

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 A.C.I. 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.

Wks. to date	SONG	ARTIST	LIC.
19	A Gal in Calico (F) (R)	Remick	ASCAP
13	A Rainy Night in Rio (F) (R)	Witmark	ASCAP
12	Anniversary Song (F) (R)	Mood	ASCAP
1	Another Night Like This (F) (R)	Marks	ASCAP-BMI
2	April Showers (F) (R)	Harms, Inc.	ASCAP
19	(I Love You) For Sentimental Reasons (R)	Duches	BMI
12	Guilty (R)	Feist	ASCAP
4	Heartaches (R)	Leeds	ASCAP
9	How Are Things in Glocca Morra? (M) (R)	Crawford	ASCAP
1	I Can't Believe It Was All Make Believe (Last Night) (R)	Bregman-Vocco-Conn	ASCAP
2	I Got a Gal I Love (In North and South Dakota) (F) (R)	Famous	ASCAP
1	If I Had My Life To Live Over Again (R)	General	ASCAP
4	If This Isn't Love (M) (R)	Crawford	ASCAP
14	I'll Close My Eyes (R)	Peter Maurice	ASCAP
1	It Might Have Been a Different Story (R)	Cappell-Porgie	BMI
12	It's a Good Day (R)	Capitol Songs	ASCAP
2	Let's Go Back and Kiss the Girls Goodnight Again (R)	Stept	ASCAP
3	Linda (R)	E. H. Morris	ASCAP
1	Mam'selle (F) (R)	Feist	ASCAP
11	Managua, Nicaragua (R)	Encore	BMI
2	Maybe You'll Be There (R)	Triangle	ASCAP
2	My Adobe Hacienda (R)	Peer	BMI
7	(There Is) No Greater Love (R)	World	ASCAP
17	Oh, But I Do (F) (R)	Witmark	ASCAP
2	That's Where I Came In (R)	Robbins	ASCAP
1	The Egg and I (R)	Miller	ASCAP
7	Too Many Times (R)	Advanced	ASCAP
2	We Could Make Such Beautiful Music (R)	BMI	BMI
4	What Am I Gonna Do About You? (F) (R)	Paramount	ASCAP
5	You Can't See the Sun When You're Crying (R)	George Simon	ASCAP
12	You'll Always Be the One I Love (R)	Sinatra Songs	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 thruout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks to date	Last Week	This Week	SONG	ARTIST	Lic.	By
Going Strong							
6	1	1	1	HEARTACHES	Tem Weems (Elmo Tanner)		Decca 25017—ASCAP
							Victor 20-2175—ASCAP
6	2	2	2	ANNIVERSARY SONG (F)	Dinah Shore (Morris Stoloff Ork)		Columbia 37234—ASCAP
8	3	3	3	LINDA	Ray Noble-Buddy Clark		Columbia 37215—ASCAP
5	5	4	4	ANNIVERSARY SONG (F)	Andy Russell (Paul Weston Ork)		Capitol 368—ASCAP
9	5	5	5	GUILTY	Margaret Whiting (Jerry Gray Ork)		Capitol 324—ASCAP
6	7	6	6	HOW ARE THINGS IN GLOCCA MORRA? (M)	Buddy Clark (Mitchell Ayres Ork)		Columbia 37223—ASCAP
4	6	7	7	ANNIVERSARY SONG (F)	Al Jolson (Morris Stoloff Ork)		Decca 23714—ASCAP
5	7	8	8	ANNIVERSARY SONG (F)	Tex Beneke-Miller Ork (Gary Stevens-The Mello Larks)		Victor 20-2126—ASCAP
12	8	9	9	MANAGUA, NICARAGUA	Kay Kyser (The Campus Kids)		Columbia 37214—BMI
9	11	10	10	MANAGUA, NICARAGUA	Guy Lombardo (Don Rodney-The Lombardo Trio)		Decca 23782—BMI
2	10	11	11	A RAINY NIGHT IN RIO (F)	Sam Donahue		Capitol 325—ASCAP
3	8	12	12	HOW ARE THINGS IN GLOCCA MORRA? (M)	Martha Tilton (Dean Elliott Ork)		Capitol 345—ASCAP
1	—	13	13	HEARTACHES	Harry James		Columbia 37305—ASCAP
21	7	14	14	(I Love You) For Sentimental Reasons	King Cole Trio		Capitol 304—BMI
2	12	15	15	GUILTY	Johnny Desmond (Page Cavanaugh Trio)		Victor 20-2109—ASCAP

Coming Up

THAT'S HOW MUCH I LOVE YOU..Frank Sinatra..... Columbia 37231—

Compare the brilliant, lasting "Clear as a Bell" Tone of Sonora Black Label Records!

39¢
LIST, PLUS TAX



BOB CHESTER

AND HIS ORCHESTRA

Sonora Record No. 2006

"Linda" "Roses in the Rain"

Vocals by Alan Foster

Sonora Record No. 2008

"Speaking of Angels"

"Why Did It Have to End So Soon"

Vocals by Alan Foster



Bob Chester is your customer's first choice for the smooth polished style of music that is rapidly taking over the country's dancing and listening fans. His rhythm arrangements and singing tenor sax give his music universal appeal... insure a steady stream of Chester fans and a constant call for these popular releases.

SAXIE DOWELL AND HIS ORCHESTRA

Sonora Record No. 2007

"I Want to Thank Your Folks"

Vocals by Don Grady

"Sh-h, the Old Man's Sleepin'"

Vocals by Saxie Dowell, Suzanne Shepard, Don Grady

Sonora Record No. 2009

"They Can't Convince Me"

Vocals by Don Grady

"I Can't Believe It Was All Make Believe"

Vocals by Suzanne Shepard



When it comes to interesting and original arrangements, Saxie Dowell and his gang can't be beat. Building around the staccato rhythm style he helped the late Hal Kemp make famous, Saxie plays new ballads in the sweet danceable style so popular today, and keeps his many fans coming back far more with his unique novelty tunes and vocals.

DICK TODD WITH ORCHESTRA ACCOMPANIMENT

Sonora Record No. 2010

"If I Had My Life to Live Over"

"Ace in the Hole"

Sonora Record No. 2011

"The Egg and I" "Oh! My Achin' Heart!"



Dick Todd, popular baritone who achieved national fame on the Hit Parade program and other network shows, sings these new releases in the mellow romantic style that your trade demands. Profit now from Dick's large fan following. Be sure you have enough!

ASK YOUR SONORA DISTRIBUTOR FOR THE LATEST 50¢ LIST, RELEASES ON SONORA'S NEW RED LABEL SERIES PLUS TAX

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Jane Harvey
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Record



"Moon" Mullican
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The Billboard
MUSIC POPULARITY CHARTS
PART IV
Retail Record Sales
Week Ending
March 28

BEST-SELLING POPULAR RETAIL RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record	Label
5	1	1	1	1. HEARTACHES <i>Oh, Monah</i> <i>Piccolo Pete</i>	Ted Weems (Elmo Tanner) Decca 25017
8	2	2	2	2. ANNIVERSARY SONG (F)	Al Jolson (Morris Stoloff Ork) Victor 20-2175
2	7	3	7	3. LINDA <i>Love Is a Random Thing</i>	Ray Noble Ork-Buddy Clark Decca 23714
7	10	4	10	4. MANAGUA, NICARAGUA <i>What More Can I Ask For?</i>	Guy Lombardo (Don Rodney-The Lombardo Trio) Decca 23782
9	3	5	3	5. MANAGUA, NICARAGUA <i>Heaven Knows When</i>	Freddy Martin (Stuart Wade-Ensemble) Victor 20-2026
2	—	5	—	5. ANNIVERSARY SONG (F) <i>My Best to You</i>	Andy Russell (Paul Weston Ork) Capitol 368
4	6	6	6	6. GUILTY <i>Oh, But I Do</i>	Margaret Whiting (Jerry Gray Ork) Capitol 324
5	4	7	4	7. ANNIVERSARY SONG (F) <i>Heartaches, Sadness and Tears</i>	Dinah Shore (Morris Stoloff Ork) Columbia 37234
7	8	8	8	8. ANNIVERSARY SONG (F) <i>Uncle Remus Said</i>	Guy Lombardo (Kenny Gardner) Decca 23799
6	5	9	5	9. ANNIVERSARY SONG (F) <i>Hoodle Addle</i>	Tex Beneke-Miller Ork (Garry Stevens-The Mello Larks) Victor 20-2126
2	18	10	18	10. LINDA <i>So They</i>	Charlie Spivak Victor 20-2047

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	Label
12	1	1	1	1. Al Jolson Album <i>Al Jolson</i>	Decca 469
3	4	2	4	2. Concerto Album <i>Freddy Martin</i>	Victor P-169
7	2	3	2	3. All-Time Hits Album <i>Tommy Dorsey</i>	Victor P-163
2	5	4	5	4. Till the Clouds Roll By <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
1	—	5	—	5. Romance Album <i>Eddy Howard</i>	Majestic 15

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

POSITION	Weeks to date	Last Week	This Week	Record	Label
51	2	1	2	1. Jalousie <i>Boston Pops</i>	Victor 12160
93	3	2	3	2. Chopin's Polanaise <i>Jose Iturbi</i>	Victor 11-8848
78	1	3	1	3. Clair de Lune <i>Jose Iturbi</i>	Victor 11-8851
67	4	4	4	4. Warsaw Concerto <i>Arthur Fiedler, conductor; Leo Litwin, pianist; Boston Pops</i>	Victor 11-8863
11	5	5	5	5. Bluebird of Happiness <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	Label
29	1	1	1	1. Rachmaninoff Concerto No. 2 in C Minor <i>Artur Rubinstein, pianist, NBC Ork; Vladimir Golschmann, conductor</i>	Victor 1075
84	2	2	2	2. Rhapsody in Blue <i>Oscar Levant, Philadelphia Ork, Eugene Ormandy, conductor</i>	Columbia X-251
32	—	3	—	3. Tchaikowsky Nutcracker Suite <i>Eugene Ormandy, conductor, Philadelphia Ork</i>	Victor DM-1020
1	—	4	—	4. Beethoven (Sonata Pathetique) No. 8 in C Minor <i>Artur Rubinstein</i>	Victor M-1102
3	—	5	—	5. Khatchaturian Concerto for Piano and Orchestra Album <i>William Kapell-Boston Symphony Ork, Serge Koussevitzky, dir.</i>	Victor DM-1084

The Billboard MUSIC POPULARITY CHARTS

Juke Box Record Plays

Week Ending March 28



MOST-PLAYED JUKE BOX RECORDS

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

Weeks to date	POSITION Last/This Week	Record	Label
5	1	1. HEARTACHES—Ted Weems (Elmo Tanner).....	Decca 25017
6	3	2. ANNIVERSARY SONG (F)—Guy Lombardo (Kenny Gardner).....	Victor 20-2127
5	7	3. LINDA—Ray Noble-Buddy Clark.....	Decca 23799
11	4	4. MANAGUA, NICARAGUA—Guy Lombardo (Don Rodney-The Lombardo Trio).....	Columbia 37215
6	5	5. ANNIVERSARY SONG (F)—Tex Beneke-Miller Ork (Garry Stevens-The Mello Larks).....	Decca 23782
4	8	6. ANNIVERSARY SONG (F)—Al Jolson (Morris Stoloff Ork).....	Victor 20-2126
4	6	7. ANNIVERSARY SONG (F)—Dinah Shore (Morris Stoloff Ork).....	Decca 23714
1	—	8. MY ADOBE HACIENDA—Eddy Howard (Eddy Howard-Trio).....	Columbia 37234
2	10	9. HOW ARE THINGS IN GLOCCA MORRA? (M)—Tommy Dorsey (Stuart Foster).....	Majestic 1117
1	—	10. HOW ARE THINGS IN GLOCCA MORRA? (M)—Buddy Clark (Mitchell Ayres Ork).....	Victor 20-2121
2	13	11. LINDA—Charlie Spivak.....	Columbia 37223
4	14	12. GUILTY—Margaret Whiting (Jerry Gray Ork).....	Victor 20-2047
2	—	13. GUILTY—Johnny Desmond (Page Cavanaugh Trio).....	Capitol 324
3	15	14. ANNIVERSARY SONG (F)—Andy Russell (Paul Weston).....	Victor 20-2109
2	12	15. HOW ARE THINGS IN GLOCCA MORRA? (M)—Dick Haymes-Gorden Jenkins.....	Capitol 368 Decca 23830

Coming Up

HOW ARE THINGS IN GLOCCA MORRA? (M)—Martha Tilton (Dean Elliott Ork)..... Capitol 345
JALOUSIE (Jealousy)—Harry James..... Columbia 37218

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 Last/This Week	Record	Label
11	1	1. SO ROUND, SO FIRM, SO FULLY PACKED.....	Merle Travis..... Capitol 349
6	2	2. WHAT IS LIFE WITHOUT LOVE?.....	Eddy Arnold..... Victor 20-2058
8	3	3. NEW PRETTY BLONDE.....	Moon Mullican and the Show-boys..... King 578
1	—	4. NEW JOLIE BLONDE.....	Red Foley (The Cumberland Valley Boys)..... Decca 46034
3	—	5. SO ROUND, SO FIRM, SO FULLY PACKED.....	Johnny Bond and His Red Valley Boys..... Columbia 37255

MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	POSITION Last/This Week	Record	Label
16	1	1. AIN'T NOBODY HERE BUT US CHICKENS.....	Louis Jordan..... Decca 23741
5	2	2. OPEN THE DOOR, RICHARD.....	Louis Jordan..... Decca 23841
16	5	3. LET THE GOOD TIMES ROLL.....	Louis Jordan..... Decca 23741
5	3	4. TEXAS AND PACIFIC.....	Louis Jordan (Louis Jordan)..... Decca 23810
3	4	5. OLE MAID BOOGIE.....	Eddie Vinson Ork (Eddie Vinson)..... Mercury 8028

SINATRA SINGS

four numbers from

SINATRA'S

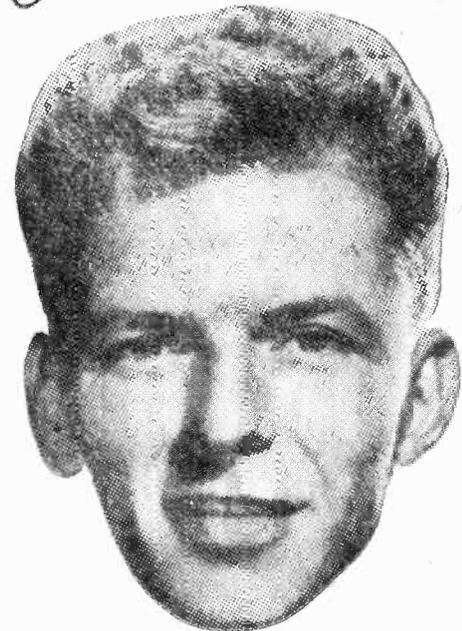
new MGM picture

"IT HAPPENED IN BROOKLYN"

as only

SINATRA

can sing them



IT'S THE SAME OLD DREAM

With Four Hits and a Miss

THE BROOKLYN BRIDGE

COLUMBIA 37288

TIME AFTER TIME

I BELIEVE

COLUMBIA 37300

Orchestra under the direction of Axel Stordahl

Columbia Records

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



Songs to Remember

"BLUE BLUE EYES" Decca
 "TEXAS TORNADO" Decca
 "SOMEBODY'S ROSE" Capitol

Written and Rerected by America's Outstanding Composer of Western and Folk Songs . . . JIMMY WAKELY

WATCH FOR
 "I Hear You Talkin'" CAPITOL
 "Song of the Sierras" CAPITOL

Published by **MONO-MUSIC PUBLISHING CO.**
 7660 LANKERSHIM BLVD. • NORTH HOLLYWOOD, CALIF.

Another H I T Song
 on H I T Records
 by H I T Artists

MIDNIGHT MASQUERADE

By BERNARD BIERMAN,
 ARTHUR BERMAN and JACK MANUS

Recorded By
 (listed alphabetically)

BLUE BARRON	M. G. M.	#10074
FRANKIE CARLE	COLUMBIA (to be released shortly)	
CARMEN CAVALLERO	DECCA	#23852
JOHN CONTI	APOLLO	#3066
GLEN GRAY	MERCURY	#5035
EDDY HOWARD	MAJESTIC	#1117
SAMMY KAYE	VICTOR	#20-2122
MÓNICA LEWIS	SIGNATURE	#15078
ALVINO REY	CAPITOL	#390
TED STRAETER	SONORA	#2003

PUBLISHED BY
SHAPIRO, BERNSTEIN & CO. INC.
 RKO BUILDING, 1270 SIXTH AVENUE, NEW YORK 20, N. Y.
 LOUIS BERNSTEIN, President GEORGE PINCUS, General Manager

The **Billboard** MUSIC POPULARITY CHARTS
 PART VI
Record Reviews and Possibilities
 Week Ending March 28

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.

QUIEN SABE? (Who Knows?) Jimmy Dorsey with vocal by Dee Parker and Bob Carroll. **MGM 10010**
 This dinking is Jimmy Dorsey's strongest wax effort in many moons and sounds as tho the orkster may regain all the ground he lost when deprived of the Eberly-O'Connell vocal department. The tune is scored as a slow rumba and is a duet vocal almost all the way thru the side, with chirpsichores well attended to by Bob Carroll and Dee Parker. Platter sounds like surefire juke material. Flip is "Time After Time" from the "It Happened in Brooklyn" score, with vocal by Bob Carroll and a spot of Dorsey's sax sorcery.

MISIRLOU David Rose Ork. **MGM 30007**
 Here is a disk that is so beautifully conceived and played that, altho its juke possibilities are limited, it should enjoy a brisk retail trade. It's highlighted by exceptionally full-toned and well-blended string passages, at a rapid rumba tempo, which bring out all of the eerie beauty of the Roubanis melody. Rose's air theme, "California Melodies," is a suitable backing, also done in extremely fine taste, designed for easy listening on the home phono.

MAM'SELLE STELLA BY STARLIGHT.. Dick Haymes with Gordon Jenkins Orchestra. **Decca 23861**
 Double-header from Decca, friends, and it's a rich melody bargain. "Mam'selle" is a lovely lyrical version of the cafe strain from 20th Century-Fox's "The Razor's Edge" and Haymes puts those appealing pipes to work as if he weren't a big man already. Song should go. A host of other versions are pouring forth, including Art Lund's MGM platter 10011-A; Sinatra on Columbia; Dennis Day on Victor. And remember there's double indemnity. Turn the record over and you've got one of those rare "better" songs stemming out of lyrics coupled with Victor Young music. It may be a long haul to sell it to the public, but Haymes' strong, come-forth warbling should turn the tide.

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.

JOE MOONEY QUARTET (Decca 23842)
Tea for Two—FT; VC.
Warm Kiss and Cold Heart—FT; VC.
 The closely and finely knit Joe Mooney Quartet, singing in unison in their intimate whispering style, spin out a striking version of the everlasting "Tea for Two." Particularly in their revised lyrical refrain that finds the girl still baking those knocked-out cakes. And just as exciting as their rhythm chanting is the interweaving of Mooney accordion and clarinet, bass and guitar rounding out the quartet. Plattermate finds Mooney on his own for expressive lyrical phrasings with "Warm Kiss and Cold Heart," slow ballad from the movie "The Corpse Came C. O. D." However, the instrumental figures flanking his song are more tuneful than the song melody itself.
 "Tea for Two" is tops for the intimate phono locations where they can hear the lyric.

PHIL HARRIS (Victor 20-2198)
Poppa, Don't Preach to Me—FT; VC.
Necessity—FT; VC.
 With song material tailor-made for his pungent piping, Phil Harris romps thru these rhythm pieces in high order, with his band providing a sustained rhythmic background. Joined by the deft harmonies of the Sportsmen Quartet, Harris hits his stride with "Necessity," taking the "Finian's Rainbow" swing spiritual in a slow but bouncy tempo. His droll ditty for the ditty's droll philosophy packs the necessary lyrical punch with the singing foursome, giving the spinning a strong vocal lift. For "Poppa, Don't Preach to Me," Frank Loesser's novelty nicety from the "Perils of Pauline" movie, Harris has the head advantage of clever lyrics about a gay young blade in gay Paree. And he gives it out at a hard-hitting rhythm tempo.
 The "Don't Preach to Me" title, with a strong screen tie, figures as a juke box fave.

BOB EBERLY (Decca 23835)
If I Had My Life To Live Over—W; V.
I Tipped My Hat—FT; V.
 Bob Eberly's romantic pipings fare well for the sentimentality of the waltz favorite, "If I Had My Life To Live Over," singing with a high degree of intimacy heightened by the assisting voices of the Song Spinners and Frank Froeba's piano sparking the instrumental trio in support. But the singer is entirely out of feel for the cowboy chant, "I Tipped My Hat," which he seeks to sell as a slow spinning romantic ballad.
 Popularity of the "Life To Live Over" waltz melody will mean phono play for the side.

GENE KRUPA (Columbia 37270)
Old Devil Moon—FT; VC.
Same Old Blues—FT; VC.
 The maestro mixes his musical metaphors for this cutting. Overbearing on a bolero beating, Gene Krupa smothers the melodic beauty of an exotic melody in "Old Devil Moon" from "Finian's Rainbow," and even Carolyn Grey is caught short on making her carolin' count. Slowing down for "Same Old Blues," the slide trombone kicks it off interestingly enough in blowing blue. But while la belle Carolyn chants it low-down, the band fails to play it that way.
 They may try out the music boxes for "Old Devil Moon," but only on strength of the hit show score and hardly for this spinning.

HAL MCINTYRE (MGM 10007)
The Man Who Paints the Rainbow in the Sky—FT; VC.
I Can't Believe It Was All Make Believe—FT; VC.
 Bent on following a commercial line, Hal McIntyre has junked all the color and originality of his orchestral creations, even submerging his own alto sax excitement. And while the maestro sports fine sections in his saxes and muted brasses, it's drab and colorless scoring for both of these ballads. However, McIntyre keeps the spinning thoroly danceable, with Frankie Lester in good romantic voice for both slow ballads with an edge for the more tuneful "Man Who Paints the Rainbow."
 Phono play will depend largely on pop appeal of the songs.

HERBIE FIELDS QUINTET (Victor 20-2179)
I Wanna—FT; VC.
Soprano Boogie—FT.
 Shedding the big band, Herbie Fields is at better advantage to display his instrumental sorcery with the reeds. Using only the rhythm instruments, his clarinet rides out handsomely for a bouncy rhythm ditty of his own design in "I Wanna," even making his vocal chant count. For the flip, Fields fondles his soprano sax and clarinet for a "Soprano Boogie," enriching the eight-beat exposition with fine ensemble knitting on part of the entire quintet.
 For the hot jazz collectors.

BETTY RHODES (Victor 20-2189)
You're Everything—W; V.
Maybe You'll Be There—FT; V.
 In good voice, with pipes that are full and warm, Betty Rhodes impresses with her lyrical exposition for both of these new songs. Makes a marked impression on the distaff side with a lovely waltz melody, "You're Everything," from the movie "It Happened on Fifth Avenue." It's a class song and Miss Betty sings it with plenty of that, enriched by the colorful musical setting provided by Charles Dent's music. For the flip, songbird registers warm and wistful for the slow ballad, "Maybe You'll Be There."
 Any phono play will have to depend on pop heights attained by the tunes.

(Continued on opp. page)

(Continued from opp. page)

ELLA FITZGERALD (Decca 23844)

Guilty—FT; V.
Sentimental Journey—FT; V.
Little reason for bringing back these sides at this early date unless it is to link the Eddie Heywood name on the label with Ella Fitzgerald. The slow "Guilty" ballad has Heywood cutting thru all the way at the piano and sandwiching in a solo session as Miss Ella sings it expressively. The effect makes for a high degree of intimacy but without making for any undue attention. "Sentimental Journey," at a brighter tempo, has Heywood pacing a full band with Miss Ella bringing the spinning to life only when she dirties the outgoing stanza.

Hardly any reason for shelling out nickels for these sides.

THELMA CARPENTER (Majestic 1104)

Harlem on My Mind—FT; V.
Joshua Fit De Battle of Jericho—FT; V.
The Harlem flavor is only in the lyrics, not in the music or its singing by Thelma Carpenter for Irving Berlin's "Harlem on My Mind." With Garland Wilson's music providing a full musical setting for the slow ballad, Miss Carpenter chants with a high degree of sophistication unbecoming to the song. Pares better when joined by the Four Amory Brothers, on the vocal assist, for a refined but rhythmic spin with the "Joshua" spiritual.

PEARL BAILEY (Columbia 37280)

That's Good Enough for Me—FT; V.
Row, Row, Row—FT; V.
The smart and saucy lyrics of "That's Good Enough for Me," with an attractive melody blend, holds much promise as a song specialty. And while Pearl Bailey sings it in her characteristic droll and lazy chant style, and bringing up a talking patter, gal messes up on the obvious innuendoes of the ditty, with the result that the wordage itself counts for much more than her special delivery. Backside is a trite filler, Miss Bailey making little of an earlier jingle rhythm novelty in "Row, Row, Row," which holds no musical or lyrical attraction. Mitchell Ayres provides full orchestral support for the songbird.

Nickel spenders will spend some for the saucy "That's Good Enough for Me."

MONICA LEWIS (Signature 15078)

Midnight Masquerade—FT; V.
A Thousand and One Nights—FT; V.
It's lush lullabying that Miss Monica cuts out for both of these lovely ballads. And with Ray Bloch's music affording her a rich and colorful bank, her lyrical phrasings are framed in most appealing manner, adding to her singing stature on wax. It's warm and heart-felt piping for the exquisite "Midnight Masquerade," painting it just as beautiful for the exotic "Scheherazade" music that makes for "A Thousand and One Nights."

It's vocal wooing that should woo plenty of 5-cent pieces.

DUSTY FLETCHER (National 4014)

I'm Going Back in There—Parts I & II—FT; V.
Following up his "Open the Door, Richard" sensation, Dusty Fletcher brings another race specialty to the spinning sides in his "I'm Going Back in There," which covers both sides of the cutting. Removed from "Richard," this is a saloon saga rich in comedy drunk situations as Dusty insists on going back to the watering place in spite of the fact that the whisky keeps knocking him out. Dickie Wells carries on a line of patter with him while a small band keeps up a rhythm accompaniment. Of course, it's all the kind of humor that sets back good Negro relations about a dozen years or more, for it's a characterization that hardly does credit to any race.

Dusty Fletcher's association with the fantastic "Richard" may bring some coin attention, but the spinning is hardly likely to stay with the boxes.

FREDDY MARTIN (Victor 20-2165)

I Can't Get Up the Nerve To Kiss You—FT; V.
Piano Portrait—FT.
Freddy Martin, in an inviting musical manner, brings an engaging lustre to both sides of the label. With Clyde Rogers and the Martin Men combining their vocal talents, Martin introduces the simple and pretty song ballad of Bennie Benjamin and George Weiss, "I Can't Get Up the Nerve To Kiss You." Like all the other sentimental songs that lend themselves to easy and simple harmonies, this "Kiss You" song is just as catching. For the flipover, the maestro spotlights the dizzy and facile keyboard fingering of Murray Arnold for "Piano Portrait," written by Jack Pina, who last held down the piano bench with the band. It's a classical kiten scampering over the keys with the band following along with hard-hitting rhythms.

It's a natural for nickels with "Nerve To Kiss You."

ZIGGY ELMAN (MGM 10002)

Please, Mama—FT; VC.
Beside You—FT; VC.
Sporting a solid ensemble that gives body to the ballads, trumpeter Ziggy Elman resorts to exhibitionism at the expense of his fine horn work, with the result that he spins out a poor imitation of his "And the Angels Sing." Taking an old Russo dance melody, the Sherr, the

maestro fashioned it as an unmelodic slow ballad with Don Reid adding an uninteresting "Please, Mama" lyric. Virginia Maxey sings it forcefully, and on a pick-up tempo, Elman lips his valves in "Angels Sing" style. Flipover more effective, spinning out better song material in the "Beside You" ballad from "My Favorite Blonde" flicker. The maestro's muted horn picks up the melody, with Bob Wanger giving adequate baritone reading of the love story.

Phono fans, looking for another "And the Angels Sing," may try it once for "Please Mama."

BILL McCUNE (D. C. 8014-8018)

Managua, Nicaragua—FT; VC.
I'll Find You—FT; VC.
The Wicked Little Cricket—FT; VC.
I Wuv a Wabbit—FT; VC.

The emphasis on sweet rhythms and the advantage of a fine chirper in Bette Buckner, it's an acceptable brand of dance music that Bill McCune dishes out in these four sides. Most effective are the two bright novelty ditties, with la Bette's word-slissing making much meaning for the lisp lyrics of "The Wicked Little Cricket" and "I Wuv a Wabbit." Hardly enough instrumental spark for "Nicaragua," while for the slow ballad, "I'll Find You," Miss Bette's singing is far better than the song.

Not enough attraction in the spinning or the selections to catch coins.

TOMMY DORSEY

(Victor 20-2177—20-2196—20-2210)
My Love for You—FT; VC.
Bingo, Bango, Boffo—FT.
Time After Time—FT; VC.
A Thousand and One Nights—FT; VC.
Spring Isn't Everything—FT; VC.
It's the Same Old Dream—FT; VC.

The maestro's sweet trombone slides and Stuart Foster's excellent vocal romancing makes for smooth spinning for the five ballad sides of these six. And of the sweet songs, stand-out is "A Thousand and One Nights," a luscious lullaby lifted from Rimsky-Korsakoff's "Scheherazade," backing with a pleasant sentimental piece in "My Love for You." In the identical romantic vein are "Time After Time" and "It's the Same Old Dream," both from the movie "It Happened in Brooklyn." The topical "Spring Isn't Everything" is a whimsical and airy serenade, backing with a bright and bouncy jump instrumental, "Bingo, Bango, Boffo," for which the hot horns are plenty boffo, particularly the sharp trumpet figures of Charlie Shavers.

The jump fans will favor "Bingo, Bango, Boffo," with song popularity making it a major play for any or all of the ballad sides.

KENNY BAKER-RUSS MORGAN

(Decca 23846)
My Adobe Hacienda—FT; V.
This Is the Night—FT; V.

The sweet tenor piping of Kenny Baker, banked by the plush rhythms expounded in the Morgan manner, makes for sweet spinning in this set. Joined by a mixed singing quartet, Baker sings it light and lily for the tuneful "My Adobe Hacienda," Louise Massey's Mexicali melody. And with Morgan string and muted brasses more pronounced, Baker brings out all of the lyrical charm of the melodic "This Is the Night" ballad.

"My Adobe Hacienda" spins bright for the phono boxes.

HARRY JAMES (Columbia 37305)

Heartaches—FT; VC.
I Tipped My Hat—FT; VC.

Maestro James goes all out on a rhythmic beat for both of these sides. His trumpet on top, the band takes it bright for "Heartaches," with Marion Morgan adding the rhythm chanting. For the Western-styled "I Tipped My Hat," James plays it dirty on his horn with the band adding a cow-cow boogie rhythm to the beats. And for the word-slissing it's the forthright singing of Art Lund, the former Benny Goodman voice, but without hitting any striking stance for the word-age.

"Heartaches" easily the top side for the boxes.

MARY OSBORNE TRIO

(Signature 15076-15077)
Hoodle Addle—FT; V.
What To Do—FT; V.
The One I Love Belongs to Somebody Else—FT; V.
Mary's Guitar Boogie—FT.

Mary Osborne's expressive singing deep with jazz feeling, and picking at her electric guitar the same way, it's much to occupy the attention in these sides. Outstanding is her lyrical projection for "What To Do," an oldie based on a Jewish folk melody, interweaving her guitar pickings both with her piping and with the piano's noodling. The sultry songbird also waxes it warm for a bouncy and bluesy "Hoodle Addle," altho not faring as well for the oldie Isham Jones ballad, "The One I Love," which doesn't lend itself as well to her throaty jazz warbling. Shows off her gut skill for "Mary's Guitar Boogie," picking it tight to the bar and with plenty of heat in her phrasings for the blues motif of the instrumental. Bass thumper rounds out the trio.

For the hot jazz fiends.

(Continued on page 120)



... from coast to coast comes words of praise for the new star

FRANKIE LAINE

"A FINE NEW VOICE . . . PLENTY OF TALENT"
MARTIN BLOCK, WNEW N. Y.

"The most popular singer on my show"
BILL ANSON, KFWB, Hollywood

"MY BET'S ON FRANKIE TO WIN TOP HONORS"
AL JARVIS KLAC, Hollywood

" . . . FRANKIE tells a story each time he sings"
DON HAYNES, Downbeat

"1947's SONG PATH WILL BE A FRANKIE LAINE"
LINN BURTON, WAAF, Chicago

"He does nice things to your ears"
FRED ROBBINS, WOV, New York

"REFRESHING ORIGINALITY MAKES HIM A VOCAL STANDOUT" JOHNNY SIPPEL, Billboard

"For ten years a musician — vocally"
MIKE LEVIN, Downbeat

" . . . SOMETHING REFRESHINGLY DIFFERENT"
EDDIE HUBBARD, Chesterfield ABC Club, Chicago

"A Singer with 'Schmaltz' in his voice"
ERNIE SIMON, WJJD, Chicago

"A GRAND GUY, A GREAT SINGER"
SAM ROWLAND, Look Magazine

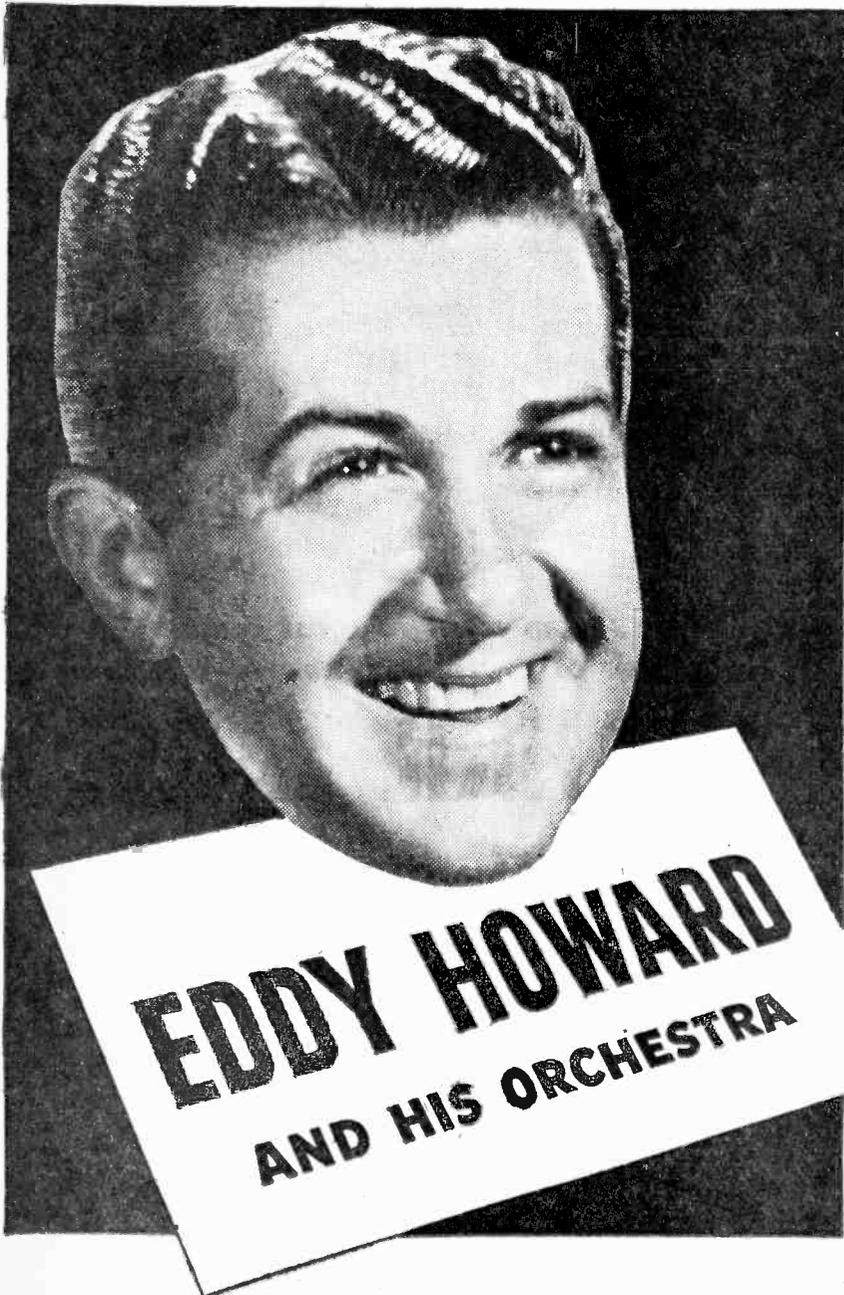
"He sings like himself, and not a copy"
RUSH HUGHES, KXOK, St. Louis

Wish we had more space but that's the general feeling all over the country.

— and all because of
'THAT'S MY DESIRE'
MERCURY CELEBRITY SERIES 5007

AND THE SAME THING IS HAPPENING WITH
'Sunday Kind Of Love'
MERCURY 5018

MERCURY RECORDS



Two tunes done with the surefire technique that made Eddy Howard and his Orchestra, Top Man and Band on the jukes in 1946. Play Howard in 1947 to build a nickel-trickle into a box-bustin' billow of buffaloes!

"I CAN'T BELIEVE IT WAS ALL MAKE BELIEVE"
and **"MAYBE YOU'LL BE THERE"**

Majestic No. 1120

MAJESTIC RECORDS • MAJESTIC RECORDS • MAJESTIC RECORDS

CAPTAIN STUBBY AND THE BUCCANEERS

A villainous crew of melodiziacs with a couple of musical turmoils that stop traffic dead, and start nickels flooding into the box.

"TERRIBLE TERRY THE TERMITE"
and **"MEET ME TONIGHT IN THE COWSHED"**

Majestic No. 12004

Majestic
RECORDS

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

The **Billboard** MUSIC POPULARITY CHARTS

PART VII

Advance Information

Week Ending
March 28

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

- ACROSS THE ALLEY FROM THE ALAMO Mills Brothers (DREAM, DREAM)..... Decca 23863
- A SUNDAY KIND OF LOVE..... Jo Stafford (Paul Weston Ork) (IVY)..... Capitol 388
- ACROSS THE ALLEY FROM THE ALAMO Stan Kenton (June Christy) (NO GREATER)..... Capitol 387
- AS LONG AS I'M DREAMING Bobby Doyle (Ray Bloch Ork) (YOU'LL KNOW)..... Signature 15089
- AS LONG AS I'M DREAMING Anita Ellis (Harry Geller Ork) (ASK ANYONE)..... Mercury 3059
- ASK ANYONE WHO KNOWS..... Anita Ellis (Harry Geller Ork) (AS LONG)..... Mercury 3059
- BESIDE YOU Freddy Martin and Ork (YOUR WISH).... Victor 20-2208
- BEWARE MY HEART Larry Douglas (Ray Bloch's Radio Seven) (LINDA)..... Signature 15106
- BLOCH PARTY ALBUM Ray Bloch Ork..... Signature S-4
- Arkansas Traveler Signature 15095
- Bala Signature 15094
- Bambalina Signature 15094
- Dark Eyes Signature 15096
- Polly Wolly Doodle Signature 15096
- Turkey in the Straw Signature 15095
- DANUBE WAVES Elmer Bieck (Organ) (I WONDER).... Hollywood Rhythms 1552
- DOCTOR, LAWYER, INDIAN CHIEF. Hoagy Carmichael (The Chickadees) (SH-H, THE)..... Decca 23862
- DREAM, DREAM, DREAM Mills Brothers (ACROSS THE)..... Decca 23863
- DREAMS ARE A DIME A DOZEN... Andy Russell (Paul Weston Ork) (UNLESS IT)..... Capitol 386
- GASLIGHT BALLADS ALBUM The Maple City Four..... Mercury A-23
- Aura Lee Mercury A-1031
- Heart of My Heart Mercury A-1029
- Just a Dream of You, Dear Mercury A-1031
- Missouri Waltz Mercury A-1030
- Shine on, Harvest Moon Mercury A-1029
- Stephen Foster Medley (Angelina Baker-Nellie Bly-Ring, Ring the Banjo)..... Mercury A-1030
- HIS FEET TOO BIG FOR DE BED... Andrews Sisters (Vic Schoen and His Ork) (JACK, JACK)..... Decca 23860
- I CAN'T BELIEVE IT WAS ALL MAKE BELIEVE Saxie Dowell Ork (Suzanne Shepard) (THEY CAN'T)..... Sonora 2009
- I CAN'T GET UP THE NERVE TO KISS YOU Larry Douglas (Ray Bloch's Radio Seven) (THAT'S WHERE)..... Signature 15108
- I WONDER WHO'S KISSING HER NOW The Hollywood Rhythm-Aires (Chuck Miller) (DANUBE WAVES)..... Hollywood Rhythms 1552
- IF I HAD MY LIFE TO LIVE OVER.. The Dinning Sisters (Art Van Damme Quintet) (MY ADOBE)..... Capitol 389
- ILLUSION Bobby Doyle (Jose Morand Ork) (THE STORY)..... Signature 15079
- IT'S SO NICE TO BE NICE Monica Lewis (Ray Bloch Ork) (MAM'SELLE)..... Signature 15093
- IVY Jo Stafford (Paul Weston Ork) (A SUNDAY)..... Capitol 388
- JACK, JACK, JACK Andrews Sisters (Vic Schoen and His Ork) (HIS FEET'S)..... Decca 23860
- KITTEN ON THE KEYS Jack Fina Ork (RHAPSODY IN)..... Mercury 5047
- FRANKIE LAINE SINGS ALBUM... Frankie Laine (Carl Fischer Ork)..... Mercury A-22
- Black and Blue Mercury A-1026
- Blue Turning Grey Over You Mercury A-1027
- I Can't Believe That You're in Love With Me Mercury A-1028
- On the Sunny Side of the Street Mercury A-1027
- West End Blues Mercury A-1028
- Wrap Your Troubles in Dreams Mercury A-1026
- LINDA Larry Douglas (Ray Bloch's Radio Seven) (BEWARE MY)..... Signature 15106
- LINDA The Hollywood Rhythm-Aires (Chuck Miller) (ROSES IN)..... Hollywood Rhythms 1551
- LINDA Gordon Jenkins and Ork (MAYBE YOU'LL)..... Decca 23864
- LISTENING TIME ALBUM Fred Waring and His Pennsylvanians..... Decca A-530
- Blues in the Night (My Momma Done Tol' Me)..... Decca 29218
- Chloe (Song of the Swamp)..... Decca 29220
- Falling in Love With Love..... Decca 29219
- I Love You Much Too Much..... Decca 29220
- Imagination Decca 29219
- Scheherazade Decca 29221
- That Old Black Magic..... Decca 29218
- We'll Always Be Apart..... Decca 29221
- MADE FOR EACH OTHER Monica Lewis (Jose Morand Ork) (THRILL ME)..... Signature 15105
- MAMA BLUES Alvino Rey (MIDNIGHT MASQUERADE)..... Capitol 390
- MAM'SELLE Ray Bloch Ork (Jeffrey Clay) (IT'S SO)..... Signature 15093
- MAM'SELLE Dick Haymes (Gordon Jenkins Ork) (STELLA BY)..... Decca 23861
- MAYBE YOU'LL BE THERE Gordon Jenkins Ork (LINDA)..... Decca 23864

(Continued on opp. page)

Disk Retailing Promotion Gimmicks . . .

The successful exploitation tricks used by a leading retailer to push record sales are outlined in the current Eighth Annual Edition of The Billboard Encyclopedia of Music. This is only one of the 50 valuable

feature articles brought to you exclusively in The Billboard Encyclopedia of Music. Whenever you have a question about music . . . make it a habit . . . refer to your copy of

THE BILLBOARD ENCYCLOPEDIA OF MUSIC

(Continued from opp. page)

MIDNIGHT MASQUERADE	Alvino Rey (Jo Anne Ryan-The Blue Reys) (MAMA BLUES)	Capitol 390
MY ADOBE HACIENDA	The Dinning Sisters (Art Van Damme Quintet) (IF I)	Capitol 389
MY ADOBE HACIENDA	Art Kassel (Jimmy Featherstone-Kassel Trio) (THE ECHO)	Vogue R-785
NECESSITY	Glen Gray (Fats Daniels) (TIME AFTER)	Mercury 5041
(There Is) NO GREATER LOVE	Larry Douglas (Ray Bloch's Radio Seven) (THE EGG)	Signature 15107
(There Is) NO GREATER LOVE	Stan Kenton (The Pastels) (ACROSS THE)	Capitol 387
OH! MY ACHIN' HEART	Dick Todd (THE EGG)	Sonora 2011
POLKA ALBUM	Lawrence Welk and His Ork.	Decca A-526
Barbara Polka		Decca 23858
Beer Barrel Polka (Roll Out the Barrel)		Decca 23855
Champagne Polka		Decca 23856
Clarinet Polka		Decca 23857
Friendly Tavern Polka		Decca 23858
Home Again Polka		Decca 23856
Pennsylvania Polka		Decca 23855
Round Your Table Polka (One More Chorus)		Decca 23857
PRETTY EYED BABY	Bill Johnson and His Musical Notes (Bill Johnson Quartet) (YOU DIDN'T)	Victor 20-2235
RHAPSODY IN BLUE	Jack Fina Ork (KITTEN ON)	Mercury 5047
ROSES IN THE RAIN	The Hollywood Rhythm-Aires (Chuck Miller (LINDA))	Hollywood Rhythms 1551
SH-H, THE OLD MAN'S SLEEPIN'	Hoagy Carmichael (The Chickadees) (DOCTOR, LAWYER)	Decca 23862
SPEAKING OF ANGELS	Bob Chester Ork (Alan Foster) (WHY DID)	Sonora 2008
SPEAKING OF ANGELS	Elliot Lawrence (Jack Hunter) (WILLIE)	Columbia 37320
STELLA BY STARLIGHT	Dick Haymes (Gordon Jenkins Ork) (MAM'ELLE)	Decca 23861
SUNRISE SERENADE	Tex Beneke with the Miller Ork (Instrumental) (TRUE)	Victor 20-2234
THAT'S WHERE I CAME IN	Larry Douglas (Ray Bloch's Radio Seven) (I CAN'T)	Signature 15108
THE ECHO SAID NO	Art Kassel (Gloria Hart-Kassel Quartet) (MY ADOBE)	Vogue R-785
THE EGG AND I	Larry Douglas (Ray Bloch's Radio Seven) (NO GREATER)	Signature 15107
THE EGG AND I	Dick Todd (OH! MY)	Sonora 2011
THE STORY OF SORRENTO	Bobby Doyle (Jose Morand Ork) (THE STORY)	Signature 15079
THEY CAN'T CONVINC ME	Saxie Dowell Ork (Don Grady) (I CAN'T)	Sonora 2009
THRILL ME	Monica Lewis (Jose Morand Ork) (MADE FOR)	Signature 15105
TIME AFTER TIME	Glen Gray (Jimmy Atkins) (NECESSITY)	Mercury 5041
TIME AFTER TIME	Johnny Long (Natalie Sheppard) (UNLESS IT)	Signature 15109
TRUE	Tex Beneke with the Miller Ork (Garry Stevens) (SUNRISE SERENADE)	Victor 20-2234
UNLESS IT CAN HAPPEN WITH YOU	Johnny Long (Francey Lane-The Beachcombers) (TIME AFTER)	Signature 15109
UNLESS IT CAN HAPPEN WITH YOU	Andy and Della Russell (Paul Weston Ork) (DREAMS ARE)	Capitol 386
WHY DID IT HAVE TO END SO SOON?	Bob Chester Ork (Alan Foster) (SPEAKING OF)	Sonora 2008
WILLIE	Elliot Lawrence (Rosalind Patton) (SPEAKING OF)	Columbia 37320
YOU DIDN'T HAVE TO SAY I LOVE YOU	Bill Johnson and His Musical Notes (Gordon and Quartet) (PRETTY EYED)	Victor 20-2235
YOU'LL KNOW WHEN IT HAPPENS	Bobby Doyle (Ray Bloch Ork) (AS LONG)	Signature 15089
YOUR WISH IS MY COMMAND	Freddy Martin and Ork (BESIDE YOU)	Victor 20-2208

LATIN-AMERICAN

CALDO DE GALLINA (Chicken Soup)	Chemin Ork (Manuel Ochoa) (CARNIVAL)	Standard International F-4024
CU-TU-GU-RU (Jack, Jack, Jack)	Enric Madriguera (MADE FOR)	National 9028
EL JALEO	Los Guarcheros De Oriente (YA SE)	Victor 23-0564
LA ULTIMA NOCHE	Conjunto Casino (Faz y Espi) (LA VACA)	Victor 23-0598
LA VACA LECHERA	Faz, Espi y Ribot (LA ULTIMA)	Victor 23-0598
LENGUA MALA	Sacasas Ork (Ruben Gonzalez) (TE SEGUIRE)	Victor 23-0573
MADE FOR EACH OTHER	Enric Madriguera (CU-TU-GU-RU)	National 9028
ME DICES QUE TE BAS	Pedro Infante (VEN JUNTO)	Peerless 2174
ME VOY LEJOS	Hermanas Orozco (Abel Dominguez Ork) (PERLITA)	Peerless 1758
MILAGRO DE AMOR	Martha Triana (YA NO)	Peerless 2357
MORENA LE CAUSA FUISTE	Dueto Regiomontano (Con Mariachi) (TRES CARINOS)	Peerless 2509
NEGRA ARROLLANDO	Durango Trio (RICA PULPA)	Peerless 2371
PERLITA	Hermanas Orozco (Abel Dominguez Ork) (ME VOY)	Peerless 1758
PRIETITA MIA	Hermanos Huesca (QUE BELLO)	Peerless 2490
QUE BELLO ES VERACRUZ	Hermanos Huesca (PRIETITA MIA)	Peerless 2490
REPROCHE	Mario Alberto Rodriguez (Noe Fajardo Ork) (VETE)	Peerless 2436
RICA PULPA	Durango Trio (NEGRA ARROLLANDO)	Peerless 2371
ROMANCE DEL CAMPESINO	Rita Maria Rivero (Pepito Torres Siboney Ork) (LA ULTIMA)	Seeco 586
RUMBA EN PUEBLO NUEVO	Orlando Guerra (Casino De La Playa Ork) (Y NO)	Victor 23-0563
SIN FE	Juanita Escoto (TUS OJITOS)	Peerless 2437
TANGOS BY RAMON LITTEE ALBUM	Ramon Littee Tipica Ork	Coda 6
Cabezita	Coda 5033	Nostalgia Coda 5034
Derecho Viejo	Coda 5033	Plefaria Coda 5035
Reflejos	Coda 5034	Poema Coda 5035
TE SEGUIRE QUERIENDO	Bobby Ramos-Sacasas Ork (LENGUA MALA)	Victor 23-0573
TRES CARINOS	Hermanas Ruelas (Con Mariachi) (MORENA LA)	Peerless 2509
TUS OJITOS	Juanita Escoto (SIN FE)	Peerless 2437
VEN JUNTO A-MI	Pedro Infante (ME DICES)	Peerless 2174
VETE	Mario Alberto Rodriguez (Noe Fajardo Ork) (REPROCHE)	Peerless 2436
Y NO LE	Orlando Guerra (Casino De La Playa Ork) (RUMBA EN)	Victor 23-0563
YA NO PUDES CORAZON	Martha Triana (MILAGRO DE)	Peerless 2357
YA SE PASO NEGRA	Orlando Guerra (Casino De La Playa Ork) (EL JALEO)	Victor 23-0564

(Continued on page 108)

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ASCAP Denies All Charges In Lecuona Suit

NEW YORK, March 29.—In an effort to stall trial of a suit by Cuban composer, Ernesto Lecuona, who has brought action for \$45,508 in royalties, the American Society of Composers, Authors and Publishers this week filed an amended answer to Lecuona's charges in the United States Supreme Court here. Amended brief is a denial of all Lecuona's allegations. Hearing on the motion is due April 2.

In its counter claim, ASCAP seeks separate trial of issues they raise over the Lecuona charges. Society maintains that Lecuona violated his obligations as a member of Sociedad General De Autores De Espana—the Latin ASCAP—by granting rights to perform his songs to various other associations in Argentina and Cuba and to Broadcast Music, Inc.

According to ASCAP, there is considerable confusion at present as to ownership of Lecuona's compositions and the society must warrant or refuse to warrant that the songs are properly included in its properties under a reciprocal agreement with SGA.

ASCAP Rights Undecided

As present, ASCAP alleges, it does not know if it has the right to grant licenses in the U. S. for Lecuona's music, or whether it should make the royalty payments to SGA.

The Latin society also raises issues of equity and seeks a declaratory judgment against Lecuona. Org seeks to have court prove that Lecuona has been an SGA member since 1936. Argument is that if membership is proved, SGA can collect royalties for performances of his music in the U. S. Claim is that only rights Lecuona has against ASCAP are derived from his SGA membership. If he were not an SGA member in 1936, then his case against ASCAP collapses. If he is found to be a member and the court rules in his favor, the action also must fail since he must then look solely to SGA for his royalties.

Claims Promise To Pay

Lecuona in his original complaint charged that ASCAP owes him \$53,538, less 15 per cent. He claims ASCAP promised to pay this amount and contends the SGA accounting due him from ASCAP is \$45,508.

ASCAP resistance to his claims has been interpreted in some quarters as reflecting indirect pressure on Lecuona to switch affiliations from Broadcast Music, Inc.

Vaughn Vooms With 32G Orpheum Wk.

MINNEAPOLIS, March 29.—Vaughn Monroe's ork established a new all-time high at the RKO-Orpheum Theater here for the week ending March 26. Monroe beat out a \$32,000 gross in the 2,880-seater, which was 1,000 better than the record established by Tommy Dorsey several years ago, according to House Manager Bob Whelan. The average is \$21,000. Pic was *Beat the Band*.

Whelan said that the Monroe ork was the last flesh booking for the spot currently, altho negotiations are under way for other appearances. This city has seen very little vaude in the last year, altho Orpheum and the Minnesota Amusement Company's Radio City Theater have been vying for stage shows. Minneapolis hasn't had a dozen theater stage shows in the last 12 months.

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Thompson Inked to New Slate Wax Pact

NEW YORK, March 29.—Slate Records, a new diskery with headquarters in Newark, N. J., pacted singer Johnny Thompson, featured on the Paul Whiteman air show, to a waxing paper.

Thompson cut four sides for the diskery this week with backing of Ray Carter's ork.

UE Pacts Hike Columbia Pay

BRIDGEPORT, Conn., March 29.—Columbia Records plants here and in Kings Mills, O., have signed new contracts with locals of the United Electrical, Radio and Machine Workers of America (UE-CIO). An 11-cent per hour increase brings the minimum to \$1, with allowances for adjustment. The diskeries are taking over complete payment of hospitalization, life insurance and sick benefits.

The plant here employs 1,200 and is mulling plans to add personnel and floor space.

Representing Columbia in negotiations with Local 237 of this city and Local 766 of Kings Mills were Prexy Edward Wallerstein, Veepee J. H. Hunter, Kenneth Raine, secretary and general attorney, and Lewis Zehyer, general factory manager.

Accord with the unions was reached just after the diskery had raised prices on its tallow. The retail tag on 50-cent disks was jumped to 60; the store album fee rose to \$3.40. The album boost includes a 25-cent jump in the 75-cent price for empty disk packs. While other majors have already gone up in retail record price (Victor recently went to 60 cents and Decca has shifted nearly all its output to the 75-cent line), Columbia is the first to change the empty-album charge. Firm says paper shortages and elevated prices at the source forced a jump at the retail level.

Putnam Springs New Waxing Technique With "Vitacoustic"

CHICAGO, March 29. — A new third-dimensional recording technique, called by its innovator, Bill Putnam of Universal Recording Studios here, Vitacoustic, is the newest Chi record label. The gimmick is especially suited to big band and symphony reproduction, Putnam said.

Putnam's gimmick, while hard to describe, is said to make a band sound as if it were in the listener's room, similar to a good wired music system in a restaurant with four or five speakers set at the right places.

First release of the new firm is by the Harmonicats, harmonica trio, whose initial waxing was up to now released under Putnam's Universal label, but will now be transferred to the Vitacoustic label. Trio's waxing of *Peg o' My Heart* and *Fantasy Impromptu* already has sold nearly 100,000 in three States handled by Jimmy Martin, Chi distributor servicing only Illinois, Wisconsin and Indiana. Deal is currently being set to add six major distributors for the new label.

George Tasker, ex-Red Nichols and Anson Weeks' manager in charge of artists and repertoire, for the new label, said that the label will announce six acquisitions next week. Pressings for Vitacoustic will be handled by Gennett, Richmond, Ind., and Lee Records, Los Angeles.

Execs of the firm are Lloyd G. Garrett, prexy; John B. Buckley, exec. veepee, both of whom formerly were with Gee-Bee Records, while Putnam will handle manufacturing.

NEW YORK, March 29.—Leon Rodriguez, headwaiter at Hotel Commodore and a familiar figure to orksters and pluggers, has succumbed to the music biz. The affable maitre has penned a song with violinist Sindell Kapp, called *One Moment in the Heaven of Your Eyes*, which current maestro, Jack Edwards, is plugging at the hotel. Publishers wanting a good table probably can make a deal with Leon.

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Musicraft Nixes Buzz-Buzz Re Gwartz Return

NEW YORK, March 28.—Irving Felt, Musiccraft prexy, discounted fast-flying reports this week on the East and West coasts that Diamond label's Irving Gwartz would return to Musiccraft in an active management role. Felt flatly stated that the original re-financing plan was proceeding as outlined and added the observation that all these stories are "like the guy who's gonna marry the girl, but has the girl made up her mind?" The Gwartz role was tagged by other spokesmen as "fantastic."

Capitol and Torme

HOLLYWOOD, March 28.—Capitol diskery is sitting on an "if" contract with Mel Torme just in case the Musiccraft prime property should become available. When Torme started to tear up his Musiccraft paper last year on grounds he signed as a minor, Capitol reportedly guaranteed him \$18,000 a year and drew up a pact awaiting the pen. In the meantime Musiccraft out-argued Torme and his manager, Carlos Gastel, signed a new Musiccraft contract for one year with a year's option promising a 300,000-disk minimum for six releases. If the diskery does not live up to its promise, Torme is "cinched" for a switch to Capitol.

Peggy Lee in Pic Debut

HOLLYWOOD, March 29.—Peggy Lee will make her flicker debut when she appears with Dave Barbour in a Paramount two-reeler which will feature the husband and wife musical team. Pair will record Monday (7) and will go before the cameras the following week. Understood flicker factory is interested in Miss Lee as possible feature film material and that it is using the short as a test.

CHICAGO, March 29.—Ted (Heartaches) Weems is booked by Music Corporation of America into the Oriental Theater, Chicago, April 10. He leaves Hotel Sherman here April 3 to play out a one-nighter string before his theater date.



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Keynote Preps Vinylite Kidisks

NEW YORK, March 29.—The Key-note diskery, as part of the program inaugurated with the appointment of John Hammond as prexy (*The Billboard*, March 22), is preparing to issue its first series of kidisks and longhair waxings, on vinylite.

In further expansion last week, Max Lipin, prexy of Allied Music Sales in Detroit, joined Keynote as veepee in charge of sales. Addition of Lipin also brought into the firm 14 additional distributors, to give the diskery a total of 21 national outlets. The firm, whose disks have enjoyed sales in a limited counter field, is now shooting to get its platters in jukes and win more widespread retail activity. Hammond is in Los Angeles this week to seek facilities for hyping production. Lipin will join Hammond in L. A.

Orkster Guest Taboo Sticks

NEW YORK, March 29.—That the present Chicago ban on orkster guest shots over radio and disk jockey shows might be waived soon was discounted this week after earlier reports (*The Billboard*, March 22) had indicated otherwise.

Actual contents of a letter sent by James C. Petrillo, American Federation of Musicians prexy, to Decca Records chief, Jack Kapp (letter had started the reports going) indicate that the executive board of the Chicago local has had set aside only that portion of the ban applying to personal appearances of members at retail record shops. Taboo on radio p.a.'s presumably will remain.

Bob Weems Made Veepee at GAC

NEW YORK, March 29. — Bob Weems, head of the General Artists Corporation, Chicago office, and brother of New York office topper, Art Weems, was upped to a vice-presidency in the booking agency.

Appointment is the second veepee post made in recent weeks. Previous one was Jack Philbin, placed in charge of artist relations out of GAC's New York office.

Golden Gate Waxery Sells Its First Disk

SAN FRANCISCO, March 29.—The Golden Gate Record Company has been organized here by Greg McRitchie, NBC musical arranger; Bill Baldwin, free-lancer with KPO and KSFO; Glen Hurlburt, composer, and Ray Coen, disk distrib.

The firm's first production, *The Cable Car Concerto*, with *Rhapsody of Fisherman's Wharf* on the flipover, went on sale Wednesday (19). The org plans a long series of recordings based on the scenes, customs and personalities of San Francisco.

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R. I. Measure Regulating Agts. Is Toned Down

PROVIDENCE, R. I., March 29.—A bill, which if passed in its original form, would have proved disastrous to booking agents in Rhode Island and in turn to acts working theaters and floor shows, has been revised as a result of conferences held this week between Cliff Barnes, AGVA representative here, and Rep. Thomas P. McHugh (D., Providence), sponsor of the measure.

According to Barnes, the bill was suggested by himself, after meetings with AGVA franchised agents in this area. It was originally patterned along lines of a similar Massachusetts measure calling for State licensing of all booking agents and posting of bonds by them with the licensing authority. The R. I. measure also compels agents to maintain "one or more offices" in the State.

Between the time the AGVA-agent okayed bill was sent to the State House and its introduction before the House it was revised in wording so that instead of calling for a single State license fee it would have given city and town local authorities power to collect \$50 license fees from "booking agents, personal agents or actor's managers." With 39 local communities in the State, no agent would have been able to meet heavy license budget.

If and when measure comes out of committee, says Barnes, it will have been revised in line with original planned law, fixing a single State license fee.

Michigan Lists 17 Agencies Licensed To Book in State

DETROIT, March 29.—The ukase by Hugu J. O'Neill, State superintendent of private employment bureaus, that no booking agency will be allowed to operate in Michigan unless it has a State license, was followed this week by release of a list of all licensed agencies.

O'Neill's drive is aimed particularly at two targets—the nationally known offices which book some attractions into Michigan without taking out a State license, and small-time operators, largely concerned with fair attractions, who in effect operate as a booking agency without any license whatever, whether they are from Michigan or outside.

Agencies Listed

There are 17 licensed agencies in Michigan, 14 of them in Detroit, O'Neill said. Those in Detroit are: A. B. C. Theatrical Booking Agency—Theodore Rothstein; Stutz Anderson Booking Agency; Amusement Booking Service—Peter J. Iodice; Betty Bryden Entertainment Bureau; Delbridge-Gorell Orchestras—Del Delbridge and Ray Gorrell; Mabel Dugan Entertainment Bureaus; Empire Theatrical Agency; Max T. Gail Orchestras; Gus Sun Vaudeville Agency—Glenn W. Jacobs; Jules Klein Music and Entertainment; Larry Lawrence Agency; Music Corporation of America—De Arv G. Barton; Chester Rennie Booking Agency; United Booking Association—Henry H. Lueders, and Rollo S. Vest Enterprises.

Upstate licensed agencies: Barnes-Carruthers Fair Booking Association—Sam J. Levy, Ionia; Central Michigan Orchestras, Mont Pleasant, and Dearborn Musicians' Booking Agency—Joseph Kopach, Dearborn.

IN SHORT

New York:

Kretlow Dancers (7) have replaced Ted Taft and His Debutantes at Iceland. . . . Korn Kobbler held over thru June at Jack Dempsey's. . . . Robert Storm started at House of Dixon March 18. . . . Dave Apollon goes into Cotillion Room of Hotel Pierre April 1.

Sheldon Brooks held over indef at the Cove, Philadelphia. . . . Page Cavanaugh Trio coming east for cocktail lounge dates in a couple of weeks. . . . Dolly Dawn building another Dawn Patrol Trio. . . . Dolph Framon into the Mayflower Hotel, Atlantic City, March 28. . . . Gary Morton started at D'Jais, Secaucus, N. J., March 21 and goes into the Olympia Theater, Miami, April 28. . . . Phil Brito started at the RKO Boston Theater March 27 and goes to the 500 Club, New Orleans, April 5 for two weeks. . . . Honeytones (5) current at the Spa, Bayonne, N. J. . . . Lucille and Eddie Roberts into the Henry Grady Hotel, Atlanta, April 3 for four weeks.

Nick Long with the Mickey Rooney unit coming into Loew's State for two weeks April 3. . . . Frank Paris goes into the Carmen Theater, Philadelphia, April 3. . . . Eartha Kitt makes her cafe debut at the Village Vanguard April 7. Richard Dyer-Bennet started a return engagement there March 31.

Chicago:

Phil Foster stays in the Copacabana chain after leaving Chi's Copa May 2, opening the third at the Copa, Miami Beach, for four weeks with options, with the Gotham Copa ready whenever he closes in Florida. . . . Film companies interested in Elsa and Waldo, Spanish panto dance team currently at the Oriental. Bonnie Baker and Harry Savoy in April 10. . . . Jack Durant into the Copacabana, Chi, April 3 for one week, because Alan Carney who goes in with the Rudy Vallee Revue April 10 had film commitment till that date. . . . Dorothy Rae and Fred Lowery have stretched their routine to 40 minutes for niteries like the one they're currently doing at the Henry Grady Hotel, Atlanta.

Bill Rudd Trio enlarged to a quartet for their current stay at the Club Lido, South Bend, Ind. . . . Zany-Acks, new novelty trio, into the Frolics, Omaha, March 31. . . . Al Casey, jazz guitarist, and his trio inked by McConkey Music. . . . Charley Chaney, currently at the Tic-Toc, Milwaukee, goes to the Burgundy, Detroit, April 7, thence to the Glass Hat, Shreveport, La., where he opens an indefinite stay April 25. . . . Larry White, ex-legit musical singer, has radio staff vocal spot at WIND, Chi. . . . Chirp Dorothy Davis expects her first-born in Chi within the next fortnight.

Billingsley Sues Det. Stork Club for 10G

DETROIT, March 29.—Name trouble has hit a second Detroit spot, the Stork Club, with an injunction being sought in Federal District Court by Sherman Billingsley's spot of that name in New York, seeking to bar use of the name. Suit also demands \$10,000 damages.

A spokesman for the Detroit Stork Club said the club took the view that "you can't copyright the English language," and the Eastern spot had never attempted to operate in the Detroit territory. The Detroit nitery was known as the Alger Club until two years ago.

Detroit's Lee 'n' Eddie's was attacked in the use of its name—actually the first names of the owners—by New York's Leon and Eddie's, but successfully defended itself in court. Then, several months ago, it was shuttered for alleged tax delinquencies.

Michael O'Shea Organizing Unit Including Heard's Ork

NEW YORK, March 29.—Michael O'Shea is planning a nitery and vaude unit built around himself and J. C. Heard's ork.

Package will be submitted for about \$10,000 or \$12,000. Show, which will run about an hour, also will have a dance team or single.

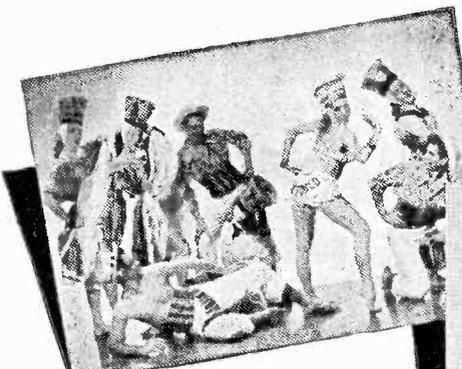
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Inez Clavijo



GEORGE W. CLARKE
—Boston Daily Record

"The kudos in the show goes to Inez Clavijo and her dancing troupe . . . with brand new numbers unique in a night club . . . Tom Sawyer ballet which in itself is so good that it might well be part of a big-time production . . . Agnes De Mille, here they come! Its predicted that the troupe, as a unit, will go far, and Inez, as a choreographer, will go farther."



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"Porgy and Bess" "Straus Waltz"
"Polish Picnic" "Spellbound"

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THE BILLBOARD
November 23, 1946
"Clavijo Dancers . . . with a really sock interpretation of 'Porgy and Bess.' Costuming, arrangements, pantomime and dancing were tops. Ditto Inez Clavijo as the temptress."

JOHN A. HAMILTON
—Boston Globe
"Miss Clavijo, with her troupe, is considered one of the finest acts of its kind on the boards."

BARBARA PEARSON
—Esplanade Magazine
"The Inez Clavijo Dancers are the last word in terpsichorean charmers . . . a new dancing group sensation."

PERSONAL MANAGEMENT: NICK RUSSO

Fla. Clubs Mull All-Year Runs

MIAMI, March 29.—The Miami nitery situation, which looked as tho it would start a gradual fold March 15, apparently is getting a new lease on life. Spots skedded to darken are now talking about staying open year round.

The Copacabana is keeping one eye on its competition, but meanwhile is making plans to keep running, if not in the main room, then in the lounge. Some reports say the Beachcomber will close tonight, but if it manages to come up with anything it will probably hang on a bit longer. The Palm Island Latin Quarter has just bought Martin and Lewis, to open Sunday (30) for a week. Copa tried hard to get the Vagabonds for its lounge, but the Clover Club, where the Vagabonds have been all season, stymied the deal by signing them until September.

The new trend puts the finger on the year round spots like Kitty Davis Airliner, Club Bali and the Clover. What will happen nobody pretends to know, but whatever it is it seems that Miami, instead of giving only seasonal work for performers, hereafter will be keeping them at work all year.

Chuckles Dances On; No Writ for Nazarro

NEW YORK, March 29.—The Supreme Court this week denied an injunction sought by Nat Nazarro to restrain James (Chuckles) Walker, of Chuck and Chuckles, from performing for other agents. At the same time, Nazarro was directed to file an accounting of the receipts and disbursements of the team, which he's been managing since 1932. The injunction was denied solely on the grounds that Nazarro's contract with Walker expires April 5.

The trial ended Wednesday (26) after two days of testimony in a special term before Justice E. L. Hammer, who also ruled that Walker would have to pay damages (in commissions) to Nazarro up to and including the last day of the contract.

Last June, Walker advised Nazarro by registered mail that he wanted to be released from the contract. Nazarro started action for an injunction and damages. Walker answered with a general denial and a counterclaim for an accounting.

According to Walker's testimony, Nazarro paid the team of Chuck and Chuckles only \$25 and \$50 a week altho they earned \$400 to \$500 a week. Walker's attorney, Chauncey S. Olman, estimates their earnings at \$100,000.

Nazarro estimates the commissions due him by Walker since June at \$4,000.

Charles D. Scanlon represented Nazarro.

King Quits FB; Cole, Lau to Hogan Office

CHICAGO, March 29. — Several important switches in agency office personnel took place locally this week. Johnny King, for the past three years chief of Frederick Bros.' act department here, leaves FB May 1 for a yet undesignated spot with "another major office."

Mel Cole, vet house ork fronter and jobbing band leader, joined the Charley Hogan office, which previously had been primarily a theater-booking office, to head the agency's new club-date and cocktail talent branch.

Jack Lau joined the Frank J. Hogan office as an associate, concentrating on cocktail biz and club dates.

Boomerang

NEW YORK, March 29.—N. T. G., playing the Rio Cabana, came on the other night with his usual customer-heckling opening. He walked over to a frozen-pussed customer and yelled: "Nobody eats while the show is on." The customer glowered at him but didn't say anything.

"You're ugly," said Granny. "Where do you come from?" "Long Island, eh? A hayseed. Watta ya do?"

"I'm an undertaker," was the reply. "Why don't you come over at your earliest convenience and lay down? You're dead, ya bum."

2 Jacksonville Ops, Once Partners, Bury Ax, Merge Niteries

JACKSONVILLE, Fla., March 29.—Joe Williams' Peacock Club and Jack Middleton's Embassy Club have merged and started business as the Peacock Club, Wednesday (26). Williams and Middleton started together in 1940 and broke up about a year and half ago. Middleton went to the Embassy and Williams built the Peacock.

Main reason for the merger is that boys were knocking each other's brains out in an effort to get attractions. In recent months, Williams has played some standard names and Middleton tried to do the same. They found they were bidding against each other. Of late, the Peacock has been getting the acts and the business, with the Embassy being an also-ran.

Open contracts by the Embassy will be taken over by the Peacock. The Embassy will be shuttered, but the property will be retained by the combined interests.

Martinique Unfolds If Talent Deals Jell

NEW YORK, March 29.—La Martinique, which did a "summer" foldover in the midst of a snow storm Tuesday (25) accompanied by a blast which implied that high priced acts were responsible, may reopen about April 10 if present deals jell.

Dario is now dickering with Belle Baker and also has a deal cooking for Bill Demarest and Ann Rutherford. If either one comes thru, La Martinique will relight. Demarest and Miss Rutherford, both pic names, are interested in doing a couple of weeks in niteries. Both may do a Chicago date before coming into New York. Asking price for two performers is understood to be about \$6,000.

Nitery Slump Laid to Acts' Lack of Pull, Not High Pay

By Bill Smith

NEW YORK, March 29.—The beef that the big money demanded by attractions is the reason for the present low financial state of cafes doesn't hold water, according to the talent offices that service the clubs.

The latest expose was a yarn by Dave Charnay in *The Daily News* this week, built around the folding of La Martinique, with op Dario quoted as saying: "I can sit it out as well as any performer." Fact is that it wasn't a price that held Dario up. He simply couldn't come up with an attraction that would draw. And rather than hold on with non-box office acts, he decided to do a "summer shut-down."

The same situation that faced La Martinique is the problem other ops have to solve. They can find plenty of \$750-\$2,000 acts, but few of these bring in enough business to pay their salaries. For some unexplainable reason a comic or a singer who is terrific in Baltimore or St. Louis will die in Philly and New York. And frequently a sock New York attraction won't draw flies in Boston or Chicago. Ops can't explain it, but they know there are only seven to 10 attractions around that can do the business.

Performers aren't all schmoes. They can add too. They know if they can do the business. And if they

Jack Greene Indicted In La Conga Tax Case

NEW YORK, March 29.—The Jack Greene-La Conga case, involving a charge of evading cabaret taxes, reached the Federal Grand Jury Thursday (27) and resulted in a 10-count indictment against Greene and his corporation which ran the club. If convicted on all counts, Greene faces a maximum sentence of 26 years and fines totaling \$100,000.

Assistant U. S. Attorney Edward E. Rigney said Greene's accountants had prepared honest tax returns for the months of June to September, 1946, but that prior to filing these returns Greene had altered the records to reduce the amount of tax due.

Rigney also charged that for October, November and December, 1946, Greene failed to remit any taxes, altho \$22,000 was due. Total amount which Rigney charged Greene with evading is more than \$36,000. Penalties incurred bring it up to \$50,000.

La Conga was sold to Charles Maybruck a few weeks ago and its name changed to Rio Cabana. No charges are pending against new ops, as far as can be learned.

Sally's Latest Bally

NEW YORK, March 29.—Sally Rand obviously doesn't want a press agent. She manages to get all the space she wants. Right now it's the New York cops she's tangled with. They refused to give her a cabaret employe's identity card, so she started action, thru her attorney, Hyman Barshay, against Police Commissioner Wallander, demanding such a card.

Cops haven't said anything for the record, but New York's assistant corporation counsel opined that gal had violated Rule 20 dealing with "scant attire." Meanwhile all the publicity is jamming the Greenwich Village Inn, which doesn't hurt.

Gal started at the inn on a four-week deal at \$4,000. Out of this she is to pay the acts and the line that work with her. AGVA says that Rocky Camera, op of the inn, has a bond up to cover Rand's salary. In the past it has ruled that if an act proves unsatisfactory for any reason, the op is at fault because he should have taken all precautions before he bought it.

know that much, they also know they're worth every dime they get.

One agent pointed out that it isn't the actors who hike salaries, as much as it is nitery ops hungry for attractions. It is no secret that a cafe anxious to get a name will better competitor's offers by as much as \$2,000. Naturally a performer who normally gets \$3,000 would be soft in the head if he turned down a \$5,000 bid.

Up Goes the Ceiling

Unfortunately, this bid establishes the actor at a new salary, so every other cafe that wants him from then on must either meet the new figure or better it. If the act is an attraction it can work 52 weeks. If it isn't, says agent, it isn't worth \$500.

In the final analysis, major talent offices say, it isn't the performer who is to blame, but the cafe operator, who doesn't know his business, but just wants to be a big man and get the best. And they say he starts crying if he takes a licking. Let him find out how to run a night club before he yells "foull," say the talent offices.

Other Keys to Success

There are many other things responsible for the success of a cafe, things which the trade says, many of the present day ops have either forgotten or never known. Food, for example, is a big item. Service is equally important. During the lush days, it was pointed out, it cost a sawbuck or a fin to get by the headwaiter, and even then plenty of customers were put behind poles or in left field. Those days are gone, but many headwaiters, some with the knowledge of the ops, still run their rooms for the palm grease rather than for tabs.

Another sore spot is the cloakroom concession and the service it passed out. It seems foolish, say trade circles, to advertise heavily and give an expensive show, if the customer all but gets insulted because he didn't tip enough. The lasting impression that makes is frequently enough to keep the customer from coming back.

"Sure," say insiders, "the acts want their dough. But if the spot doesn't do the business, it's the fault of conditions over which they have no control."

Wm. Morris Gets Philly Latin Casino

NEW YORK, March 29.—The Latin Casino in Philadelphia, which started the fall season as a non-exclusive spot, buying acts from the field, has decided to change policy. Harry Steinman, op of the Casino, has given the exclusive booking rights to Dick (Morris office) Henry, who will take over with the show starting May 5.

N. Y. Dixon's Now 18 Club, Charlie Drew as Opener

NEW YORK, March 29.—Dixon's will switch to its former Club 18 policy starting Saturday (5) when the spot will become known as Freddy Lamb's 18 Club. Charlie Drew opens on that date, to follow Joe Mooney's Quartet, which closes tonight (29) after seven months.

New policy will include dancing, with the Vivian Gary Trio, and a show built around Drew and Gaye Dixon.

Blue Mirror, Newark, N. J.

(Tuesday, March 18)

Talent Policy: Floorshows at 10:30 and 12:30. Operators, Blue Mirror Corporation; manager and publicity, Gene Brodie. Prices: No cover or minimum.

Revamped spot is bowing with the current bill, Miguelito Valdes and Ciro Rimac. Capacity has been jumped from 250 to 350, including the bar. The room, more attractive than ever, has been done over in a blue motif. One thing they should have left alone, however, is the stage. Formerly set against the center of one wall, the platform, about 20 by 40, is now at the far end of the room, so ringsiders are about the only ones who get a good view. Dancers are lost to payees two rows back.

The opening was probably the most frenzied affair ever encountered here. A typical Broadway opening night crowd crossed the river to pack the place, with the bar lined two and three deep and plenty turned away. Since ops probably never anticipated such a healthy mob, service suffered, there not being enough waiters and bartenders.

Valdes, a polished performer, had his troubles trying to be heard over the noise. Whoever handled the lighting was of no help to him, either; apparently the electrician had difficulty making up his mind about which spots to throw on. He picked a fine time to practice during Valdes's stint, particularly during the singer's well-known *Babalu*. Jerry Delmar's house ork (6) also gave him some tough sledding by missing cues more than once. Valdes, however, emerged victor, winning a strong hand after each number and finally begging off.

The only other act on the bill is Ciro Rimac and his terpers, a boy and two girls. Rimac worked hard, but received no co-operation from the

NIGHT CLUB REVIEWS

Club Continental, Hotel Jefferson, St. Louis

(Friday, March 21)

Capacity, 350. Price Policy, \$1-\$2 minimum. Manager, Jack Roenberg. Booking Policy, non-exclusive. Publicity, E. J. Hoelscher. Budget this show, \$1,000.

This spot has built a reputation for fine shows and current bill is up to par. Room favors ballroom teams and some of the country's finest have played here. The Virginia Ascher line opens show. The seven attractive girls, attractively costumed, do some neat stepping. Delores Dean, brunet looker, on next, sang *I'll Close My Eyes* and *For Sentimental Reasons*. Gal vocalist with the Bobby Meeker band knows how to sell a song. Current ballroom team is Montero and Yvonne, who do excellent lifts and spins to infectious rumba rhythms, and wound up with a nice reception.

Johnny Knapp, holdover singer, is a good-looking Irish lad with a lot of personality and a top-notch tenor voice. Appearance and ingratiating smile helped a lot before he even sang a note. Did *It's a Good Day*, *Among My Souvenirs*, *Molly Malone* and *I Think I'll Go to St. Louis*. Winds up big by whistling *Irish Washerwoman*. Bobby Meeker band (9) plays nice show music and also for dancing. Meeker emcees the show in straight fashion.

Abie L. Morris.

customers. Best routine was his samba bit with one of the gals.

The show could be sparked with the addition of a comic.

The Martineres Trio worked relief sessions.

Don Marshall.

Versailles, New York

(Wednesday, March 26)

Capacity, 300. Price policy, minimums \$3.50-\$4. Shows at 9:30 and 12:30. Operators, Nick Prounis-Arnold Rossfield. Booking policy, non-exclusive. Publicity, John O'Malley. Estimated budget this show, \$2,500. Estimate last show, \$1,500.

If preem night biz—large parties, all spenders—is any yardstick, there isn't the slightest doubt that Carl Brisson is a cafe draw. Playing this room for the fourth time, the husky Dane filled it with the Dun & Bradstreet trade which wouldn't let him off when he finished and gave him such an ovation on walk-on that he had a hard time getting started. Brisson is still a clever showman, even if his pipes have lost some of their brilliancy. What he now lacks in voice he more than makes up with a dramatic delivery that had the fair, fat and 40 trade limp with emotion.

His opener was a medley of old pops, each tune being introed with a short history. It was a slick piece of selling. Yet if he was good on the stand-up mike, he was superb when he switched to the hand mike. It was then Brisson pulled all the stops. His dramatic phrasing of oldies, standards and at least one new song, an Irish tune (of all things!) *Norah Loves Me*, held the customers spellbound. Even a corny number like the *Doodle Song*, in his hands, was good for whole-hearted chuckles. The blue overtones in the latter may have been responsible. But whatever it is that makes actors into showmen, Brisson had it on the night caught. When he stopped, the customers yelled for more. When he tried to walk off, they yelled still louder. As it was, the singer was on for about an hour and still had a tough time getting off.

Brisson's appeal to the middle-aged—the solid citizen type, the bottle-buying trade—isn't too difficult to figure. His semi-nostalgic stuff coming from a guy who is of their generation has an obvious appeal. Add to this his continental flavor, on top of an ability to make the customers feel his chanting is personal, both sure fire. Playing to a younger crowd, chances are, Brisson, while he might still do okay, wouldn't be the solid click he is with the older generation. Here at the Versailles, the trade is almost solidly the upper-bracket boys, even tho few may be Blue Book. The combo is a winner.

Bob Grant's ork backed Brisson with considerable skill. Panchito's Rhumbas did the intermission Latin dance sessions.

Bill Smith

Mayfair Room, Blackstone Hotel, Chicago

(Friday, March 21)

Capacity, 300. Price Policy, \$1 cover. Shows at 9:15 and 11:45. Operator, Arnold Kirkeby. Booking policy, non-exclusive. Publicity, Evelyn Nelson. Estimated budget this show, \$5,000.

Making his first appearance here in almost five years, Morton Downey proved conclusively on opening night that the only feature that's changed since his last stop is his weight—he's added poundage. The flexible tenor voice, smart song selection and stage savvy haven't dulled a bit, judging from the hour-long show, that included four encores forced by mitting.

Working behind a piano equipped with a gooseneck mike, Downey did six medleys, mostly backed only by ex-T.D. guitarist, Carmen Mastren. While he can't depend on those soaring boy soprano pipes as heavily as he used to, he's exercising more care in his phrasing and shading and getting even more attention. He seemed to sense his audience's mood im-

Wedgwood Room, New York

(Tuesday, March 25)

Capacity, 282. Price Policy, \$2 cover from 10:30. Show at 12:15. Operator, Hotel Waldorf-Astoria. Booking policy, Music Corporation of America. Publicity, Ted Saucier. Estimated budget this show, \$2,000.

Any time a show consisting of only two acts can hold attention for 55 minutes, as does the Wedgwood Room's current layout, it may be regarded safely as a winner. This one is made up of the twirl team of Fred and Elaine Barry, and the caballero tenor, Tito Guizar.

The Barry duo, in a highly varied and constantly sprightly ballroom turn, worked for close to 25 minutes—a long time for any terp team. Whether they're waltzing, or whether the boy is spinning his partner on his shoulders in any one of the many fancy whirls they use, or whether they're doing eccentric work, they are graceful and agile. Coupled with engaging personalities, this spells big league. An overly white spot hurts their appearance somewhat, and their line of gab, before their final encore (a bright number done to Brahms' *Lullaby*) is weak, altho it does serve to give 'em a needed breather. But tab the turn as a winner.

Guizar, looking just as youthful as when first he appeared in these parts 15 years or so ago, rates with the best of the male song salesmen around today, even allowing for a bit of the old hambone. The Smithfield makes itself evident in touches—the "demands for requests," for example, but outright fact is that Guizar spellbinds the room's classy clientele for as long as he works, and he could work longer if he wanted. For a Spanish songster, he offers a surprising variety—Jerome Kern, boogie-woogie and a passable *Vesta La Giubba*, plus native numbers and a community sing, working solo with his guitar and with the Emil Coleman crew in support. Band does a good background job for both turns. Mischa Borr's rumba crew do a good hip-swivel job, too.

Jerry Franken.

Walnut Room, Bismarck Hotel, Chicago

(Friday, March 7)

Talent Policy: Dancing and floorshows at 9:45 and 11:30. Owner, Otto Eitel; production, Ed Beck; publicity, Bob Carey. Prices: \$3.00 minimum.

After taking a flyer into semi-comedy with the dancing Roland Twins, spot is trying a full-time comic, Georgie Gobel, who reaped two call-backs before they'd let him go. This room has previously steered away from straight comedy, but after Gobel's success it will probably stick with it, for the hands he garnered were tops for this hostelry room.

Gobel fits the room, making with the homespun chatter in between some well presented gags. Enhances any story with his vivid descriptions of the minutest details, getting titters all the way and building to a fine last-line crescendo. For pacing, he does his old specialty, hill-billy singing. (As a moppet he was a child folk artist radio singer.) While he gets good response for his rustic warbling, his closing parody on *My Little Girl*, which had no hint of the hills, got the best mitt and he'd do well to get more similar special material.

Other act is the Martinis, gal and lad singing team, who make regular stops here. Manage to break out in a nice new wardrobe each time, this one reminding of the Old South, and work out new songs for each new stay. Were called back once.

Johnny Sippel.

mediately and his resultant ad libs about Chi sewed up table-sitters from the start.

Johnny Sippel.

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SIMPKINS



Thanks

FRANK BRUNI for my start at FLORENTINE GARDENS, L. A. (10 months).
HARRY ALTMAN & HARRY WALLENS for a 4th engagement at TOWN CASINO, BUFF. (May 5th).
FRANK BARBARA for a return engagement at BOWERY, DET. (June 23).
RALPH BERGER for an engagement at LATIN QUARTER, CHI. (record breaking 13 weeks).
JOHNNY DUGAN for an engagement at DOWNTOWN THEATER, DET.
JOE JACOBSON & MIKE FRITZEL for 26 weeks at CHEZ PAREE, CHI.
MAXINE LEWIS for forthcoming appearance at LAST FRONTIER, LAS VEGAS (Sept. 26th).
JACK LYNCH for 4 consecutive engagements at WALTER ROOF, PHILA. (Opening at your LATIN CASINO, PHILA., April 18th).
HARRY MILLER for a 4th engagement at CHANTICLEER, BALTO, June 5th.
NATE PLATT for an appearance at the CHICAGO THEATER, CHI.
LARRY POTTER for an engagement at SUPPER CLUB, L. A.
SAMMY RAUCH for a future return engagement at ROXY THEATER, N. Y.
MICKEY REDSTONE for a 5th engagement at LATIN QUARTER, BOST. (May 18).
SAM TUCKER for a 4 week engagement at BEVERLY HILLS COUNTRY CLUB, CINN. (July 18th).
LOU WALTERS for my current engagement at LATIN QUARTER, N. Y. (5th time).
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Slapsy Maxie's, Hollywood

(Tuesday, March 25)

Capacity, 500. Price Policy: \$2.50 minimum; \$3, Saturdays; \$7.50 opening night. Shows at 9 and 12. Operator, Sammy Lewis. Booking policy, non-exclusive. Publicity, Erman Pessis & Associates. Estimated budget, this show, \$6,500.

Hollywood favorite Joe E. Lewis returned to the Coast in his annual pilgrimage, bringing with him a new crop of sock parodies and gags much to the delight of his legion of devotees. Much funnier than in his last Hollywood appearance at Ciro's, Lewis held sway for 45 minutes with a constant barrage of smart, albeit risqué clowning, and could have remained for another hour when he finally begged off.

Comic warmed up slowly, feeling his way until he had them with him. From then on, it was down hill all the way, as he went thru a routine of nearly a dozen tunes and banter. Best of his current crop was the bluish *The Bride Gave a Very Poor Performance* and *Peace Begins at Home*. His *They've Got an Awful Lot of Falsies in Brassiers* (to the tune of *Coffee Song*) garnered stifled giggles from self-conscious fems at ringside. Of his old stock, his *Sam*, *You Made the Pants Too Long* and *The Groom* number brought in biggest mitting. As usual, Lewis poked fun at the horses, Hollywood and the disappointments of middle-aged Lotharios; as usual, the customers loved it.

Supporting bill offered plenty of variety and talent. Radio thrush Jeannie McKeon made her bow into the nitery field and did a first-rate job. A bit stiff for lack of bistro experience, canary nevertheless sells her tunes well, with a pleasant set of pipes and plenty of style. For thrills, there are the Stuart Morgan Dancers (3 guys, 1 gal), who treated ringsiders to several gasping thrills as they tossed the petite fem skyward with premeditated recklessness. Acro dancer Miriam La Valle's precision execution of daring and unusual spins, coupled with her looks and grace, brought solid response. Hector and His Pals, a dog act, completes the bill. Pups, altho smart and cute, didn't sell too well, partly because the act worked from a small upstairs stage.

Matty Malneck's ork, fronted by

Vienna Cafe, New York

(Wednesday, March 26)

Capacity, 250. Price policy: Saturday, \$2 minimum. Operetta at 11; Shows at 9 and 1. Operator, Berno Eisen. Booking policy, non-exclusive. Publicity, Phil Wasserman. Estimated budget this show \$450. Estimated budget last show, same.

This spot, which draws business from the uptown refugee colony, has been experimenting for several seasons with what is claimed has never been tried on a nitery floor—pocket-sized operettas. The idea has sold here and if built up, with the addition of more performers and perhaps a line, might be just what the doctor ordered to attract the customers to the bigger clubs.

Despite the pea-size budget here, the current operetta, *Cowboy from Vienna*, is a slick, fast-moving job filled with pleasant tunes and mild laughs. Most of the numbers are by Herman Leopoldi, a refugee composer, who also works in the show. Takes of several oldies are tossed in to keep the proceedings in the same light comic vein.

Walking off with all honors was Bob Farrall, an ex-NBC Chicago announcer playing the male lead. The chap would make a swell bet for musical comedy or pictures. He has a strong but easy baritone and during the speaking bits, he showed a natural acting ability. Over-all, he's loaded with personality.

The fem lead, Margaret Weaklend, also sold a solid bill of goods. The gal, an attractive blonde chirp, is strictly on the longhair side, but with class.

Composer Leopoldi's supporting role was marred by his constantly playing up to one or two parties in the house. Even at that, he also showed up well.

The book was by Jimmy Berg, the show was staged by Leo Pleskow, with musical direction by Michael Kaufman. Ork, Leo Pleskow (4).

Farrall, Miss Weaklend and Leopoldi are spotted in the two routine floor shows, but the operetta is the big deal here.

Don Marshall

Milton Delugg, continues to hold down terping chores and cuts a neat show.

Alan Fischler.

FOLLOW-UP REVIEWS

COPACABANA, NEW YORK: Because this reviewer remembers Ruth Etting when she was tops and tied shows into knots, it's no cinch to be objective about her work today.

The years have dealt kindly with Ruth Etting. She is still slim and attractive, and her hair, now grayish, gives her a dignified appearance. The voice is no longer there. But despite the lack of pipes, singer showed enough class and the same beautiful phrasing to sell practically every number. Her choice of songs wasn't too good. In her pops, she didn't mean a thing. It was her *Ten Cents a Dance* and *Harvest Moon* that did the trick. With so many singers around peddling current pops, it seems a waste of time for Etting to follow along, particularly when it is on the oldies that her rep was built. Audience loved her. They greeted every tune with hands and paid off equally well on the finish. But opening night audiences and subsequent audiences are completely different.

Paul Winchell is growing in stature with every new job. Not only does he handle the dummy with skill, but he has added new material that gets top results. Winchell doesn't insult his listeners' intelligence by asking if they believe the dummy can talk. Instead he kids the gimmick unmercifully and does it with such skill that belly gurgles are almost constant.

Bill Smith.

RIO CABANA, NEW YORK: Two new acts do a satisfactory job with top honors going to Romana Lang, hooper. Long-stemmed girl is attractive in a pert kind of way, has a freshness that is audience compelling, and tops it off with imaginative routines and bits of biz that makes her a salable package. She did three numbers, a straight hoofing bit, a blues number, and topped turn off with a beguine beat. Kid apparently has been well coached and ends each routine with a flash whirl that is good milking procedure. Her long brown hair flying loose also helps give her work a feeling of youth and abandon.

Gloria King, a sultry brunette, is a competent singer who looks good on the floor. Routine is made up of standards with one novelty number, *New York's My Town*, the best thing offered. Gal's major fault lies in her over-punching. A ballad with good lyrics needn't be crammed down with heavy mugging. It the ballad is good enough the voice, phrasing and delivery is enough to sell it. Heavy mugging merely distorts the effect the canary obviously tries to get. Elimination of facial expressions should get her better results, particularly on a nitery floor where she works close to the audience.

Bill Smith.

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Loew's State, New York
(Thursday Evening, March 27)

Capacity, 3,500 seats. Prices, 50 cents to \$1.10. Number of shows, four daily; five Saturday. House booker, Sidney Piermont. Show played by house band, Louis Basil (13).

Diversified but fair bill has Jack Pearl making a return to vaude after an absence of a number of years. Comic is working again with Cliff (Sharlie) Hall and altho he is continuing with the "Baron Munchausen" title, he has dropped the "Vas you dere?" biz. Most of his act is the same, with just a few new bits added. Act as a whole, however, doesn't stack up. Material was only so-so and laughs were too far apart. Timing, tho, was still up to par, with emphasis on the delayed takes. Closed to a fairish hand.

Steve Evans started slowly and didn't warm up until about his third routine, the horror bit done in a green light. Also good was his drunk bit, altho still on the slow-paced side.

Bill also has Sylvia Froos back on the Stem after an absence. Gal worked too hard for effect and showed trouble with her breathing on one or two numbers, especially during her *Chloe* take-off and (See *Loew's State, N. Y., opp. page*)

VAUDEVILLE REVIEWS

Olympia, Miami

(Wednesday, March 26)

The Four Vagabonds, doubling here from the Clover Club, climax current bill with a merry brand of show-stopping. Eddie Schaffer, billed as an added attraction, handles the emcee spot with smooth competence in addition to his comedy stint.

Lewis and Oliver do well in the opener, offering acrobatics all dressed up in Spanish style. The couple get nice response on all of their tricks with best hands for the gal's supporting-of her partner while he does a hand stand atop her head.

Lou Handman and Florrie La Vere mix patter and comedy as Lou taps out several of his best-remembered song hits on the piano. Audience liked La Vere's quick-changing from a glamour gown to top-hat and tux. Her vocals of Lou's hits rated constant ripples of palm patter and the team closed to nice applause.

The Albertas have a neatly paced dance act in which they toss off a few feats of ledgerdmain for good (See *Olympia, Miami, opposite page*)

Roxy, New York

(Friday Afternoon, March 23)

Capacity, 6,000 seats. Prices, \$.80 to \$1.50. Number of shows, four daily; five Saturday. House booker, Sam Rauch. Show played by house band, Paul Ash (25).

Here is a sprightly and well-rounded Easter show with the emphasis on rhythm by Connee Boswell, the Peters Sisters (3) and Buster Shaver's Little Revue act. The light motif is further carried out by Jackie Miles' comic stint.

Show's Easter theme teed off with a Gae Foster production presenting the Roxyettes in lavish flowered bonnets and striped pink dresses and the boys in toppers and tails. Production opened with Merrett Thompson in a smooth intro biz. Line's precision tapping also was good. This sole production number effectively served to weave in opening act, the Peters Sisters.

Peters trio blended into the spirit of the production by opening with a casual version of *Easter Bonnet*. Started warming up on their second number, *It's a Good Day*. Gals showed solid rhythmic delivery on this, but it wasn't until their samba routine that they really went to town. Third gal's little gum-chewing bit and other bits of biz were good for sizeable laughs.

Walk on of Buster Shaver and his half-pint assistants, Olive, George and Richard, might have sold better if trio had come on alone a few seconds before Shaver. This would have pointed up the contrast in size between the heavy Peters Sisters and the little team. Small team's terp routines were good. Olive's ballroom routine with Shaver, against a soft vocal background on *All the Things You Are*, won the healthiest returns. (See *Roxy, New York, opposite page*)

Feeley, Hazleton, Pa.

(Monday Evening, March 24)

The all acts do pretty well, nothing seems to happen until Kate Ellen Murtah takes over. Gal, who seems to be breaking in new stuff, is a crowd pleaser. Bill opens with Miller and Jene in an acro comic act that rambles along and doesn't build to anything much tho it got a fair hand.

Next on is Jimmy Jimae and Company. Jimae does familiar sleight of hand card and cigarette routines smoothly. Has flash finish of tearing a newspaper into bits and making it whole, and then taking a live rabbit out of the crumpled paper. Was assisted by well-stacked gal.

In third spot is Western act, Sons of the Purple Sage (3), who sing and play the usual Western yodeling stuff. One lad is very clever with a bull whip, and does novelty rope spinning and harmonica playing. Act was well received.

Kate Ellen Murtah, tall, good looking chick, came on next and was a definite hit. Opened with a nice arrangement of *Rainy Night in Rio*, showing husky, pleasing voice. Follow-up is a satirical version of *Anniversary Waltz*, which was amusing. Really hit the bell with *Hawaiian War Chant* and a take-off on sing commercial, *Chiquita Banana*. Folks applauded like crazy. Act really broke up the show. Gal has plenty of talent and should go places. Carries own accompanist who works with the pit band.

Closing act is Marie Louise and Charles. Gal works on trapeze, but shows nothing out of the ordinary except for a heel catch without slipper grips, working in her bare feet. Charles was just a prop.

Show was well played by pit band under John Stanziola. Pic, *Dangerous Millions*. Biz, good. Frank Hoffman.

Temple, Jacksonville, Fla.

(Monday, March 24)

Capacity, 800 seats. Price, 50 cents. Number of shows, three daily, four Sundays. House booker, John Crovo. Show played by house ork (5).

This bill offers nothing sensational, but fair entertainment thruout. Charlie Masters, flash drummer, got the show off to a peppy start with a few fast choruses of *Some of These Days* and *April Showers*, then did his standard train bit with fancy and thick stick work. He hammered all over the place, from foats to facade, and got guffaws by doing a tattoo on a bald-head pew-sitter. Off to a good mitt.

Gloria Manning, chirp, was obviously nervous on show caught, due to a recuperation from a recent strep throat. A looker, beautifully gowned, she opened with *Good Day*, followed with *Anniversary Song*, and closed with *Rainy Night in Rio*. She showed a good soprano with sweet quality but little strength; she seemed in need of some voice coaching, but handled herself well before a mike and showed a pleasing personality. Exited to good hand.

Gilbert and Carroll, mixed hoofing team, employed a novel prop stairway which telescoped into what looks like a trunk. Their stairway routine was fairly simple up to the (See *Temple, Jacksonville, opp. page*)

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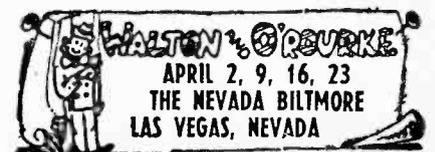
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Mixing Nixed

HARRISBURG, Pa., March 29.—Found guilty of permitting entertainers to contact and associate with patrons in violation of Pennsylvania law, Catherine Carroll, of 141 South 52d Street, Philadelphia, has had her liquor licenses suspended by the Pennsylvania Liquor Control Board for a period of 15 days effective April 9.

Fem Impersonators Out of L. A. Cellars, But Okay on Stage

LOS ANGELES, March 29.—City board of supervisors has passed an ordinance curbing female impersonators, and San Francisco is said to be mulling the same kind of regulation.

American Guild of Variety Artists, not notified until the last moment that all fem mimics had been outlawed, promptly put in a beef. It charged the law was discriminatory, said 90 per cent of the impersonators were war vets, and insisted the problem was in front of the footlights and not on stage. Apparently the argument was strong enough. The board changed its instructions to the sheriff and the police department and said that the ban was not to affect any legit performer in a stage production. It would be limited to the cellar joints where the gay lads go in for socializing.

Barbaro Sets Name Policy

For Las Vegas Biltmore
DETROIT, March 29.—The Biltmore, Las Vegas, has been taken over by Frank Barbaro, op of the Bowery Cafe here, marking his first expansion since he started the Bowery 12 years ago. Barbaro plans to use a name policy similar to his Bowery operation, with Gypsy Rose Lee penciled in as first attraction.

TEMPLE, JACKSONVILLE

(Continued from opposite page)
last 16 bars, which sold the routine. The male half did low Russian up-and-down steps while fem did difficult knee-drops, also on stairs. They encored with a fast challenge buck and wing, to good response.
Jose Martinez, on next to closing, is a run-of-the mill magi, using standard bits. A novel manner of producing cards selected by the audience went over well. Chatter was almost unintelligible because of strong accent. Reception fair.

The closer and strongest act was the Los Hernandez Trio, two boys and attractive fem who combined singing, guitar playing with hand balancing, and a little dancing to good

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New York:

Stem Perks Up; MH 138G, Para 110, Roxy 300 in 3 Wks.

NEW YORK, March 29.—Box office totals at the six Stem pic-vaude theaters upped their take last week, fifth stanza of the Lenten season, to score \$476,000, against the previous week's \$435,000.

Radio City Music Hall (6,200 seats; average \$110,000) brought in \$138,500 for first week with the Arnaut Brothers, Ben Beri, Glenn Burris, Lucille Cummings and *The Late George Apley*.

Roxy (6,000 seats; average \$85,000) racked up \$300,200 for its three-week run with Ed Sullivan, Katherine Dunham, Sid Caesar, Phil Regan and *Boomerang*. Final week was an eight-day frame and brought in \$81,000. Preemed with \$126,700, then got \$92,500. New bill reviewed this issue, has Jackie Miles, Connee Boswell, Buster Shaver and *Carnival in Costa Rica*.

Capitol (4,627 seats; average \$72,000) collected \$68,500 for second frame with Sammy Kaye's ork, Harvey Stone, Meribeth Old and *It Happened in Brooklyn*, as compared to opener's \$86,000.

Paramount (3,654 seats; average \$75,000) brought in \$110,000 for first week with Jimmy Dorsey's ork, Louis Jordan's Tympany Five, Pat Henning and *My Favorite Brunette*.

Loew's State (3,500 seats; average \$25,000) got \$26,000 with Gene Sheldon, the Shyretts, Jimmy Edmondson, *Songwriters on Parade* and *Dead Reckoning*, as against \$28,000 the previous week with Michael O'Shea, J. C. Heard's ork, the Wilde Twins and *Lady in the Lake*. New bill, reviewed this issue, has Jack Pearl, Sylvia Froos, Billy Wells and the Four Fays, Steve Evans and *Strange Woman*.

Strand (2,700 seats; average \$40,000) collected \$52,000 for third week with Louis Prima's ork, Jane Wynn, Frank Marlowe and *Pursued*, as against previous week's \$60,000. Started with \$80,000.

Boston:

Sun Fails To Stop Boston Sag to 32G

BOSTON, March 29.—Biz sagged badly during a week-long session of good weather. The Boston Theater, with starlet Vivian Blaine and Sonny Dunham's ork, drew \$32,000 at the b.-o. for the week ended Wednesday (26). The take is \$1,000 above average, but rates as poor for the ballyhoo given pic attraction *Boomerang*.

Phil Brito and the Milt Herth Trio head the current show. Pic, *Tarzan and the Huntress*.

Indianapolis:

Bob Crosby Draws Okay 20G at Circle

INDIANAPOLIS, March 29.—The Circle Theater presents a solid swing week, featuring Bob Crosby and His Bobcats, netting a good \$20,000 (2,800 seats, 74 cents) with Eddie Rio, the Three Dunhills, the Town Criers with Gordon Polk, Lucy Anne Polk, and Ray Bauduc. Pic, *Crime Doctor's Man Hunt*.

advantage. Attractively garbed in gaucho outfits, the group opened with a snappy Mex song by the gal, with guitar backing by the boys, after which the fem backed upstage and gave atmosphere with chirping while boys went thru a routine or acros, mixed with straight tango dance steps. Bowed off to solid whacking and whistling.

Full house at supper show caught. Pic, *Fools Gold*. W. H. Colson.

OLYMPIA, MIAMI

(Continued from opposite page)
measure. The gal's svelt figure and clever cigarette stunting were well received. The team comes thru with some nice lifts and fast spins and encores with a burlesque on the Indian love dance. This number got laugh ripples and a good hand when caught.

Eddie Schaffer rated scattered laughs for his first offering, a parody on *The Girl That I Marry*. His material is a rehash of aged routines. The audience warmed up on his Indian bit, which, he constantly complains, cost him \$500. This stint got plenty of yocks.

Top applause of the show went to the Vagabonds, who had to beg off after clowning and singing thru several numbers. The boys use two guitars, accordion and a bass to augment their hilarious hi-jinks. They open with *Sweet Chariot* and slide into fast boogie, slapstick and impersonations that keep the customers in a polite uproar. Their *Dark Eyes* had the house rocking. They begged off after two encores, with applause drowning out the closing and lasting into the newsreel.

Les Rhode's band cuts the show in sharp style.

Pic, *Cross My Heart*. Charles Duerkes.

ROXY, NEW YORK

(Continued from opposite page)
It was a clever stunt having Olive introduce Jackie Miles. Comic had the payees on his side all the way. He has added several new bits, including the one on income tax and a comic strip routine. The comic also used his old mind-my-seat routine, which killed them.

Closer, Connee Boswell, worked in an attractive lighting effect during her second number, *Anniversary Song*. She was centered in a double green and blue spot with the rest of the stage dimmed to a soft green. The Boswell gal can still sell rhythm, as indicated by her arrangement of *Managua, Nicaragua*. *Show Boat* medley also went over good, but she showed signs of reaching on one or two of the high ones.

Show closed with house community sing led by entire ensemble. Pic, *Carnival in Costa Rica*.

Don Marshall.

LOEW'S STATE, N. Y.

(Continued from opposite page)
Managua, Nicaragua. A sirupy version of *Anniversary Song* drew solid mitts.

Tap team Perry Franks and Janyce, who came on in the second spot, showed a weak opening routine which could stand some tightening. Team also could use some originality.

Closer, Billy Wells and the Four Fays, also was slow in getting started and showed nothing unusual except for a bit during which the two lads twist one of the gals around during a table split.

Frank Evers and Delorez opened show with their standard wire ballet act. Pair won mild returns.

Pic, *Strange Woman*. Don Marshall.

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Serious Legit Replaces London Wartime Boom on Comedy

LONDON, March 29.—The mid-winter fuel crisis may yet be the salvation of good legit here. The crisis, with its restrictions on theaters, has broken the six-year wartime boom in London's West End where comedy of all types has flourished and serious legit has been relegated to a minor role. Instead of 30-odd houses playing to capacity the last six weeks has shown house after house playing to only two-thirds capacity. And the West End managers, who stuck to their comedy policy as a sure-fire b.-o. success, are now turning to the little theaters on the outskirts of London for their stage fare—theaters they sneered at and ignored thruout the war despite advice of top critics and serious legit fans.

Since the beginning of the war the major West End houses have played host to Yank comedy imports. Almost everything that clicked in New York went here. Besides this, there was a steady stream of more or less well-tried English comedy (much of it inferior to Broadway's export) and a sprinkling of Shakespeare.

The comedy boom coincided with the wartime crowds of servicemen, both British and American, and "to go to a show" meant to take in a play by Moss Hart or Somerset Maugham, with a serious note contributed by Lillian Hellman's topical *Watch on the Rhine*, one of the few non-laugh shows that hit in the West End.

Production Combines Formed

West End houses also began to be merged into three or four production combines which put the accent on laughs, including sophisticated burly and brilliant sketches such as in *Sweet and Low* with Hermione Gingold and Walter Crisham. In fact, comedy rose to a higher level during this six-year period.

But serious legit took a lacing. Only the Old Vic Company at the New Theater gave important modern dramatists such as J. B. Priestley and Sean O'Casey a hearing. It remained for the little subscription theaters to act as showcases for good legit fare.

Theaters such as the Mercury, Gateway, New Lindsey, Embassy and Chanticleer have remained rather inconspicuous, altho their shows drew the critics as first night regulars and many shows got nods from the scripters. The Mercury did a pioneer job for T. S. Eliot's elaborate verse plays, giving them a six-week run. The New Lindsey concentrated on Ibsen, while the Gateway went for Jean-Paul Sartre, the French craze. In between they all gave showings to young and unknown playwrights.

Each of these theaters has a membership of about 7,000 paying \$1 registration and from 60 cents to \$1.20 for ducats. With five-week runs, shows have a chance to be seen by all members. But this is not a paying proposition. Even the casts are composed of unknowns (not amateurs) and playwrights are equally unfamiliar, costs still run high. Some houses have had angels, more or less anonymous, whose dough kept them going thruout the war. Critics were loud in their endeavor to get the big West End combines to take over the pioneer productions in their houses. But the managers nixed the idea, claiming these shows were for a clique only and had no commercial appeal.

Little Theaters' Inning

Today, with the comedy boom busted, these pioneer shows are getting their innings in the West End. Preem show is the involved *Caviar for the General*, a Russian script now

in its sixth week. Another causing comment is *Peace Comes to Peckham*, by Delderfield, a cockney play starring a Yank actress, Diana Decker. This play has been booked for the next several months all over the country, solely on the strength of critics' plaudits when presented at the Embassy. In addition, three or four West End houses have the SRO signs up nightly for modern drama productions. Today comedy and farce are sliding into the doldrums. In fact, today only straight vaude on the one hand and serious legit on the other are clicking.

West End managers now attend the little theater openings and buy their product. No less than five little theater scripts are skedded for the West End in the next few weeks. Producers and actors, as well as plays, are getting a chance uptown. Two young producers, both in their twenties—Peter Brook and Peter Ustinov—have graduated from the Granville Theater to West End legit and to pix.

Possibilities now are that the big houses and little theaters will come into partnership in the future, with the West Enders supplying deficit capital and the little houses producing the plays. The subscription theaters would prefer to remain independent—they've even hiked membership and ducat prices without losing a member—but they're faced with a little over \$20,000 outlay for a year's operation, which they can't afford but which West End managers can donate for worth-while results.

The merger seems a cinch.

Aussie Line Asks \$16 Hike; Gets \$4 To \$7; 'Not Enough'

SYDNEY, Australia, March 29.—Chorus boys and gals in the production of *Gay Rosalinda* at the Royal here have voiced protests that their salaries aren't big enough to let them lead "reasonably respectable and comfortable lives." The J. C. Williamson Theaters, Ltd., producers of the show, have already conceded hikes from \$4.12 to \$7.17, but the chorus says these are not enough.

Girls now get \$42.84 for fixed performances, \$53.15 on tour. Men get \$48.58 fixed, \$58.91 on tour. Actors Equity had demanded an increase of \$16.48 for all chorus members. The company, claiming it couldn't meet this, granted the smaller raises without prejudice to any Equity application to the arbitration court.

Ben Dunnet, Equity secretary, pointing out that arbitration may drag out for months, has asked the company for an immediate minimum increase of \$10.30. He is awaiting a reply from the producers.

Dunnet explained that, before recent increases, some girls received only \$34.19 in take-home pay.

Ferrer Fights Paying Thru Nose for "Cyrano" 16mm.

NEW YORK, March 29.—Jose Ferrer intends to appeal the decision of Actors Equity forcing him to pay two weeks' salary to the cast of *Cyrano de Bergerac* for a 16mm. film he made of the show.

Ferrer is slated to appear before the Equity Council Tuesday (1). A half-hour long, the two-reel film was made during a performance and is built mainly around Ferrer.



BROADWAY SHOWLOG

Performances Thru
March 29, 1947

New Dramas

	Opened	Perfs.
All My Sons.....	1-29, '47	69
(Coronet)		
Another Part of the Forest.....	11-20, '46	149
(Fulton)		
Born Yesterday.....	2- 4, '46	489
(Lyceum)		
Eagle Has Two Heads, The.....	3-19, '47	13
(Plymouth)		
Happy Birthday.....	10-31, '46	168
(Broadhurst)		
Harvey.....	11- 1, '44	1,022
(48th Street)		
Joan of Lorraine.....	11-18, '46	152
(Alvin)		
John Loves Mary.....	2- 4, '47	63
(Booth)		
Life With Father.....	11- 8, '39	3,097
(Bijou)		
O' Mistress Mine.....	1-23, '46	390
(Empire)		
State of the Union....	11-15, '45	575
(Hudson)		
Voice of the Turtle, The.....	12- 3, '43	1,236
(Morosco)		
Years Ago.....	12- 3, '46	126
(Mansfield)		

REVIVALS

Burlesque.....	12-25, '46	110
(Belasco)		
Craig's Wife.....	2-12, '47	53
(Playhouse)		
Importance of Being Earnest, The.....	3- 3, '47	32
(Royale)		
Lady Windermere's Fan.....	10-14, '46	192
(Cort)		

Musicals

Annie, Get Your Gun... ..	5-16, '46	354
(Imperial)		
Brigadoon.....	3-13, '47	20
(Ziegfeld)		
Call Me Mister.....	4-18, '46	399
(National)		
Carousel.....	4-19, '45	815
(Majestic)		
Finian's Rainbow.....	1-10, '47	91
(16th Street Theater)		
Oklahoma.....	3-31, '43	1,716
(St. James)		
Street Scene.....	1- 9, '47	92
(Adelphi)		

REVIVALS

Chocolate Soldier, The..	3-12, '47	21
(Century)		
Sweethearts.....	1-21, '47	79
(Shubert)		

ICE SHOW

IceTime.....	6-20, '46	392
(Center)		

OPENED

Bathsheba.....	3-26, '47	5
(Barrimore)		

Took a complete turn-down from the critics. No: William Hawkins (World-Telegram), Robert Coleman (Mirror), Brooks Atkinson (Times), Robert Garland (Journal-American), Ward Morehouse (Sun), Richard Watts Jr. (Post), Louis Kronenberger (PM), Howard Barnes (Herald-Tribune), John Chapman (News).

Whole World Over, The.....	3-27, '47	4
(Biltmore)		

Received a five to four critical nod. Yes: Richard Watts Jr. (Post), William Hawkins (World-Telegram), Howard Barnes (Herald-Tribune), Brooks Atkinson (Times), John Chapman (News). No: Louis Kronenberger (PM), Robert Coleman (Mirror), Ward Morehouse (Sun), Robert Garland (Journal-American).

COMING UP

(Week of March 31, 1947)		
Tenting Tonight.....	4- 2, '47	
(Booth)		
Barefoot Boy With Cheek.....	4- 3, '47	
(Martin Beck)		
Alice in Wonderland... ..	4- 5, '47	
(International)		

CLOSED

Beggar's Holiday.....	12-26, '47	111
(Broadway)		
Saturday (29).		

Radio Director Teaches Legit

CHICAGO, March 29.—Norm Felton, NBC's Central Division production director, joining Chicago's spurt in original drama, will start teaching a course in playwrighting at the Actors' Company Monday (31). Before coming to NBC, Felton was director of civic theaters in St. Paul and Cleveland.

Stem Has a Notion For Cheap Scenery --Built in Canada

NEW YORK, March 29.—On the heels of *The Billboard* story (March 29) passing on Frederick Fox's plan to stagger production of scenery, reports are circulating on the Stem anent a scheme of six Broadway managers to cut scenic costs by building sets in Canada. The idea is still in the formative stage and producers are keeping their names secret for fear of union action, but the plan would be worked with the co-operation of Brian Doherty, who is trying to organize a Canadian national theater.

Doherty wants to mount his productions in London, Ont., the home of Canada's little theater movement, and bring them to the Stem if they click. However, producers doing their sets in Canada would be faced by many difficulties.

Foremost would be the fact that most of the workers who build sets are either in New York or on the West Coast. In addition, stagehands, the set builders, and in this case the ones losing work probably would refuse to shift scenery on any show built in Canada. If the play were to come in with an entirely foreign cast, a la Wolfit, it would be unable to play more than 16 weeks without having the sets rebuilt, according to union rules.

Copyright Committee Is Stymied in Move On Play Lecturers

NEW YORK, March 29.—Copyright Protection Committee, which met Wednesday (26) to discuss ways and means of curbing lecturers who do unauthorized readings of plays, wound up its session with little accomplished. Altho committee is composed of representatives from the Dramatists Play Service, Dramatists Guild, William Morris Agency and Society of Authors' Representatives, it felt it could not do an adequate job without the moral and financial support of the DG. So far, that has not been forthcoming.

Putting the finger on lecturers is a knotty problem. It means the employment of a two-man staff to spend time checking up on them. Tho the practice is widespread, the circuit riders use only, at most, scenes from scripts and thus can't be charged too much for royalties.

Committee is trying to figure out how the lecturers have managed to do scripts that haven't been printed. They feel there must be some sort of a bootlegging in scripts on the Stem. Scripts now being used on the circuit are *Born Yesterday*, *Voice of the Turtle* and some Lillian Hellman plays.

'Mikado' Pulls Down \$33,324 in Detroit

DETROIT, March 29.—A week's gross of \$33,324, even without a Monday performance, was reported for *The Mikado* last week at the Masonic Temple Auditorium. The show, sixth in the Detroit Civic Light Opera series, starred Lanny Ross and Andria Kuzak. Attendance in the 4,600-seat house totaled 27,000. Sale of lower-priced seats was heavier than usual, with many students and teachers on hand.

This week, *Balalaika*, starring Rosemary Brancato, Harry Stockwell and Ian Keith, is off to a strong start, and is expected to gross around \$45,000.

Season business is 15 per cent ahead of last year.

BROADWAY OPENINGS

BATHSHEBA

(Opened Wednesday, March 26, 1947)

BARRYMORE THEATER

A drama by Jacques Deval. Staged by Coby Ruskin. Sets, costumes and lighting, Stewart Chaney. Production supervised by Sylvia Friedlander. General manager, Lee K. Holland. Stage manager, Walter Davis. Press representatives, James Proctor and Lewis Harmon. Presented by Maximilian Becker and Lee K. Holland in association with Sylvia Friedlander.

Gereshoun.....Martin Ashe
Hiram.....Carleton Scott Young
Joab.....Rusty Lane
Manasseh.....Paul Donah
Sharl.....Hildy Parks
Uriah.....Phil Arthur
Niziah.....Leonore Rae
Aroussia.....Blanche Zohar
David.....James Mason
Ghazil.....Horace Braham
Obram.....Michael Sivy
Nathan.....Thomas Chalmers
Hanoufati.....Maud Scheerer
Agreb.....Joseph Tomes
Bathsheba.....Pamela Kellino
Sourab.....Patricia Robbins
Micala.....Jane Middleton
Bahila.....Barbara Brooks
Orphle.....Lenka Peterson
Lady-in-Waiting.....Vega Keane

Reports have it that author Jacques Deval scripted his attempted white-wash of King David as a tragedy, but that star James Mason weighed it up as a comedy. Be that as it may, *Bathsheba* unveils at the Barrymore certainly not one or the other. David's amorous didoes at the expense of his devoted but somewhat moronic captain, Uriah, definitely don't add up in the fun column, nor does Deval's play have the impact for tragic significance. *Bathsheba* consequently sticks to the middle of the road—and the going is ponderous and dull.

Deval apparently is beset with the notion of justifying David's Old Testament conduct in sending Uriah to his death after debauching the latter's ever-loving wife, Bathsheba. However, whatever the motives, the sum-up spotlights David as more than somewhat of a heel; Uriah as a valiant, credulous and exceedingly stupid guy, and Bathsheba as a statuesque dumb Dora. It's a bet that Solomon didn't inherit either wit or wisdom from his mother.

It seems, according to the version at the Barrymore, that Uriah has sworn to have nothing to do with Bathsheba until he has been first over the line at the sacking of the town of Rabah. Meanwhile, David has moved the lady into his palace penthouse and she is by way of begetting a little stranger. So the king recalls Uriah from the battlefield with the idea of inclining him long enough toward the domestic hay to make the situation look legal. But Uriah has a hard-boiled conscience when it comes to vow-breaking and he won't do any more than take a quick peek at Bathsheba and shy away. All he wants is to get back to Rabah and sword play. This is presumably where comic implications are supposed to arise. David even gets the lad loaded, but he sleeps off his package at the high-priest's house.

By this time David has got very fond of Uriah and confesses the whole mess to him. But Uriah is too dumb to believe his idol and thinks his loyalty is just being tested. He says if it were true, he'd just have to kill himself. So to prevent his being shamed—and also to stave off the likelihood of Bathsheba targeting a cobble-stone party, since popular fancy looked slightly askance at adultery—David sends Uriah back to the front lines for a fast knocking off. The king feels very badly about it all. Deval's moral seems to be—that's how a Solomon was born.

Just what prompted Mason to select this Biblical hogwash as a vehicle for a Stem stage debut is something to wonder at. Certainly, it affords him no opportunity to prove himself either a bad or a good actor. He has

THE WHOLE WORLD OVER

(Opened Thursday, March 27, 1947)

BILTMORE THEATER

A comedy by Konstantine Simonov, adapted by Thelma Schnee. Directed by Harold Clurman. Setting and costumes, Ralph Alswang. Stage manager, Mortimer Halpern. Press representative, Richard Maney. Presented by Walter Fried and Paul F. Moss.

Feodor Vorontsov.....Joseph Buloff
Nadya.....Beatrice De Neergaard
Olya Vorontsov.....Uta Hagen
Sergel Sintsin.....Sanford Meisner
Sasha.....Elisabeth Neumann
Stepan Cheezov.....Fred Stewart
Dmitri Savelev.....Stephen Bekassy
Nicolai Nekin.....Michael Strong
Vanya Shpolyanski.....George Bartenieff
Colonel Ivanov.....Lou Polan
Major Anna Orlov.....Jo Van Fleet

Actress Thelma Schnee's adaptation of Konstantine Simonov's comedy, *The Whole World Over*, intros some nice, genial people. A lot of the time some of them are amusing and draw a quota of laughs. The over-all, while pleasant enough, doesn't add up as a threat in Stem competition, because *World* isn't much of a play.

Miss Schnee and Simonov want to tell us that it's just as tough find a post-war room in Moscow as it is in New York. Their focal point is the apartment of an elderly architect, his daughter, and sister from the country. Back from the war comes the former tenant, a colonel, and sundry of his army pals. They move in. Daughter is lovelessly engaged to a civilian who is somewhat of a slacker. Papa wants to break it up. From there on the wind-up is obvious. Daughter is going to give her boy friend the gate and grab off the colonel. She does. It's tough going, even with an overlay of frequent vodka dunking, to build in enough situations to fill a full-length play. The result is repetition.

World, however, is a field day for Joseph Buloff. Actor uncorks every comic trick in the Buloff bottle as the acidulously genial papa. He arranges futures for the whole cast, including a despondent ex-actor of the Moscow Art Theater. Whenever things bog down, Buloff gets out the vodka bottle and goes to work. Where the show would be without him is more than a question.

Stephen Bekassy, via Budapest and Hollywood, makes an authoritative Stem debut as the colonel. Uta Hagen adds excellent support as the daughter who falls for him. There are usual good performances from such seasoned players as Sanford Meisner and Lou Polan. There are still others from Michael Strong and Fred Stewart, and young George Bartenieff deserves a special bow for another likely Broadway debut.

In sum, *World* gets all the best of it from a highly competent cast. Between them they manage very often to make it a lot of fun. Most of the time, too, Harold Clurman's staging is a boost to the proceedings, except for arrantly farcical interludes in the last stanza. Messrs. Fried and Moss have backed them all with a good production and a fine set by Ralph Alswang. But after all, who cares about the Moscow house shortage? We have one of our own. What *World* needs is more meat on its bones. It doesn't look rugged enough for the Stem pace.

Bob Francis.

an efficient, get-around-the-stage way with him, but a real test can only come with a better play. Pamela Kellino (Mrs. M.), obviously is miscast as the over-piant Bathsheba. So future husband-wife team rating also remains a problem.

Current thesping honors of *Bathsheba* go to Phil Arthur's Uriah. Arthur gives the dumb young captain just the right touch of zealotry to make him completely convincing in a situation that is unbelievable. Such

'Volpone' Finale For Holly'd Lab

HOLLYWOOD, March 29.—With the closing of its current revival of *Volpone* in three weeks, Hollywood's Actors' Lab bows out of the local legit picture until next fall. At the same time, Lab's Roman Bohnen revealed that group had purchased a nine-acre plot in the Hollywood Bowl area, which will be site of group's permanent home.

Lab is skedded to break ground on its first building as soon as zoning restrictions are clarified and permission granted for erection of a temporary structure. Plan calls for the construction of a 400-seat quonset hut theater, which will be completed for early fall use. (*The Billboard*, March 15).

Permanent plant will include larger theater (about 800 seats), workshop, dormitory, classrooms, sound stages, and stores. Lab has been mulling plans to expand into motion picture production, so as to provide all phases of student training as well as develop possible source of revenue.

Thesps May March On Capital, Fight Anti-Labor Bills

NEW YORK, March 29.—The legislative committee of the Associated Actors and Artistes of America (Four A's) met Thursday (27) and came forth with a recommendation for the meeting of the Four A's international board on Monday (31). The committee wants to send a delegation to Washington to inform Congress of its stand against anti-labor legislation.

Specifically, the group objects to the bills, still in committee, against the closed shop and industry-wide bargaining. It feels that if any such statutes should be passed, unions might as well close up shop. Some of the execs at Equity think that the immediate temper of Congress and the impending end of this session will mitigate against passage of any such bills.

Dewey Expected To Sign Child Actor Legislation

ALBANY, N. Y. March 29.—The Mahoney-Finch child labor bill, recently passed by the Legislature, is before Governor Dewey for signature. Indications are that the governor will okay the measure, which provides that licenses for kid performers be issued by the New York State Commissioner of Education. Enforcement and prosecution would be in the hands of the State Labor Department. The bill includes radio and television fields not previously covered. Legit unions did not support the bill, feeling it didn't go far enough.

experienced players as Horace Braham and Thomas Chalmers come off excellently as the king's faithful henchman and the high priest. Hildy Parks gives a lively performance of a truculent captive. Rusty Lane is briefly good as a bluff general and Lenka Peterson scores in a bit.

However, there is nothing much that any of them can do for the play. Coby Ruskin's take-over of the directional chore doesn't seem to have helped much. Stewart Chaney's sets, lighting and costumes are off the top production shelf. But *Bathsheba* still remains—just damned dull.

Coinwise, however, what with the star's fem pic-fan following and a reported advance of close to 100G, *Bathsheba* may hold up for a bit. It doesn't deserve to. Bob Francis.

Foreign Opening

CONCOCTED CONFIDENCES THEATER MARIGNY, PARIS, FRANCE

A comedy by Marivaux. Staged by Jean-Louis Barrault. Sets and costumes by Maurice Brianchon.

At the Theater Marigny, Jean-Louis Barrault and his excellent troupe have scored again, this time in Marivaux' 18th century drawing-room comedy *Concocted Confidences* (*Fausse Confidences*).

And a delightful, inconsequential lark it is, with Barrault staging it with such lightness of touch and nimbleness that the thinness of plot is forgiven and forgotten.

Besides directing the company, Barrault plays DuBois, the arch meddler-in-chief. An outstanding mime, he gives the role his unique agility. But there is a little too much abruptness in his portrayal, which jars particularly when contrasted to the even-paced rhythm of his supporting players.

Maleleine Renaud makes a gracious, dignified Araminte, a heroine with a mind of her own. Her hero, Dorante, is played with restraint by an up-and-coming movie actor, Jean Dessailly. Remaining players are well cast: Andre Brunot as the old arranger, M. Remi; Catherine Fan-teney as the dowager-mother of the heroine; Jean-Pierre Graval, who amuses as the stupid valet, Arlequin; Simone Valere as the sprightly "lady-in-waiting," and Regis Outin as the count.

Costumes and sets have a Fragonard-Watteau flavor in tone and effect. Screens are used to form delicate doorways as well as ordinary walls and blend harmoniously into the rest of the decor to maintain minuet atmosphere over-all. However, this adds up to overdose of sweetness which is a little cloying.

Even tho the play is a trifling bit of nonsense, it is so artistically conceived that French critics all agree it is an authentic example of French art at its best. Jean White.

Europeans Map Shows for Stem

(Continued from page 3)

the other a Swede—announced plans for productions on Broadway in 1947.

First is Jack Hylton, well known here as an ork leader, who emerged from the war as a top London impresario. He is mulling a joint production with John Golden, of the West End hit, *No Room at the Inn*, a story of British kid refugees in wartime. The play, which is still running in London, would be transported to Broadway lock, stock, barrel and the four kid players.

The Swedish producer is Gustav Wally, young mentor of top musicals in Stockholm and other Scandinavian cities, who visited New York earlier this year to shop for scripts. Wally, who cut his legit teeth as a Broadway chorus boy in the 30's, is coming here in June to discuss simultaneous production of musicals in New York and Scandinavia next season.

Not since the Stem invasions by the late Max Reinhardt and C. B. Cochran have top European producers shown such an interest in Broadway as a second center for their activities. The Hylton-Wally projects will make up, in some measure, for the flood of Yank producers who are moving their shows across the Atlantic.

OUT-OF-TOWN OPENINGS

THE TAMING OF THE SHREW

(Opened Saturday, March 22, 1947)
EL PATIO, HOLLYWOOD

William Shakespeare's comedy directed by Eugene S. Bryden in association with Edgar F. Luckenbach. Production staged by Eugene S. Bryden. Marshall A. Edson in charge of production. Stage manager, Harold Johnson. Press representative, Bradford Mills. Sets, R. L. Grosh & Sons. Costumes, Tanya Duane.

Lucentio Tommy Vize
Tranio Phillip Pine
Biondello Vicki Thomas
Baptista Jack Reitzen
Gremio King Donovan
Hortensio Robin Short
Bianca Shelley Winters
Katharina Marjo Harris
Petruccio John Ireland
Grumio Tom Noonan
Curtis Mal O'Guin
Pedant Harold Johnson
Vincentio Jack George
Sugarsop Ida Mae McKenzie
Widow Ida Mae McKenzie

The old and the new find a strange, tho unoffensive, common ground in this production of the Bard's farce. The old is particularly accentuated by the Globe Theater approach to settings in which the thespians, in typical Elizabethan fashion, tote in their own props and use flash cards to designate change of scene. The new is to be found in the present-day asides squeezed in between Elizabethan dialogue. Such unorthodox cracks as "Open the Door, Richard," "The Iceman Cometh," etc., pull belly-laughs and lend favorably to the general rough and rowdy approach to the *Shrew*. Even use of the flash cards and the fact that the principals haul in their own props give it all a zany flavor that clicks with the audience. Production as a whole throws full emphasis on comedy slant to the point of almost coming up the works.

Cast turns in an above average job. Outstanding is King Donovan whose rib-tickling portrayal of Gremio steals the show. John Ireland offers a robust Petruccio, while Marjo Harris proves herself a convincing shrew. Shelley Winters, a lovely Bianca, won the audience's heart as easily as her suitor's. Direction keeps pace high throat.

Altho the Elizabethan staging is followed, little is lost. Producers, however, gain in being able to keep down show's nut as well as trimming expenses to the bone when it takes to the road.

The *Shrew* will fold for the spring after its one-week run at El Patio. The producers, however, are currently dickering to move into New York's City Center for an eight-week run. Following that, show will be taken on a tour of campuses thru-out the country. Since production follows the Elizabethan stage setting method of using flash cards to indicate scenery, producers will be able to offer show to schools at a rock-bottom guarantee (less than \$1,500). Since it's Shakespeare and since it's available at a low figure, backers feel they'll find ready coin in campus barnstorming. *Lee Zhitto.*

New Plant To Make Paints And Fabrics for Theaters

DEEPWATER POINT, N. J., March 29.—New sources of paints and fabrics for theaters and night clubs looms as the result of an announcement by W. C. Brothers, manager of the DuPont Chamber Works, that approval has been received from the Civilian Production Administration for construction of a new unit here to manufacture organic "monastral" pigments.

The "monastral" pigments include two brilliant blues and a bright green, sold in many physical forms. Because of their high resistance to fading by sunlight, acids, alkalis and other conditions destructive to colors, "monastral" pigments are in great

VOLPONE

(Opened Wednesday, March 26, 1946)
LAS PALMAS THEATER,
HOLLYWOOD

A satire by Ben Jonson. Freely adapted and directed by Morris Carnovsky. From the original, and from the Ruth Langer translation of the Stefan Zweig German version of the original settings and costume plates by Mordecai Gorelik. Costumes by Virginia Sharpe. Press representative, John Anderson. Presented by the Actors' Lab.

Volpone J. Edward Bromberg
Mosca Alfred Ryder
Voltore Howland Chamberlin
Corvino Hugo Haas
Colomba Phoebe Brand
Corbaccio Houseley Stevenson
Leone Leif Erickson
Canina Virginia Sharpe
Captain of the Sbirri Lennie Bremen
The Judge Marc Lawrence
Clerk of the Court Alvin Hammer

For a third time, the Actors' Laboratory Theater has delighted devotees with its lusty, sparkling version of Ben Jonson's 350-year-old farce. And like the proverbial wine, *Volpone* mellows with each showing. Present production is carbon copy of Lab's last offering of the play, save for the substitution of Hugo Haas and Alfred Ryder in key roles. *Volpone* is well on the way to becoming the Lab's trade-mark and one of the most successful ventures in the group's brief history.

The familiar yarn is a treatise on morality, masquerading as farce. Plot deals with the antics of wealthy Volpone, who anxious to see his friends fighting over his money, feigns mortal illness. In the ensuing scramble, notary Voltore, merchant Corvino, and usurer Corbaccio all fight for his favor, in order to snag the legacy. In the end, of course, they all fall victims to their own treachery, including Volpone, who is tricked out of his entire fortune by his toady, Mosca, and banished from Venice.

Playing the title role, J. Edward Bromberg romps thru the part with the glee of a small boy on a picnic and the energy of a teen-ager at a Sinatra broadcast. It is a role which Bromberg obviously enjoys.

Hugo Haas is excellent as Corvino, a greedy, selfish gent willing to toss his own wife into the way of his patron, in order that Volpone may make him sole heir. Haas' timing and intelligent portrayal of a studied role are superb. Special credit is due Alfred Ryder, as the double-dealing, diabolical slavey, Mosca, who plots with master Volpone to trick the money-hungry vultures awaiting Volpone's death and then steal the fortune for himself. Ryder mastered a most difficult role in less than two weeks, and his first night performance (altho a bit stiff) was a credit to his skill and the Lab's proving ground.

Playing their previous roles, Phoebe Brand and Houseley Stevenson are top drawer all the way. Marc Lawrence makes his brief appearance as the judge a stand-out. Newcomers Leif Erickson, Howland Chamberlin, and Virginia Sharpe fit cleanly into play's pattern. Morris Carnovsky's adaptation and direction is broad and flexible, with ample opportunity for intricate shading or contrasting farce.

Settings by Mordecai Gorelik and Virginia Sharpe's costumes compliment the production. *Alan Fischler.*

demand, especially by the manufacturers of building materials. A large portion of the plant's production will be devoted to interior and exterior oil and cold-water paints, enamels and laquers, suitable for drapery and other decorative fabrics. Because of their high durability, use of these pigments adds substantially to the life of essential materials and contributes to economies in construction.

'Whistling in Dark' Tab Version Flops

NEW YORK, March 29.—The 55-minute capsule version of *Whistling in the Dark* presented at the Coliseum pic-vaude house Tuesday (25) for a one night try-out, proved too weak for a regular stint on the RKO vaude circuit, according to Irving Barrett, theater booker. The tabloid, created from the 135-minute version used on the USO-Camp Show tour of the Pacific, used a cast of six.

Barrett says the idea was good and the thesping okay, but the script wasn't entertaining enough. He thinks that 18-20 minute skits or tabloid versions of legit plays might go if they packed enough amusement. If the right kind of a show comes along, he is ready to book it. *Dark* legit unit is headed by Alan Moore.

Scripters May Slash Dues

NEW YORK, March 29.—Special Material Writers' Guild has its annual meeting Monday (4) at the Malin Studios here. Officers for the 1947-'48 term will be chosen and members will receive their initial SMWG form contracts. They will vote on cutting annual dues from \$40 to \$20.

'Joan' for K. C. Amateurs

KANSAS CITY, March 29.—Harry I. Schwimmer, president of the Kansas City Resident Theater (amateurs) says he has received permission of Maxwell Anderson to produce *Joan of Lorraine*. It will be the first showing of the Anderson play in the Middle West.

Experimental Theater

THE GREAT CAMPAIGN

(Opened Sunday, March 30, 1947)

PRINCESS THEATER

A fantasy by Arnold Sundgaard. Directed by Joseph Losey. Settings, Robert Davison. Costumes, Rose Bogdanoff. Choreography, Anna Sokolow. Music, Alex North. Stage manager, Alfred Boylan. Produced by E. Edward Hambleton. Sponsored by the Experimental Theater, Inc.

CAST: Kay Loring, Millard Mitchell, Thomas Coley, John Eaton, Clara Cordery, Ruth Rowen, Philip Robinson, Howard Brockway, John O'Shaughnessy, Ray Boyle, Mary Lou Taylor, Frances Waller, Glen Tetley, Alan Manson, William Roerick, Robert P. Lieb, Erik Rhodes, Robert Alvin, Paul Balm, Marsh McLeod, Gayne Sullivan, Ann D'Autremont, Howard Wendell, Margaret McCallion, Solvei Wi-berg and Richard Astor.

The Experimental Theater's fourth presentation this season, Arnold Sundgaard's *The Great Campaign*, at the Princess Theater for five performances, proves to be a wordy, diffuse script. Sundgaard tells of a farmer who runs for president because he feels the other candidate, the choice of a phony politician, is objectionable. His son steals his big campaign speech and turns it over to the opposition and so is responsible for his pa's defeat.

The play is expertly thesped by a competent cast of actors, with the standout stint being given by Millard Mitchell in the role of the farmer. For a change Mitchell isn't playing a fast-talking Broadway character, and he makes the change without losing any of his stage savvy. Other first-rate performances are turned in by Thomas Coley, John O'Shaughnessy and Robert P. Lieb.

Most noteworthy part of the production was the music and dancing. Alex North backstops the script nicely with his score. ETI has already contributed something to the Stem in its use of music as an integral part of productions, taking a leaf out of Hollywood's book and giving customers something more for their money. Joseph Losey's direction of the 14-set script keeps the actors on their toes.

The play fails mainly because the characters never become real and

Board of Chi Pros To Nurse Beginners In Writing, Acting

CHICAGO, March 29.—A play-reading and acting committee composed mainly of professionals in current Chi legit shows has been formed to provide a stimulus for new writing and acting talent.

The idea was set forth by Henry Senber, flack for *Three To Make Ready* (Blackstone), in a long article in *The Sun* March 16 that stressed the need for a Chicago movement similar to Associated Playwrights and other groups. Favorable reaction came from casts of several companies.

The committee's organization meeting is set for Sunday (30). Senber's plan, which the committee is expected to adopt, follows:

(1) A junior board of playreaders, composed of college students interested in the theater, to whom aspiring playwrights in the Midwest would submit plays; (2) a senior board, including at least one professional drama critic, to pass on plays received from the junior board; (3) committee to represent each company now acting here; (4) at least one play a month to be read or acted by visiting pro actors.

If a play held up under such a test, according to Senber, the scripter could be assured that New York's more important agents and producers would soon hear about it. Furthermore, such an organization will encourage formation of Chi's long-talked-about civic center theater.

The present committee includes Senber, Ray Bolger, Rose Inghram, Bibi Osterwald, Yul Brynner, Jan Sterling, Aaron Frankel, Virginia Butts, Jon Sierra, Dr. George Bauerfeind and Cy Wagner and Herb Bailey, Chi reps of *The Billboard*.

ROUTES Dramatic and Musical

Accidentally Yours (Curran) San Francisco.
Anna Lucasta (Lyric) Bridgeport, Conn., 5.
Ballet Russe de Monte Carlo (Royal Alexandra) Toronto.
Beggars Holiday (Shubert) Chicago.
Blackstone (Yost) Santa Ana, Calif., 5.
Bloomer Girl (Hanna) Cleveland.
Born Yesterday (Erlanger) Chicago.
Call Me Mister (Nixon) Pittsburgh.
Cyrano de Bergerac (Forrest) Philadelphia.
Dear Ruth (Shubert-Lafayette) Detroit.
Fatal Weakness, with Ina Claire (American) St. Louis.
Glass Menagerie (Locust St.) Philadelphia.
Harvey, with Joe E. Brown (Harris) Chicago.
Iceman Cometh (National) Washington.
Lute Song (Studebaker) Chicago.
Magnificent Yankee (Gears) San Francisco.
Message for Margaret (Wilbur) Boston.
Oklahoma (Auditorium) Fort Worth, Tex.
Red Mill (Shubert) Boston.
State of the Union (Cass) Detroit.
State of the Union (Ford) Baltimore.
Student Prince (Biltmore) Los Angeles.
Three to Make Ready (Blackstone) Chicago.
Trouble for Rent (English) Indianapolis, 3-5.
Up in Central Park (Shubert) Philadelphia.

are merely attitudes, not real live human beings. Scripter has so much action taking place in so many places he never gets a chance to build character.

In spite of this ETI's program is doing plenty to take plays off dusty shelves and into the theater where they belong and no doubt will come up with a nugget in the course of its panning. *Leon Morse.*

New Address!

The Billboard Publishing Company is now located in its new and larger offices and printing plant at 2160 Patterson Street, Station "B," Cincinnati 22, O. Phone: DUnbar 6450. Kindly direct all communications to the new address above.

Magic

By Bill Sachs

G. C. NORMAN (Collins the Miracle Man) cracked the front page of the March 18 issue of *The Durham* (N. C.) *Sun* with a lengthy story and photos outlining the results of his workings with a local Negro who thought he had been hexed by a Negro witch doctor. Soon after Norman moved into the case with a display of his own "mysterious powers," the Negro came out of his "spell" and left his bed for the first time in many weeks, the article relates. Norman staged a number of magic feats in an effort to make the Negro believe he was being cured of the "evil spell" which had hung over him since December, 1945. . . . Lady Esther and Ralph, mentalists, recently returned from 11 months in the South Pacific for USO, are current at the Swing Club, Rochester, N. Y. . . . Wardell Hall will do his magic and vent in the Side Show on the Dailey Bros.' Circus this season. . . . Joan Brandon, after a return engagement at the Everglades Club, Palm Beach, Fla., has hopped into the New York area. She closed Thursday (27) at Fay's Theater, Providence. . . . Yose (Justin Hull) in playing niteries in the Cincy area after stop-offs at the Wagon Wheel, Akron, and the Blue Ridge, Pittsburgh. . . . He was a visitor to the Magic Desk last Wednesday (26). The Lippincotts, Mal and Maxine, who recently concluded five weeks in the New Orleans sector, began a string of Southern theater dates March 22, and in July open on fairs for the J. C. Michaels office, Kansas City, Mo. Writing from Andalusia, Ala., Mal says: "Layed off so much this winter that I have earned the title Dorny gave me several years back—The Great Lay-off. While in New Orleans, enjoyed visits with Mal-Cardo and Eddie and Lucille Roberts, and cutting up jackpots each night with the local boys at the Prevue Club on Canal Street. We have had four different girl assistants since our daughter, Francine, was married last December. She and her husband, James R. Bailey, are both attending school."

BENNY DOSS is working the tall-grass towns thru Alabama with his magic and novelty turn in which he is assisted by his wife, Gynn, and Willy Wills, banjoist. . . . Ed and Virginia Patterson are showing in auditoriums thru Mississippi, carrying top-drawer magic and flashy equipment. The Pattersons are faring well in that sector despite the fact that some of the suit-case wonder boys have loused up that section pretty badly recently. . . . Ross the Magician (Stuart Ross), who has been playing around Miami all winter for Sid White, of Miami Beach, Fla., begins a trek thru Upper Michigan soon to play dealers' meetings for Standard Oil Company. This summer, he will make his third swing of the Fox theaters in Wisconsin and Michigan. "Have been playing Miami area for years," writes Ross, "and this season was not so good. However, it gives a fellow more time for the races and swimming." . . . Stephen B. Buck is still trekking the Kentucky territory, doing two assembly shows a day. He reports that he heard some good reports on the Everett Lawson show during his recent job thru Tennessee. . . . Bill Kalman writes from Montreal: "Magic has been very active here all winter. We have had Russell Swann, Kardyro, Roy Benson, Tommy Dowd, Jerry Bergman, and a number of other names, but it took one of the local turns, Harrison and Lena, to set a mark for the traveling magi to shoot at. Harrison and Lena were held six weeks at the Latin Quarter, more than double the length of time any other magus played here. Pablo

House Labor Body Split on Banning Union Royalties

WASHINGTON, March 29.—House Labor and Education Committee, which on Tuesday (25) started drafting an over-all labor bill after weeks of exhaustive hearings, is almost evenly divided on whether a clause will be included to outlaw royalty payments to union members, it was learned today. The anti-royalty provision, one of the key tenets of invalidated Lea-Vandenburg Act which is now before United States Supreme Court for final decision, has received its strongest support from a number of committee members sympathetic with view of National Association of Broadcasters. NAB has made no secret of its aim to get the provision in the new law as a weapon against American Federation of Musicians.

It is expected final draft of the bill probably will be ready for floor action by late April. Bill is regarded as certain to propose banning jurisdictional strikes and secondary boycotts, also dividing functions of National Labor Relations Board with a new agency which would prosecute violations of the act, penalize unions for breach of contract; make mass picketing, union violence and coercion offenses under federal law; permit employees to discuss their side of any labor dispute openly; guarantee secret elections in unions but mandate union officials to give regular financial statements to rank-and-filers.

NAB Files Views

Views of NAB were filed formally with Senate and House Labor and Education Committees last week in letters from Justin Miller, president, emphasizing that the secondary boycott has been "the most critical, but by no means the only collective bargaining abuse perpetrated by certain unions on the radio industry." Miller continued: "The broadcasters of the nation want Congress to enact a sound labor policy which (1) affords all parties equal protection under the law, (2) makes labor contracts enforceable and the parties thereto mutually responsible, (3) protects industry from jurisdictional strikes, (4) safeguards the economic system from such coercive and monopolistic union practices as featherbedding, the extraction of royalty payments and the use of the union label as an instrument of boycott."

New Tax Threat in Pa.

HARRISBURG, Pa., March 29.—A bill (H. 889), authorizing Pennsylvania boroughs to levy amusement taxes for general revenue purposes has been introduced in the House by Reps. Coffman and Jones. Proposal places no limit on taxing possibilities and leaves the field wide open for borough governments to levy on any amusement.

has just closed at the Gayety Theater here. His act is a pleasure to watch and he is just as pleasant to meet." . . . Dr. Giovanni is on a return date at the Bowers, Detroit, with his pocket-picking. . . . Neff and His Madhouse of Mystery, touring under the guidance of Anton Scibilia, has just been set for four weeks of Florida States Theaters houses, opening at the Florida Theater, Jacksonville, April 25. . . . Stewart Judah, Cincy's top magicker, a visitor to the Magic Desk last Thursday (27) to rave over the outstanding seven-hour lecture given by Dai Vernon, the sleight expert, before the Columbus, O., magic lads and visiting magi the previous Saturday evening (22). When Judah enthuses, it definitely is something out of the ordinary.

Burlesque

By UNO

LUCY BAXTER, recovered from six years' illness at her home in Spokane, is back in burly with the Bennie Moore unit on the Hirst Circuit. . . . Folly Theater, Kansas City, Mo., operated by Arthur Clamage and Warren Irons, has changed its policy from a full week to Saturday, Sunday and Monday. Fred Spear, manager, has left to return to publicity. . . . Yvette (Mrs. Harvey Moore) will return to the West Coast for a featured strip berth upon completion of her Hirst tour. . . . Jerri Manuell, formerly dancer in Cincinnati and Cleveland niteries, is a burly first timer as a strip tease principal. . . . National, Detroit, dropped Hirst shows for burly stock March 21. . . . Bobby Clark, Ben Lerner, Emmett Callahan, Jimmie Fulton, Fred Sears, Bob Campbell, John G. Jermon, Joe Dick, Sammy Wright, Harry Jarboe, Henry Kurtzman, Marion Hebron, Sam Lewis, Dave Ferguson, Louis Grosner, Julius Michaels, Isadore Goodstein, Maurice Heyman, Joe Fields, Snitz Moore, Harry Rudder, Blanche Newcomb, Fanny Thatcher, Irving Becker, Henry Sommers, Sam Sidman, Max Hart and Mickey Feeley were among the mourners at the services in St. Malachy's Church, New York, March 24, for John Herbert Mack, executive of the former Columbia Amusement Company, who died March 21 (details in Final Curtain).

LESTER MACK started a three-week run at the Casino Royal, Washington, March 23, after finishing a *This Is America* pic for RKO-Pathé. . . . Dorothy Howard, acro dancer, after five weeks of Hirst units, returned to club work in Manhattan. . . . Frankie Lack, promoted to stripper by Jess Meyers, manager of the Empire, Newark, has returned to the chorus, this time at the Hudson, Union City, N. J. . . . Lana (Mack) Barri, strip feature on the Hirst Circuit, and Dave Mack, operator of the Red Robin, in Union City, N. J., have bought a new home in Palisades, N. J. . . . Freddie Fulton is helping put on the all-star show for the Jewish War Vets at Madison Square Garden May 22. . . . May Hamilton, former burly soubret, is now Mrs. Ben Bernard, retired in Napoleon, O. Bernard, ex-comic, is an arcade exec in Flint, Mich. . . . Jessica Rogers is back home in Tampa after 24 weeks on the Hirst wheel. . . . Fields and George, co-featured with Renee Griffin, held over a second week at the Embassy, Rochester, N. Y.

Pa. Bookers Face Tax Hike

HARRISBURG, Pa., March 29.—Pennsylvania theatrical bookers would be taking it on the chin under a bill (H. 294), introduced in the House by Rep. George D. Stuart to increase their annual license fees from \$100 to \$750.

Memphis Lining Up Acts

NEW YORK, March 29.—The W. C. Handy Theater, Memphis, planning to open about May 8 with a full-week name policy, is now lining up acts.

BRADY & GREEN Present SPEEDY DERBY OF 1947

PLA-MOR ARENA, KANSAS CITY, MO. STARTS TUESDAY, APRIL 22ND.

Notice to Personnel: We want entire new Emsee Staff. Also Comics, Judges, Trainers and Nurses. Notice to Teams: This is a 24-hour contest. We are interested in contestants who not only have ability, but whose personal habits fit in with the class of presentation this spot calls for. Anyone accepted is assured of making plenty of money, besides being on the biggest winner of them all. Start taking care of kids April 14th. WRITE ONLY (no collect wires or calls accepted).

KING BRADY or JERRY GREEN, Pla-Mor, 3100 Main St., Kansas City, Mo.

26 States Intro 88 Fire-Control Bills

CHICAGO, March 29.—A total of 26 States recently passed or introduced 88 bills aimed at fire control in hotels and entertainment sites such as theaters, amusement parks and ballrooms. Last year's disastrous fires in Atlanta, Chicago and elsewhere prompted the bills. List of States with number of fire hazzard bills follows: Arizona, 1; California, 11; Colorado, 6; Connecticut, 8; Delaware, 1; Georgia, 4; Iowa, 2; Kansas, 1; Maine, 14; Maryland, 1; Michigan, 2; Minnesota, 5; Nebraska, 3; New Hampshire, 1; New Mexico, 1; New York, 9; North Carolina, 1; Ohio, 3; Oregon, 3; Pennsylvania, 1; Rhode Island, 1; South Dakota, 2; Tennessee, 3; Texas, 3, and Washington, 1.

K. C. Folly Cuts to 3 Days

KANSAS CITY, Mo., March 29.—The Folly Theater, Kansas City's only burlesque house, hereafter will be open only Saturdays, Sundays and Mondays from noon to 11 p.m., with an extra midnight show on Saturdays.

COSTUMES

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THE FINAL CURTAIN

BRUESSER—Albert C., 41, theatrical costumer, March 21 in Detroit. Survived by a sister, Mrs. Helen King.

CAMPBELL—Maud, former singer and dancer and wife of the late Al Herman, theatrical manager, in New York March 12. She played in several Broadway musicals, including Gus Edwards's *School Days*, and the legit show, *The Man Who Came Back*.

DONAHUE—Hugh J., 69, known as Hugh Don when he played in vaude in the days of the Keith Circuit as a blackface comedian and dancer, March 26 at the home of his daughter, Mrs. Elsie M. Quinn, Providence. In later years he operated a dance studio in Providence.

FLEMING—Frank, 75, veteran showman, in Champion, Neb., recently. Known in circus and Wild West circles as Kit Carson Jr., he had his own show, the Kit Carson show, and had been with Buffalo Bill-Pawnee Bill show, Seils-Sterling Circus, and Parker & Watts Circus. Survived by his widow and a daughter, Mrs. Erma Cady. Burial in Imperial, Neb.

GRAY—E. M. (Colonel), 76, rep and tab show performer, March 19 in St. Mary Hospital, Cincinnati, of pneumonia. Gray had been with the Earl Barrington and St. Clair Players and the Gray Family Shows. At one time he owned and operated a theater in Williamsburg, O., his home. He was last with the Imperial Players in 1941, playing Ohio stands. Survived by a daughter, Alberta, and a son, Dick, both of Cincinnati. Burial in Williamsburg March 21.

GROVER—Leonard, 88, former actor, in Brooklyn March 24. He was the son of Leonard Grover Sr., playwright and operatic impresario, who was manager of the Front Street Theater and Grover's Theater in Washington during Lincoln's administration. Deceased debuted in his father's comedy, *Our Boarding House*, in which Stuart Robson and William H. Crane were principals. Later he played with stock companies at the Park Theater, Boston, and at Colonel Sinn's Park Theater, Brooklyn; then in A. M. Palmer's *Private Secretary* at Madison Square Garden, New York. He wrote the vaude sketches, *The Star-Spangled Banner*, *The Old Sea Dog* and *Cockeyed Hogan*, in which he toured the country. Survived by his widow, Kitty O'Neill, former actress. Burial in Actors' Fund plot, Kensico (N. Y.) Cemetery.

GUNDERSON—Harry M. (Whitey), 54, business manager of the Bill-

posters and Billers' Union, Local No. 1, Chicago, and second vice-president of the International Alliance of Billposters, Billers and Distributors of America, in Ravenswood Hospital, March 22. Survived by his widow, Helen, and two sisters, Mrs. Estelle Bremer and Cara Boyad. Services in Chicago March 26.

HESS—Christian C., 73, former Midwestern rodeo promoter and showman, March 18 at his home in Cleo Springs, Okla. In 1908 he staged the first rodeo in Alfalfa County, Oklahoma. Survived by his widow, a daughter, two sisters and two brothers. Burial in Pleasant Ridge Cemetery, Aline, Okla., March 20.

KEEFE—James M., 58, former minstrel and tab show performer, March 16 in Wilmington, O. As trombonist and bass singer he trouped several years with the Al G. Fields and Coburn and Vogel's minstrels. He also was with Sun Bros.' Circus for several seasons and at one time owned and operated a tab show with Claude Amsden. In late years he was a B. & O. Railroad agent in Wilmington. Survived by a sister, Mrs. Mary McDermott, Wilmington. Burial in Sugar Grove Cemetery, Wilmington, March 19.

KING—"Mom" (Mrs. Emily Yaryan), 78, for many years with Jack and Ruth King's Comedians, a tent show on which all of her six children worked at one time, at Noblesville, Ind., March 21 after a lingering illness. She also trouped in the '20's with the various musical tabs operated by Lewis (Red) and Mae Mack. Latter, a granddaughter of the deceased, is now doing a piano single in niteries. Deceased's six children were at her bedside when she passed away. A sister also survives.

KLAGES—Raymond W., 58, who wrote the lyrics for *Sally, Irene and Mary* and other Broadway shows, in Los Angeles March 20. The past 10 years he had been a free-lance lyricist in Hollywood. Survived by his widow, May; a son, three brothers and two sisters. Burial in Glendale, Calif., March 24.

KOGEL—Charles H. Sr., father of Charles Kogel Jr., concessionaire the past two seasons with the Moore & Martin Shows, March 10 in South Ozone Park, L. I., N. Y. He also leaves another son, Edward.

LABARRE—Frank, 94, former circus and vaude performer and veteran *Billboard* sales agent, March 21 in Coral Gables Hospital, Miami. He left his home in Ireland when 14 and joined a circus, later working in vaude as the Great Labarre, contortionist. In later years he worked in the office of Brown & Dyer Shows and other carnivals.

LEROY—W. (Lee), in Osteopathic Hospital, Kansas City, Mo., February 16 of a heart attack. Survived by his widow, Starr, his father and three sisters. Burial in Elmwood Cemetery, Kansas City.

LOVETT—George W. Sr., 67, who headed a well-known musical-mental act known as Lovett and Company and the Musical Lovetts, March 18 at his home in Saint Clair Shores, Mich. His stage career began at the age of 7. His wife, Elsa, two daughters, Jerry and Ginny and son George Jr., who survive, were in the act with him for many years. Interment in White Chapel Memorial Cemetery, St. Clair Shores.

MACK—J. Herbert, 91, former president of the Columbia Amusement Company, in New York March 21. The Columbia burlesque wheel, headed by Mack, Sam Scribner and Rudolph Hynicka, at its peak operated 40 theaters, from Omaha to Boston, and had 40 shows on the road. Mack began his career as a vaude performer in San Francisco about

1870 and later joined Billy Emerson's Minstrels. Coming to New York, he became manager of the Rose Hill Folly Company, for Rice & Barton, prior to becoming associated with Sam Scribner, "King of Burlesque." Since retiring 20 years ago he had devoted most of his time to the Actors' Fund of America, of which he was a trustee. Survived by a niece, May Stanley. Burial in Woodlawn Cemetery, New York, March 24.

O'NEILL—Daniel C., radio and vaude entertainer, in Montreal March 17.

SARKADI—Leo, 68, Hungarian painter and playwright, at Creedmoor Hospital, Long Island, N. Y., March 24. He wrote two plays, *Children at Play* and *Within Four Walls*, which were produced in England. His older brother, Eleder, is one of the leading actors of Hungary. He also leaves his widow.

SEIM—Walter P., 58, pianist and band conductor, March 15 of pneumonia at DePaul Hospital, St. Louis. In recent years he directed bands in Mound City parks and orchestras playing night spots. Interment in Lucas Cemetery, St. Louis, March 18. His widow, Nellie, and a sister survive.

SHARPE—Raymond W., 30, ride man with Thompson Bros.' Amusement Company, in New York March 17. Interment at Chatham, N. Y. A sister and two brothers survive.

SOLMAN—Sol, 75, president of Sunnyside Amusement Company, operators of Sunnyside Park, Toronto, in that city March 15.

SWAIN—Mrs. Margaret, 78, former opera singer, in New York March 22. As Margaret Reid she made her operatic debut at the Metropolitan in 1892. She also appeared in concerts and opera in London, Trieste, Italy, and Liege, Belgium, before retiring in 1904.

TENNYSON—David L., 54, independent concessionaire, March 24 in Alexian Bros. Hospital, Chicago. He was a member of the Showmen's League of America for more than 20 years. Survived by his widow, Priscilla B., and son, David L., of Chicago, a daughter, Eddytha Kelly, of Evergreen Park, Ill., a brother and three sisters. Burial March 29 in Showmen's Rest, Evergreen Cemetery, Chicago.

TODD—Dr. Herbert W., 79, physician and former band leader, March 17 in Fort Myers, Fla. For years he directed Todd's Band, of which he was featured cornetist.

VIGARD—Abel E., 49, vice-president of Warner Bros.' Theaters, in Brooklyn March 25. He previously served in the Warner legal department.

WALSH—Joc, 55, associated with the motion picture industry for 30 years, recently in Hartford, Conn. At one time he was secretary of the Connecticut Fair Association.

WARREN—Mrs. Bertha K., in Cleveland March 22 of a heart attack. She was the widow of John B. Warren, past president of the Showmen's League of America. Survived by a sister, Mrs. Rebecca K. Harvey, Cleveland. Services and burial in Cleveland, March 24.

WHEELER—Bert R. (Kid), veteran showman, in St. Paul March 17. He was a life member of the International Alliance of Billposters, Local No. 45, and secretary of International Alliance of Theatrical Stage Employees, Local No. 20, St. Paul. The past 14 years he had been an electrician at the St. Paul Auditorium. Previously he was with the Ringling, Buffalo Bill, Sells-Floto, 101 Ranch and Tom Mix shows. Survived by his widow, Mildred; son, Bert Jr., and a sister, Mrs. Frank Hyde, of Los Angeles.

WHITTEN—Philip F., 53, general sales manager for the Tobacco network, a chain of Southern radio stations, in Raleigh, N. C., March 21. He previously had served as advertising executive with the Mutual, American and Columbia networks.

WILLIAMS—George W. (Dumpy), 82, former circus and carnival acrobat, in Bridgeport, Conn., recently. Survived by his widow. Burial in Mountain Grove Cemetery, Bridgeport.

WING—William E., 77, retired scenario writer, in Los Angeles March 10. A former feature writer on Los Angeles newspapers, he had also written screen plays for early D. W. Griffith productions. Survived by three daughters. Burial in Los Angeles March 13.

WYNDHAM—Howard, 82, British theater owner, March 16 in London. After 20 years in the United States, working at cattle raising and mining, he returned to London and with his father, Sir Charles Wyndham, operated the Criterion, New and Wyndham theaters. After his father's death in 1918 he continued the management in association with Bronson Albery.

Marriages

BERNARD - HAMILTON—Ben Bernard, former burlesque comic and now owner of the Playland Arcade, Flint, Mich., and May Hamilton, former burlesque soubrette, March 17 at Napoleon, O.

BRADLEY-LLOYD—Alen Bradley, engineer of Station WJZ, and Peggy Lloyd, mistress of ceremonies of Station WOV's *Wake Up, New York*, in New York March 21.

CORSON-SHEPARD—Cal Corson, pianist at the 20th Century Club, Philadelphia, and Ruth Shepard, nonpro, in Philadelphia March 8.

CROSS-RYAN—Jimmy Cross, film actor, and Peggy Ryan, film actress, in Burbank, Calif., March 17.

GALLAGHER-O'DELL—Charles Gallagher, grab joint operator, formerly with Endy Bros.' and World of Mirth shows, and Daisy O'Dell, of Los Angeles, March 3 in Tampa.

GARY - PALMER—Moe Gary (Maurice Gonick) and Margie Palmer (Margaret Ford), burlesque performers, in Newport, Ky., March 26.

GREEN-McLERIE—Adolph Green, writer and actor, and Allyn Ann McLerie, dancer, in New York March 21.

GUSTAFSON-HERRIOTT—James Gustafson, nonpro, and Jean Herriott, former elephant worker, menage rider and aerialist and daughter of Milt Herriott, horse trainer with Cole Bros.' Circus, March 5 at Wabasha, Minn.

LEWIS-SILVERS—Joseph Harold Lewis, motion picture director, and Buena Vista Silvers, nonpro, in San Diego, Calif., March 24.

LOWERY - FARRELL—Robert Lowery, screen actor and Barbara (Rusty) Farrell, screen actress, in Las Vegas, Nev., March 21.

MARTIN - CELESTE—Dottie Celeste, currently playing Chicago niteries, and Marvin Martin, non-pro, in Louisville recently.

PETERSON-RITTENBERG—John Peterson, assistant manager of the Madison Theater, Detroit, and Juanita Rittenberg, concession executive of the Fox Theater, Detroit, March 15 in that city.

SCHORR-ELLMORE—William Schorr, New York stage director, and Nadyne Ellmore, radio actress, at Las Vegas, Nev., March 26.

SEBASTIAN-MIRANDA—David A. Sebastian, motion picture producer, and Carmen Miranda, Brazilian film actress, in Beverly Hills, Calif., March 17.

VARNAU - SHOWALTER—Fred Varnau, assistant to the sales manager, and Beverly Showalter, of the bookkeeping department of the Cincinnati staff of Frederick W. Ziv Company, transcription firm, in Cincinnati recently.

IN MEMORY OF OUR BROTHER



CHARLES ELLMAN

ELLMAN SHOWS

Who Passed Away
APRIL 6, 1945

Sadly Missed by
Sisters and Brother

Brockton Fair Up to 9 Days; 2 Sats., 2 Suns.

Nut Increase Is Slight

BROCKTON, Mass., March 29.—The Brockton Fair will add two days for a total of nine to its operating schedule this year, it was announced Tuesday (25) by Frank Kingman, secretary. The dates, September 6-14, were set up to include two Saturdays and two Sundays. The decision to lengthen the showing was the result of several years' planning.

The annual has a near-perfect geographical location, since several million people reside within a 40-mile radius. This alone is regarded as assurance that the draw on the added two days will be on a par with the usual big crowds on former opening Sundays and closing Saturdays. The extra running time also should provide a measure of rain insurance since, except for talent costs, the operating nut will advance only slightly.

Two Shows Needed

The additional two days will necessitate the buying of two complete shows for afternoon and night grandstand performances on opening Saturday and closing Sunday. Kingman said that altho the booking of three different grandstand stagelights probably would result in repeat business, the move was made primarily because of the difficulty of extending bookings on a pro rata basis.

The tentative grandstand program calls for thrill shows on opening Saturday and both Sundays. Pari-mutuel horse running races will be featured on six afternoons, Monday thru Saturday (8-13). In addition to the special shows booked for opening and closing days, a grandstand show, probably with fireworks, will be featured nightly.

Bergen Has Midway

Arrangements have already been made by Frank Bergen, owner-manager of the World of Mirth Shows, who has the midway contract, to have a complete unit ready for opening, to remain thruout the fair. Bergen will truck in as many units as possible for the first Sunday, but this will be little more than a token delivery of World of Mirth equipment, since shows will still be operating at the Rutland (Vt.) Fair when Brockton opens. Also, shows will have to tear down a day early in order to make its following date at the Allentown (Pa.) Fair. Last year Bergen had about 12 rides, independently owned, operating on opening day.

Miniature Boom Town Rises for Los Angeles Show

LOS ANGELES, March 29.—Construction of a miniature boom town to house the second annual Southern California Sportsmen's Show, April 11-20, has begun at Gilmore Stadium here. More than 200 booths will be built to display exhibits of major sporting goods manufacturers and a 70-foot tank for log-rolling, dog retrieving and canoe-tilting contests, also is on the construction program. Two casting pools will be built this year to enable sportsmen to test fishing equipment before buying, and a

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Fuller Bros. Closes At Lexington, Neb.

HASTINGS, Neb., March 29.—Fuller Bros.' Society Circus closed a successful indoor season and is now in quarters here preparing to join the Kay Burns Circus in Lebanon, Tenn., when that org opens the season April 9. Fuller closed the season at Lexington, Neb., March 21 under sponsorship of the chamber of commerce.

On the final night at Lexington, Zermedia Banita, three-year-old daughter of Jack and Media Banta, made her first public appearance.

A number of the acts will appear with the Kay Burns Circus. Luther Fuller will arrange the program, Bernice will be at the calliope, and Bonnie, Lucky and Chuck Fuller will be featured with their fiding act.

The Fuller Bros. program follows: No. 1—Pony and riding monkey; 2—Betty Jean Cannon, trapeze; 3—The Jolly Jester; 4—Aerial Ballet; 5—De Lisle Chappell and His Hollywood Glamour Dogs; 6—Chuckles and Company, clowns; 7—Jack and Media Banta, tumbling; 8—Lucky, Speed and Chuckles Fuller, flying rings; 9—Betty Jean Cannon, web; 10—Fuller Duo, rolling globe; 11—Clowns; 12—Lucky Fuller with Skipper McGee, wonder dog; 13—Cloud swing; 14—Miss Bonnie, ring contortion; 15—Capt. Vernon Pratt, Liberty ponies; 16—De Lisle Chappell, sky-high sailor; 17—Gus Kanerva, table and chair balancing; 18—Clowns; 19—Black Deamon horse presented by Captain Pratt; 20—The Three Fullers, novelty rope act; 21—Jack and Media Banta, tight wire; 22—Gus Kanerva, trapeze; 23—The Riding Fullers, Bonnie, Charles and Gale, with their horse, Mickey.

Ben Austin Rites Draw Vet Showmen

LOS ANGELES, March 29.—Scores of friends who had known Ben Austin during his many years in the circus field paid their last respects to him Monday (24) when funeral services were held at the Armstrong Family Mortuary here. Burial was in Rosehill Cemetery, Whittier, where the Austin plot adjoins that of J. D. Newman, his late brother-in-law.

Jack Hughes, Pacific Coast Showmen's Association chaplain, conducted the services both at the mortuary and the grave. Many floral offerings conveyed the respect that many showmen thruout the nation held for Austin, who for almost 20 years was general agent of the Al G. Barnes Circus.

Pallbearers were George Kennedy, Harry Callan, W. A. Reilly, Curtis Little, John Brassell and S. L. (Buster) Cronin.

Among those attending the services were Arthur Blanchard, who flew here from San Francisco; Mabel and J. Ed Brown, Dusty Rhodes, Ed Maxwell, Ben Beno, Jim Gallagher, Paul Eagles, Doc McCullough and Peggy Forstall.

model village of 100 of the latest model trailers will dot the infield.

Entertainment feature will be an hour and one-half professional show twice daily. Chief Needahbeth again will emcee. Show is sponsored by Southern Council of Conservation Clubs.

England's Butlin Pyramids \$25 Into \$20,000,000 Profit In 1946 With 5 Rec Camps

Immigrant Started 25 Years Ago With One Hoop-La Stall

(Continued from page 3)

Each camp has a bakery, cannery, dairy and grocery stores. Special bus and streetcar lines have been set up by Butlin, and he practically controls the towns near which his camps are situated. He has recently started to build theaters in all five towns adjoining his camps.

Mass Entertainment

He handles entertainment on a mass scale. Showbiz operations are run by Col. Basil Brown, former entertainment officer of Montgomery's African Army. On the principle of

"give them no break," Brown keeps all types of entertainment going from morning until night, so that all 5,000 people living in any one camp are entertained.

Each camp has two 25-piece house bands. Tho they only work summers in the camps, Butlin keeps them on yearly salaries. Each camp also has a permanent entertainment staff that helps vacationers whip up their own shows when weather is bad or when pro entertainment is lacking.

Since the camps reopened in 1945, Butlin has managed to put on headline attractions five nights a week. On Saturdays, when campers arrive, there is a show by camp entertainers. Sundays are star nights, easily arranged with name acts since public performances are banned in cities and towns on Sundays. Mondays there is a legit show, sometimes by a repertory company, tho at least three times a year a London company tours the camps.

Name Bands and Opera

Tuesdays are given over to dance contests with name bands. Wednesdays there is longhair entertainment, such as symphonies and opera. Last summer Butlin imported the San Carlos opera from Italy for a four-week tour of the camps. This year he expects to bring in European names and top bands.

In addition to all this, Butlin has known musical outfits like *The Squadronnaires*—a group of ex-RAF musicians—touring his camps.

Each camp has two 1,500-seat theaters and show acts tour all camps. It takes four shows at two theaters to accommodate vacationers and camp staff. There are also an ice-skating hall, used in July and August, and a swimming pool.

London's managers and agents cooperate handsomely in booking shows. They will send performers to troupe the camps for a week or two, figuring that their clients get good publicity appearing before so many thousands. Proof of this lies in the fact that last summer the BBC was bombarded with requests for certain bands or chirpers following their appearances at the Butlin camps.

Winter Reunion Clubs

Butlin ties in his summer camps with the winter seasons by the formation of Butlin reunion clubs. Early in the winter people in any one town who have spent the previous summer at one of the camps are encouraged to form clubs. If they do so, Butlin supplies them with phonographs, records or sports equipment from his Butlin's organization store in London. He will even send up one of his house bands—working on year-round salaries—for free.

In the latest Butlin camp, at Pwllheli in Wales, a group of locals formed a choir to entertain campers. Butlin has taken over management of the chirp group and is booking them thru the British Isles.

Today billboards are to be found on all highways reading: "From Coast to Coast—the Nation's Host." They advertise the Butlin Holiday Camps, which have grown to be one of the biggest showbiz organizations in the world.

North Carolina Tightens Rules On Tent Shows

RALEIGH, N. C., March 29.—A new revenue bill enacted by the North Carolina General Assembly prohibits carnivals from playing still dates in any county within 30 days of a "regularly advertised agricultural fair," with law effective July 1. Present law has a 15-day limit, before and after the agricultural fair.

At this writing, the Senate had passed a bill to prohibit a carnival from playing more than one day continuously in Orange and Transylvania counties. The measure, which makes it a misdemeanor for anyone even to apply for a license to play more than one day, now is before the House.

Bill also would prohibit a carnival from playing within 1,000 feet of a residence in these two counties. It is not applicable in any of its terms to riding devices operating independently of a carnival or to circuses playing one-day stands. Chapel Hill and Hillsboro are in Orange County; Brevard is the county seat of Transylvania, 'way up in the mountains.

Already ratified into law by the Legislature, which now is in its closing stages, is a bill to prohibit the showing of circuses, menageries, Wild West shows and carnivals within five miles of the show site of a spring festival or flower show in Cumberland County, or within two weeks prior to such spring festival or flower show. Law forbids county commissioners to issue licenses to carnivals, etc., under such conditions. Fayetteville and Fort Bragg are in Cumberland County.

The Assembly ratified into law an act legalizing bingo at Carolina and Wrightsville beaches.

Another new law forbids the practice of palmistry, fortune-telling or clairvoyance in Columbus County, with penalties for violation ranging up to \$500 fine or a year's imprisonment. Whiteville is the county seat.

Assembly also outlawed sale, manufacture and use of fireworks in North Carolina except when used in a public exhibition, such as at fairs, and then permits must be obtained.

TOUGH BREAKS SLOW BEATTY

Look to L. A. To Crab Jinx

Reserves cut 60 cents to offset tough breaks—rain hits at San Bernardino

By Sam Abbott

SAN BERNARDINO, Calif., March 29.—Current edition of the Clyde Beatty Circus follows closely the pattern of the 1946 version. It is well balanced and entertaining and seems destined to win plaudits of the folks on the seats. However, since opening day in Nacogdoches, Tex., March 13, it has failed consistently to turn up a red one. It is hoped that its 20-day stand in Los Angeles beginning Tuesday (1) will break the jinx.

As an inducement for families to buy grandstand tickets, kids may this season occupy reserved seats for \$1.80—a 60-cent cut for the same ducats last year, which brought \$2.40 at the white wagon. Even adoption of the cut, tho, has failed to materially improve grandstand sales.

Show has faced tough breaks from start of season. It opened without dress rehearsal in its Texas winter quarters following a downpour that stopped only a short time before doors opened. Since then, half to three-quarters houses have plagued the show regardless of the weather. Here, spotted on a good lot near town, chance for a full big top Thursday (27) went glimmering when a heavy overcast kept the matinee crowds away and a solid rainfall beginning two hours before the night show ruined chances to work off the day's nut, only a half house turning out. Rain again got into the act Friday morning over all Southern California, thereby failing to help things for the Riverside date.

Larry Reasons Varied

The consistently poor showing at the red wagon so far this season has been attributed to a myriad of reasons, tho no single one can be pointed out as an outstanding factor. Some blame the bloomers on lack of strong advertising and publicity; others on the public's tendency this year to tighten their purse strings. Weather comes in for a share of blame, as does the fact that circus routines have become so stereotyped that novelty is no longer a monopoly of the circus. A combination of all these theories is probably the true cause.

In Los Angeles, billing isn't as strong as in former years, perhaps because show is bucking the Gene Autry Rodeo, which holds its shindig tomorrow (30), and a heavily billed local election. Latter has tied up most of the good billing spots with names and photos of candidates. Norman Carroll, however, has been getting valuable radio time for the (See *Tough Breaks Plague*, page 51)

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Editorial

A Word to the Wise

Indoor circus promotions have come to be an integral part of show business, and a staggering number of entertainment dollars are gathered, paid out and racked up in the course of a year by those who operate under fraternal and civic auspices. This business is very important in the life of showbiz, as more and more artists are employed at a time of the year when at one time there was little demand for their services.

It has developed into a business well worth protecting, and right now the operators should do something about it.

Better Business Bureaus in several cities recently sent out bulletins urging their clients not to support these promotions, regardless of the charity or cause involved. This sudden sweeping indictment of indoor promotions isn't like Topsy, who "jes' growed." There is a definite reason for it. Maybe several reasons. This is too long and too involved for complete discussion. Anyway, the promoters know their own shortcomings, and the shortcomings of others.

The real problem is what can and should be done about it. Better Business Bureaus have been established for the purpose of protecting their members, and they are sometimes used as a screen for members who do not care to support this or that charity or promotion.

Legitimate promoters who offer adequate performances under worthwhile auspices should have no trouble, as the average committee nowadays knows how to write an equitable contract. These promoters should see to it that their committees and their promotional managers take steps to acquaint the BBB's with their operations before complaints are made. No matter how carefully the campaigns are conducted, there will be complaints, as there are business men who will use the BBB as a screen. Then, too, promotional managers should exercise plenty of care to see that their phone men are decorous, and that they do not turn on the heat.

The BBB is a national organization that gets out regular bulletins to all member organizations listing all complaints, etc., and unless this phase of the business is handled properly, it can give a legitimate business a very black eye. There always will be heat artists, but the legitimate promoters can keep their endeavors on a high business plane and can make themselves welcome in any community year after year.

It is a great business. Protect it!

Well-Rounded Show Unveiled By Wood Under Y-P Banner

By a Staff Correspondent

LOS ANGELES, March 29.—Reverting to the Yankee-Patterson Circus title from the 101 Ranch name used last year, Jimmy Wood has brought out a genuinely circus-flavored show. Opening Friday (21) in South Gate for two days, org turned in three straw houses out of four performances. Sunday in El Monte was above average and two days, Monday and Tuesday (24-25), in Santa Monica were fair with three-quarter night houses. Show, which runs 1 hour and 20 minutes, makes a neat appearance and has a 150-foot banner line that is one of the best to be seen in this area in recent years. Work was done by William J. Smart, who has painted banners in the Middle West.

Y-P moves on 28 trucks that have been painted and put in good condition for the season. On the Santa Monica date, two 8,500,000 candle-power searchlights were used on the bally. Canvas is in good shape with a new marquee. Y-P uses a 70-foot top with one 50 and two 40's; seating capacity is 1,850. Two rings and an arena cage are used.

Wood, long identified with the circus field, has put together a well-rounded program. Show, as caught in Santa Monica, Calif., Tuesday (25) was putting on wire acts but this can be overlooked when it is considered Wood is putting to use every available talent his performers have. Spot for Ring 3 is occupied by Mable Stark's arena. When she is presented, the payees in the blues near the entrance get the advantage while those in the back of the tent have to strain their eyes to see it. However, here Wood is cutting another corner, this time on labor.

The four-piece band, under direction of Leroy Conkey, does a good (See *Well-Rounded Show*, page 51)

Barnes Books 3 Girl Stars

CHICAGO, March 29.—Three top name girl performers have been booked for headline positions on Barnes Bros. program at the Chicago Stadium and Detroit Olympia, it was announced this week by Sam J. Levy, president of the Barnes-Carruthers Theatrical Enterprises, who handles all bookings for the Arthur M. Wirtz-Billy Burke presentations.

They are Aida, the girl in the moon, a repeater; La Tosca, bounding rope; and Elly Ardely, single traps whose last circus appearance was with the Ringling-Barnum show.

William Heyer and his horse, Starless Night, also have been set for a feature slot. The Chicago show opens April 18.

Fred Smythe, Ringling circus Side Show manager, is the subject of a feature article in the March issue of *Cosmopolitan*.

March Storm Hits Polack Org at Akron

Dayton Biz Tops Last Year

AKRON, March 29.—The late March blizzard that struck Northern Ohio and snarled automobiles in five-foot drifts, stopped schools and disrupted transportation, gave Polack Bros.' Eastern Unit Shrine Circus a below-the-belt blow here.

The unit opened in the Armory Tuesday night (25), while officials were urging people to stay in their homes and radios were warning of the dangers of the highways. As a result, not more than 400 persons turned out for the first performance. Business Wednesday and Thursday (26-27) gave about a third of a house, which has a capacity of 3,500. The first two matinees were "fairly good," an official said, but school tickets had been placed in the hands of school officials. With schools closed for three days, students were without the tickets.

Polack on Hand

Irving J. Polack, managing director, came here for the opening of the unit. Polack and Sam Ward, the latter handling the promotion for this date, expressed confidence the show would bulge the Armory walls in its Saturday, Monday and Tuesday performances.

Only change in the line-up, from that at Lansing, Mich., was the addition of Hubert Castle to an already star-studded offering. Show is well balanced and measures up to the initial showing of the Polack org here last year.

Several Acts To Leave

Following the date here, several acts will leave for other commitments. The Great Antaleks and William Heyer and his horse, Starless Night, will be with the Barnes-Carruthers show in the Chicago Stadium, while the Harold Voise Troupe will leave for the opening of the Cole Bros.' Circus.

Polack left Friday for the wind-up of his Western Unit's Dayton engagement. The unit here closes Wednesday and moves to Madison, Wis. Ward leaves this week-end for Richmond, Va., where he will handle the promotion there. Dorothy Konyot visited on the show the early part of the engagement here.

Dayton Tops Last Year

DAYTON, O., March 29.—Attendance at the Polack Bros.' Shrine Circus, Western Unit, here was 27,600 thru Thursday night (27) for 14 shows. This is 3,000 ahead of last year. Sellouts are reported for the last four shows, which will bring the attendance to approximately 40,000. The advance ticket sales by Shriners this year was \$8,000 ahead of 1946. A. E. (Buck) Waltrip handled the advance for the fifth consecutive year and also pinch-hit for the Polack press agent. Waltrip grabbed plenty of space in the local dailies. He also handled the 40-page program, largest ever put over in Dayton.

Only change in the program here was Laddies Dogs which appeared in place of Moore's Dogs and Taximeter Mule.

H. - M. Show Beats Wintry Memph' Clime

Embellishes for Buffalo

MEMPHIS, March 29.—Despite an unseasonal frigid blast which forced the natives into overcoats, or sent them shivering to firesides, the Hamid-Morton Circus opened here Wednesday night for Al Chymia Shrine at a pace positively assuring a new record take, one that seems surely destined to top the \$100,000 mark.

Promotion, membership tickets and program and banner sales ran about 30 per cent higher than the previous top of 1946, and the window sales were unprecedented despite the inclement weather. The opening performance was near capacity. Thursday matinee was a turnaway and there were a few vacant pews at night and tickets for these few empties had been sold.

This run will be completed Tuesday night, and before it is over two matinees will have been given today for colored trade, a matinee but no night performance Sunday, and matinees and nights Monday and Tuesday. When Frank (Dutch) Wise checked his ticket racks Thursday night there were mighty few reserved seats left, virtually assuring a sell-out all the way, come what may.

George M. Klepper, potentate, and Jack Brittan, general chairman, were profuse in their praise of the program presented personally by Robert H. (Bob) Morton, and of the successful methods of promotion and exploitation handled by Vernon L. McReavy, and his wife, Lillian. Seldom does any promotion get the action accorded this endeavor by the local dailies, *The Commercial Appeal* and *The Press-Scimitar*. Radio stations, including WMC, WREC, WMPS, WBBQ, and WHHM, of Memphis, and KWEM, of West Memphis, went so strong that officials and circus talent spent a good portion of their time appearing on studio programs and making remotes from the auditorium.

The Hamid - Morton personnel, roughly jostled by flu in Wichita, Kan., and Tulsa was back to normal, with the exception of two members. Lois Lynn, soloist, missed Thursday's performances, while Jack Shaw, boss props, was around but barely on his feet.

Hamid-Morton's next stand is Buffalo, opening April 7, and Morton revealed the promotion there is running well ahead of last year, much to Morton's surprise. Either Morton is anticipating a business recession or he enjoys being surprised.

He announced the Buffalo and Washington engagements will be embellished by the addition of the three movie horses, Flicka, Thunderhead and Smoky, recently purchased by George A. Hamid; Montana Kid and his three specialty horses; Ricardo, high pole; Vittario, comic specialty; Palmermo's dogs, Billy Ray's dogs and ponies, the Flying Zaccinis, and Jean Dawn and Marie Mamming, contortionists.

Specs Cautin handled concessions in Memphis, while Bill Tumber and Len Humphries acted as official greeters for showfolks and fans.

With the Circus Fans

By The Ringmaster

CFA
President THOMAS M. GREGORY
12039 Edgewater Drive Lakewood 7, O.
Secretary-Treasurer GIL CONLINN
71 Allendale Road Hartford 6, Conn.
(Conducted by WALTER HOHENADEL, Editor
"The White Tops," care Hohenadel Printing
Company, Rochelle, Ill.)

Sunday (16) wound up a two-week program of indoor circus for the members of the Edna and Denie Curtis Tent No. 13, Minneapolis. Starting Saturday (1), when the first performers of the Minneapolis show arrived, it was more or less one continual show until the closing matinee in St. Paul.

Friday (7) the Tent gave a buffet supper in the home of Mr. and Mrs. Claude Tonolli after the night show, honoring Edna Curtis. Present were Edna Curtis, Edna Cavanaugh, Mr. and Mrs. Noel Van Tilburg, Terrell Jacobs, Mr. and Mrs. Jinks Hoaglan, Mr. and Mrs. Leo Hamilton, Hubert Castle, Frank Cervonne, Mrs. Brown, Ada Marie Johnson, Nellie Tonolli, Mr. and Mrs. Harold Johnson, Mr. and Mrs. Mel Rettinger, Mr. and Mrs. Hawthorne Rettinger, Mabel Stenberg, Ed H. Freye, Mr. and Mrs. C. Tonolli, and Sumner A. Peterson. Mr. and Mrs. Frank Friedman were unable to be present. Also missing were Mr. and Mrs. Gary Davison. Mrs. Davison was rushed to the hospital for an emergency appendectomy that day. She is out of the hospital and convalescing at home.

During the Grotto Circus in Cleveland, Winnie and Tom Gregory entertained with a roast turkey dinner and showing of colored slides for the following of the show personnel: Nena and Harry Thomas, Florence Tennyson, Georgia Sweet, Ethel and Freddie Freeman, Eileen and Harold Voise, Eva and Joe Lewis, Otto Griebing; Felix Adler and Dick Lewis. Because of illness, Corrine and Bert Dearo were unable to attend.

Adele Nelson Tent No. 36, Springfield, Mass., held its February meeting on Washington's Birthday in the home of Mr. and Mrs. Charles Davitt. After President Elmer Litch presided at the regular business meeting, Stuart Hill, Avon, Conn., showed circus movies. Luncheon was served by Mrs. Davitt. Present were Mr. and Mrs. Elmer Litch, Mr. and Mrs. Roy Arnold, Stuart Hill, Stanley Woodward, Bill Donahue, Francis Lacouline, Johnny Lyman, John Davitt and Joseph Beach.



BERT R. (KID) WHEELER JR., who died in St. Paul March 17, was a life member of the International Alliance Billposters' Local No. 5 and secretary of the International Alliance of Theatrical Stage Employees. He had been connected with Ringling, Buffalo Bill, Sells-Floto, 101 Ranch and Tom Mix shows, and recently was electrician at the St. Paul Auditorium.

R-B Garden Sale Points to Gross Over '46 Record

(Continued from page 3)

officials have enlisted outside aid in an attempt to ink substitute acts to fill in until all the foreigners arrive. Of the announced 40 acts signed by John Ringling North during a winter tour of the Continent, only a half dozen are on hand as yet.

The press department under F. Beverly Kelley timed its opening barrage for yesterday's dailies and to coincide with the arrival here Thursday (27) of a group of animals from Sweden on the liner Mormacyork, which was delayed for a day because of storms. Billing, under the supervision of F. A. (Babe) Boudinot, has been under way for three weeks. Painted boards and banner hits made their appearance in the metropolitan area this week. Country routes, extending for as much as 200 miles, are now being covered.

New Acts Lined Up

This year's spec, produced by John Murray Anderson, will be titled, *The Wedding of Cinderella*. New acts, according to circus officials, are the Cathalas, globe balancers; Bostock's Riding Act; Rhodin's Trained Brown Bears; Orlando's Polar Bears; Guerre's Sea Lions; the Alanzas, high wire; the Medinis, unsupported ladders; the Bagnios, balancers; Thommen, high perch; the Joanidis and Loly Dobritch, tight wire; Natal, aerialist; the Robinis, tumblers; Raquel, balancer; the Esquedas and the Samtriasis, aerialists; the Idalys, aerialists; the Cimses, aerialists, and Roland Tiebot and his seals.

The show train is scheduled to leave Sarasota, Fla., winter quarters April 2 and arrive at the Mott Haven railroad yards in the Bronx April 5. Rest stops are scheduled for Florence, Ala., and Washington.

Kay Burns Org Opens April 9

LEBANON, Tenn., March 29.—Kay Burns Circus opens its season here April 9. Org, with much new equipment, will move on four General Motor semis and five straight trucks. About 20 head of stock will be carried plus two elephants. Big top will be a 70 with three 30's, and the Side Show a 40 with four centers.

Mrs. J. C. Admire, who is here from New York and who will handle press and mailing lists, says the show will not do any posting but will go heavy on mailing lists, lithographs and tack and set cards. Hugo Caruthers, assisted by three men, has charge of the billing crew.

J. C. Admire, show's agent, spent some time here conversing with Larry Burns, org's manager, as to route and billing matters. Show will play under auspices the first two weeks out. Org will feature Al W. Gentry's trained animals and the Purple Flash. Music will be furnished by an eight-piece band and calliope.

Following its opening, show moves to Carthage, Tenn.

Production Peak Reached As Bailey Preps '47 Trek

NEWBERRY, S. C., March 29.—Activities in local quarters of the Bailey Bros.' Circus has reached a production peak, with only two trucks remaining to be put thru the shop before org takes the road for its new season. Two Chevrolet trucks and a Chevrolet panel job have been purchased and work on six 35-foot sleepers and two 22-foot sleepers, all using a white color scheme, is completed.

Mac MacDonald will work five elephants in his act this year. At present he's busy putting them thru new stunts. The Franklin Troupe arrived in quarters. The Sosimo Hernandez Troupe is en route here from Mexico City, with Pat and Monty Knight.

All new elephant blankets, seat railing and seat ends are being built by O. Henry Tent & Awning Company, Chicago.

Henry Morris, of Memphis, will have the Minstrel Show band of six men and two comedians. Gladys

(Killum) Gillum has purchased the wild animal act of Captain Engerer and is building a new truck and trailer.

Johnny Wall now has the big top men putting the finishing coat of paint on all new seats. Holly Howard, chief electrician, reports all equipment has been gone over and is ready for the season.

Owner Bob Stevens and Frank Ellis took the third to 32d degrees in Masonry March 18-21 at Columbia, S. C.

**New
Circus and
Animal Prints**

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.....

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CIRCUS LOT AVAILABLE

For Mid-Week Stand

6.3 acres within 300 feet of bus and trolley. 3 1/4 miles from center of city. Front 1/4 of lot paved. Railroad spur adjoining. No rides.

For information

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DORMAN BROS.' WILD ANIMAL CIRCUS

Formerly Bradley & Benson

WANTS

Family Act to do two or three acts in Big Show, Side Show Operator with Animals, Useful People in all departments. Those holding contracts: Show opens April 12, Anderson, S. C. Oscar Wiley, write. Gen. Del. Anderson, S. C.

Polack Bros. Western

We are back in Ohio again and it feels more like spring. The stock had a nice barn in Dayton, about 50 yards from the building, and that made things easier for Giustino Loyal and Adolph Delbosq.

The sick list included Gene Randow Jr., Delbosq and Malikova.

We were on the fairgrounds, the same spot the Ringling-Barnum show uses, and our building was so low we couldn't use the high-wire act.

Charlie Borza was joined here by his parents and his two children, Americo and Charlie.

We will have a new flying act shortly in Joe Siegrist, Eldon Day and Dick Anderson.

Polack's new truck certainly comes in handy.

We all now say "Good morning, Judge," to Dennis Stevens who was given a ticket for jay walking.

Everyone hopes for the speedy recovery of George Davis, who is on the sick list. Several of the boys on his staff gave blood.

We had Johnny Laddie and company with us last week. All card playing will be done on a cash basis from now on, says Gene Randow Jr. M. Truzzi came over from the Eastern unit to take the boys in a gin rummy game.

They tell me the popcorn tastes better now that Betty is the owner and has a new machine. Irene Laferty had another truck load of photographs delivered. Her sister visited.

We will have to slow the program down so Ed Raymond can change into a magician. Every day when he gets to the foot of the stairs they are making his announcement. — ELMER SANTANA.

Dressing Room Gossip

Sparks

We have no hankering to get on the wrong side of Florida Chambers of Commerce, but feel we have a legitimate beef about St. Augustine's weather. We pulled on the lot of the nation's oldest city to find water where green grass should be, and the city fathers refused to let us use straw or shavings. So it was no show and the troupe spent the drizzly day glumly inspecting the old Spanish fortifications. The cookhouse stayed up until after the evening meal and then we pulled out for Palatka.

We day and dated with the Bistany Shows in St. Augustine and a group of the gang visited and were royally treated. We in turn entertained Joe LaForm and his flying act from the Bistany org.

Sunday (23) was spent in De Land and Tony Carlisle of the Big Show's front door for many years, helped the writer and her husband, Harry, celebrate their first day off.

Dave Murphy hit the lot in Daytona Beach and saw the sparkling antenna of a radio station practically in the backyard. He immediately set out for the place with visions of promoting some free time for the show. In less time than it takes to tell, he was back in the band top, his face an unbecoming shade of crimson. Seems the radio towers belonged to the State police!

Sue Staley and Lee Troy joined the writer on the sick list, while Billy Barton slowly recovered from his fall. In Sanford, Wendy Barrie, of the flickers, front-rowed it with a party of friends, including Owner Jimmie Edgar. The Hollywoodians seemed to enjoy the show, beating their palms.

George Foster joined the front of Roy B. Jones's Side Show, helping Red Friend on the openings. The kids really go for W. E. Alexander's Flea Circus.—DOROTHY LEE BROWN.

Yankee-Patterson

Mrs. Laura Anderson, who has been visiting her son, Norman, for the last few weeks, left by plane Wednesday (26) for the Bailey Bros.' Circus and the opening April 3 in Newberry, S. C. Mrs. Anderson operates all of the concessions on the Bailey Bros.' org.

Mabel Stark was given a royal welcome at Santa Monica, receiving several baskets of American Beauty roses.

Special Agent George McConnell was forced to return to his home in San Francisco, following his release from a Bakersfield, Calif., hospital, where he was confined several weeks from injuries in a car accident. He was replaced on the show by Rudy Jacoby, who is accompanied on his official duties by Mrs. Jacoby.

General Agent and Mrs. Harvey Walters departed for Northern California and Legal Adjuster Harry Mellon returned to the show to resume his official duties. Mr. and Mrs. Herb Wilson and their billposting crew are doing an excellent job billing the Southern California cities. Mrs. Alfredo Landon has recovered from her recent illness and with her husband is rehearsing two new acts featuring their Argentine Midgets.

Ova Thornton, treasurer, held open house at several of the locations to date. Four new pictorial banners have been added to the Side Show banner line. The all-aluminum front of the Side Show, created by William De Barrie, causes much favorable comment. Fred Bowery's mule team drill gets plenty of applause. Milo Hartman, *The Billboard* agent, reports he sold his quota of Spring Specials in short order. George Perkins is doing a nice job as purchasing agent.

The ticket-takers in the big top are on their toes at every location. The ticket-takers are Sally Louise Payne, Grace Avalon and Mrs. Milo Hartman. Henry W. Payne has taken the uptown ticket sales. Mrs. John Gutterrez's grab concessions are doing excellent business. Thomas Johns joined as chief electrician. Frank Chicarella and Ruby Wood, official greeters at the front door, have shaken hands with hundreds of show folks.

The entire personnel contributed toward a floral piece sent to the funeral of Manager Jimmy Wood's 93-year-old grandmother, Mrs. Jeanette Haggood. Burial was in Woodlawn Cemetery, Santa Monica, Calif., Tuesday (25).

The shortage of help has necessitated doubling in brass among the big top workers and they are doing an excellent job in getting things up and ready for the matinees. Workers deserving of praise are Jimmie Davison, Merle Claybough, Frances Barrett, Romeo Harper, Harrison Parrish, Theodore Metcalf, Herbert Cooper, James Choate, Bert Carlson, Louis Hernandez, Richard Koehler, Rafael Estrada, Charles Perkins, Fred Marienthal, Paul Scott, Robert Engvall; Superintendent Frank Chicarella and Boss Canvasman John Gutterrez.—WALTON de PELLATON.

Eagles

The trip from Galesburg, Ill., to Moline, our 10th week, was a nightmare for all. It was cold and windy and a blinding snow storm and highways of ice didn't help. The opening matinee was nearly two hours late, due to our late arrival.

New acts in Moline were Dick Clemens and His Lions and Viola and Harry Rooks, balancing act. Frankie Wood joined in Galesburg, adding her three aerial numbers to the show. Clayton and Gaby, of the Billetti Troupe, pinch hit in clown alley.

Skinny Goe turned the band and his teacher's stick over to James Johnson and left for Col. Bob Stevens's opera. Helen Billetti is nursing a badly lacerated hand but is back in the program. Little Dick Heerdink, the Silverlake kiddies and Rooney Rooks have the best time playing. They manage to stage one battle royal a day but always wind up as friends. Wonder why grown-ups can't be that way?

Princess, the Great Dane, decided to run away from the circus a few days ago but was found and returned by the police. Herb Taylor was the first to welcome her back, as he usually rides over the road with Princess draped around his neck or with her trying to sit in his lap.

The shortage of hotel rooms in Moline was really something.

The One Per Cent Club still flourishes and is the writer's face red! I have been president of it all this time, thanks to Helen Billetti's campaigning. Her turn to blush comes after the next meeting, because all officers retire before moving on foreign soil and she will be elected unanimously.

Visitors noted at Moline included Jack Simons, Jack Crumley and partner and Ed Morris and troupe who stopped over, en route to Aberdeen, S. D., to visit the Don Morris Troupe.—DOLLY JACOBS.

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LAST CALL

LAST CALL

MILLS BROS.' CIRCUS

OPENS BUCYRUS, OHIO, SATURDAY, APRIL 19

Everyone contacted please report at Bucyrus, April 12. Performers, Clowns to Bert Wallace, Equestrian Director. Bosses and Working Men to Charles Brady, Superintendent. Side Show people to Charles Zern. Wild West people to Jack Hoxie. Musicians to George Bell. Candy Butchers to Harry Mills. Can place to join on wire one Family Act doing two or more... must be a Feature Act... state lowest... no time to dicker. Head Usher, 2 Assistant Boss Canvasmen, Riggers, Seat Men, Working Men. Come on to Winter Quarters. Can use two more Promotional Managers. Want Assistant Chevrolet Mechanic. Write, stating all.

JACK MILLS, 2900 EDGEHILL ROAD, CLEVELAND HEIGHTS, OHIO

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JAMES M. COLE CIRCUS

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FEATURING THE SMALLEST BABY ELEPHANT IN AMERICA.

All people engaged report to Canton, Penna., Sunday, April 13th, unless otherwise notified. Acknowledge Call to Winterquarters, R. D. #1, Penn Yan, New York.

OUTSTANDING OUTDOOR ATTRACTIONS

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WORLD FAMOUS 442ND VETERANS CLUB OF HONOLULU. FIRST ANNUAL CARNIVAL, HONOLULU STADIUM, JUNE 7-11. TRANSPORTATION PAID TO AND FROM LOS ANGELES VIA PAN-AMERICAN AIRLINES. Contact:

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357 EAST FIRST ST., LOS ANGELES 12, CALIFORNIA. Telephone TUCKER 9442. No Collect Calls, Please.

James M. Cole Set For April 16 Start

PENN YAN, N. Y., March 29.—James M. Cole, owner of the circus bearing his name, announced today that he will open his season at Canton, Pa., April 16.

Cole opened at the same spot last year for the most successful tour in the org's history.

ELASTIC NET OPERA HOSE
Black, Suntan and White, \$4.95. Elastic Net Tights, \$7.50. Rhinestones and Settings, Metal Spangles, all sizes and colors. Chantelle Fringes. Other Items. Folder? Yes.
C. GUYETTE
346 W. 45th St.
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FOR SALE
Complete unit ready to show. Lion Act, male and two females, with steel arena, trailer cage and props; 8-Horse Liberty Act, four sorrel and white and four black and white, six years and under, average weight 850 pounds; Six-Pony Drill, under 41 inches, age 5 years and under; High School Pony, dapple cream with silver mane and tail; Ring Curb and Trappings; Ford Tractor with Semi Trailer, vacuum brakes; Chevrolet Straight Truck, best of condition. Have young, sober Man available to work these acts.
EVANS & STARK
CENTERVILLE, IOWA

FOR SALE
205 feet of 9 1/2 ft. White Sidewall with a 30x70 steel wire cable enclosure, complete with Guy Ropes, but no Poles or Stakes, used 4 weeks, \$200.00; Headless Girl Cabinet Illusion (new), good for 10-11-1, \$40.00; 8 Wooden Prof. Marionettes, dressed, \$85.00.
RAYMOND BRISON JR.
CHAMBERSBURG, PA.

WANTED
Trampoline Acrobats, Globe Walkers; I will build you an Act, furnish Rigging, Wardrobe, Bookings. Have complete Flying Act and Spiral Tower Rigging. All kinds Circus Rigging, Nets made to order. Have Hand-Bal-Contortion Outfit of Table, Chair, Pedestals and Stairs. Teeter-Board, Carrying Perch, Slack-Wire on hand.
CARL WILLIAMS, 727 Sweetser, Evansville, Ind.

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WANTS Family Act doing two or more, wire, Juggling, Bicycle or Roller Skating Act, Pony Drill. Excellent proposition for Pony Track. Also want Acts for Concert, Western, Hillbilly or any good features. Show opens April 26th. Want Boss Canvasman.
Address: 1038 Broadway, Camden, N. J.

TIGHTS
UNION SUITS—LEOTARDS—LEG PADS
M. A. OSBORNE 827 Bergen St., Brooklyn, N. Y.
Established 1842

Well-Rounded Show Unveiled by Wood Under Y-P Banner

(Continued from page 48)

job. The calliope gives the music a circusy flavor. It is backed up by drums, trumpet and trombone.

Managerial department of the circus includes: Jimmy Wood, manager; Harry Mellon, legal adjuster; Harvey Walters, general agent; Herbert Wilson, brigade manager; William DeBarrie, side show manager; John Guitterez, boss canvasman; Fay Avalon, property; Leroy Conkey, band leader; Allan Wood, announcer; Walton de Pellaton, secretary; Ova Thornton, treasurer; Robert Thornton, equestrian director; Henry W. Payne, No. 2 wagon; Celia Bowery, No. 1 wagon; Frank Chicarella, superintendent; Thomas Johns, electrician; Rudy Jacoby, radio; Jimmy Wood Jr., contractor; Richard Koehler, connection box; George Perkins, purchasing agent, and Charles T. Marshall, tax box.

Displays

- 1—The Guitterez Family in center ring on trampoline. Good bouncing and some laughs for the kids.
- 2—Clowns Koko and Grace Fairburn in center ring pulling the big fish trick.
- 3—Ladder perch. Again in center ring, it's two of Landon's midgets for a perch routine. Do the usual perch tricks, including the elbow-hold spin, atop a ladder perch. Gets a good hand.
- 4—Fred Bowery and five matched mules. Liberty act with the mules following their cues and building up to a good finale with pedestal stands and interweaving runs.
- 5—Swinging ladder. Martha Guitterez on the ladder with vocal accompaniment by her sister, Gloria. Miss Guitterez is graceful and the act fills in neatly. Gloria's vocals could not be evaluated because of a dead mike.
- 6—Tiger act. Spotted in Ring 3 position is Mable Stark with seven cats. She is an able trainer and the animals are put thru a fast routine. Act leads the show in serious entertainment.
- 7—Educated pony. Fred Bowery, trainer, in center ring has his pint-sized horse do handkerchief pick-ups, pedestal stands and kneels. Act is smooth and well routined.
- 8—Guitterez Sisters. The pair performs on

(See Y-P DISPLAYS on page 96)

SEE THE
MONARCH
OF THE
HIGHWAY
PAGE 64

WANTED

CANDY BUTCHERS AND NOVELTY MEN

EDDIE BILLETTI

Concession Manager

Grotto Circus

COLUMBUS, OHIO

OPEN FOR BOOKINGS BETWEEN

THOMASVILLE, N. C., April 30, May 1, 2, 3

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440-442 W. 42 St.
N. Y. C.

Paste This in Your Address Book.

Beatty Finds Going Tough; L. A. Expected To Break Jinx

(Continued from page 48)

show. On the Beatty pay roll since March 1, Carroll has succeeded in getting *Heart's Desire*, offering a box seat at the L. A. opening; *Truth or Consequences* is giving a bachelor 50 tickets to take 50 orphans to the show and buy them pink lemonade, popcorn and peanuts with a C-note donation; *General Electric's House Party* gave kids tickets; Bill Leyden's *Music Hall* is offering two tickets daily for the best circus joke. Mentions of the show have been made on *Glamour Manor*, *Queen for a Day*, *Ladies' Day*, and Beatty has been set for a guest spot with Charlie McCarthy. All of these may help the show here. On the other hand, paper restrictions enforced by the dailies get the circus only two and one-fourth inches daily in *The Examiner*.

Advance Bally Bolster

Circus officials realize the seriousness of business conditions. Conferences have been held to bolster advance exploitation and remedy the situation.

The Beatty show makes a striking appearance. A new top, 130 with three 50s, was put into use starting with the El Centro, Calif., date (25). Top has eaves for first time since the war and seats about 4,000. Side Show top was partly flame-proofed in Phoenix, Ariz., to comply with California laws. Big top was flame-proofed in Los Angeles before opening date at a cost of approximately \$2,200.

Spec, *America on Parade*, indicates the heavy outlay of cash for costumes designed by Mel Renick, assisted by Jean O'Brien. Theme is somewhat inconsequential but the payees get a good idea that they will see a fast moving show. Music is by a 12-piece band headed by Victor Robbins; circusy effect is heightened by the calliope handled by Fred Mullen.

The Show

In the two end rings at start are the Phil Escalante Company and another Escalante group offering a comedy bar routine while the arena is being readied for Harriet Beatty and her tiger riding elephant. Special colored lighting effects enhance the act.

Bareback riding in the two end rings with Miss Tina Davis and Miss

King Bros.' Rehearsals

On at Jackson, Miss.

JACKSON, Miss., March 29.—Rehearsals are in progress at the State Fairgrounds, where the King Bros.' Circus is wintering, preparatory to the opening here Monday, April 7. A two-day engagement will usher in the season. A new 110-foot round top, with three 40-foot middle pieces, is the scene of activity. Matt Lawrish, equestrian director, is speeding up the routine.

The show band, directed by A. Lee Hinckley, has had few idle moments since the call.

Following the opening, org moves north, making several stands in Mississippi and two in Tennessee before entering Kentucky.

SPARKS CIRCUS

CAN PLACE

Capable Bannerman and other reliable, all around Billers.

Thomas Bryden, Car Mgr.
Chattanooga, Tenn., or Per Show's Route

Skeeter Knudsen gets a good hand with Mark Smith and Jack Joyce, respectively, ringmasters. Next, rings are taken over by Billy Powell and Phil Escalante groups doing comedy hand-to-hand balancing to fill in.

Clyde In Early

Feature act comes early in the show with Beatty taking to the steel arena with a mixed group of 18 lions and tigers for his rip-roaring turn. Routine, same as in 1946, features the spinning and roll-over tiger. Beatty gives the impression that at tomorrow's performance he will be eaten alive. This expert showmanship pleases patrons. Special lighting is employed and the entire tent (See *Tough Breaks* on page 96)

Stevens Presses For Bow April 7

HUGO, Okla., March 29.—Bob Stevens is pressing the work on Stevens Bros.' Circus equipment for the season's opening April 7, according to Raymond Duke, general agent.

Fourteen men were in quarters last week and more will be added immediately. Johnny Grady, recently recovered from an illness, is directing the paint crew. A new banner line is ready, and work on the advance bus and light plant is finished. Advance bus will sleep the crew and has plenty of paper space.

Jackie Dale is making wardrobe and framing the spec and also will do ladder, web and cloud swing. Oklahoma Shorty Shearer, who will have the concert, is breaking stock. Bob Grubb is recovering from injuries suffered when a horse fell on him during the Laredo (Tex.) rodeo.

A leopard and a brown bear have been added to the menagerie to be combined with the Side Show and offered under a 50 with two 30's. There will be six cages, a camel and other lead stock. Lee La Dean will work the annex.

Eddie Shearer has the candy stands set. Recent arrivals were Dutch and Lois Le Blair.

George Davis Dies

DAYTON, O., March 29.—George Davis, in charge of concessions on the Polack No. 1 Unit, died in Miami Valley Hospital here yesterday of uremic poisoning after several weeks' illness. Remains were shipped to St. Louis for burial in the International Showmen's plot Monday (31). His wife, Daisy; two brothers and his adopted son were with him when death occurred.

Edgar Happy To Quit Fla. Nerve Tests

Pensacola Biggest Winner

MOBILE, Ala., March 29.—James Edgar drew a deep sigh of relief as he moved his Sparks Circus out of Florida and into Alabama, happy that Florida is in the past.

It was obvious that almost a month of Florida touring had been hard on the Edgar nerves, as there were times when the bank roll was dangerously low and there were frequent rehearsals on the SOS signal. Said signal, however, wasn't needed, and a warm, bright sun today cheered the tourists into adopting a "now it will be better" attitude.

Florida will not go into the record as a complete bust for the show, but there was no happy medium. Either it was a feast or a famine. The latter situation prevailed most of the way, but when the show clicked it clicked with a bang that replenished the folding money in the red wagon.

Pensacola was the last Florida stand yesterday, and it was a honey. Two capacity matinees and a turn-away night show prompted Arnold Maley, treasurer, to report it the biggest single day's business in the org's history. The matinee here today was regarded as okay, even tho the big top was scarcely half filled. As they say that Saturday matinee is never good here, and the fact that the folks liked the show was used as a basis for the belief it will be a big winning two-days stand. Edgar has tightened his performance and it runs smoothly. The personnel is in excellent spirits, and Denny Helms, superintendent, demonstrated that he has his department well in hand by having the layout set for doors at 1:30 p.m. despite an 8 a.m. arrival and a two-and-a-half-mile haul.

Roy B. Jones, who opened as manager of Pete Kortess's Side Show, left at Lake City, Fla., and now Pete's daughter, Rita, has taken over.

PHONEMEN POLICE AND FIRE

WANT experienced Phonemen for Police and Firemen Book and Tickets. We pay 25% on sale of Ads and 20% on Tickets.

MUST BE SOBER. WRITE OR WIRE

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Side Show Acts, Musical Acts, Novelty Acts of any kind. Long season, salary out of office. Opening in two weeks. Those who are not placed or are not satisfied, contact me at once by wire. Three-day and week-stands. First-class sleeping accommodations furnished.

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ROGER BROS.' CIRCUS

CAN USE

Two more White-Faced Clowns, sober and reliable Mechanic with tools. Also experienced Light Plant Man, Grease Joint Man, Candy Floss and Candy Apples. Frenchie, Shang, Raymond Riley, Jimmy O'Donnell, Albert Bowman and Ralph Chandler, get in touch with Filbert, in Concession Dept.

FRANKLINTON 2, KENTWOOD 3, AMITE 4, HAMMOND 7, THEN BATON ROUGE, ALL LOUISIANA.

IT'S HAPPENING IN MOBILE

Wagner Opens Next Saturday

Heavy planning to start with arrival of North—Tavlin's eye gleams with hefty ideas

By Pat Purcell

MOBILE, Ala., March 29.—There probably have been times when there was as much work in progress and as many varied emotions being expressed at a winter quarters as were noted here during the past two days, but never has the intensity of purpose been more clearly defined even tho future developments are still definitely in the planning stage as far as the Eastern Pacific Amusement Corporation and the Cavalcade of Amusements are concerned.

Back in those exciting days when Royal American, Rubin & Cherry, and Beckman & Gerety shows banded together to form the Amusement Corporation of America, eyes of the outdoor show world were focused on the operation and rumors flew so thick and fast that they could have been captured in fish nets.

Rumors are flying thick and fast around here, but they bounce off the shoulders of Al Wagner and Jack Tavlin like rain off a pelican's beak.

Cavalcade Opens Saturday

"I'm too busy getting the Cavalcade ready for its opening here next Saturday to worry much about future plans. See Jack Tavlin," Wagner answers when the customary horde that always appears when something happens shows up. True, Wagner is busy assembling the Cavalcade, and for the activity of more than 100 working men under the eagle eye of Nate Worman one can readily discern that things are being built around here.

Tavlin was considerably more loquacious than Wagner about the future of the EPAC and its was evident that he is dreaming up ideas that will be put thru the mill later. This milling process will start with the arrival of Henry Ringling (Buddy) North, president of the new corporation, Tuesday, and two or three months will be devoted to shaking down these ideas. Then the Ringling Bros. and Barnum & Bailey Circus will have opened under canvas and John Murray Anderson and Norman Bel Geddes will be free to devote their talents toward shaping the destinies of the new corporation.

"Right now we are well satisfied with the progress Wagner has made in building one of the finest carnivals ever to take the road—you'll see it when it is entirely ready for the Memphis Cotton Carnival," Tavlin declared.

"Anyone who knows anything (See Cavalcade Gets on page 60)

Fire Razes Mark Williams' Show, Damages Car, Trailer

JACKSON, Tenn., March 29.—A grass fire swept across the Rogers Greater Shows' midway here March 21, destroying the recently built snake show owned by Mark Williams.

Williams's car and house trailer also were in the path of the swiftly moving blaze and were damaged. Other damage was reported by Gene Davis as being slight.

Cetlin & Wilson Ready To Open In Petersburg

CHICAGO, March 29.—Cetlin & Wilson Shows opens next Saturday in Petersburg, Va., where the org winters, R. C. McCarter, org's general agent, announced here this week on a brief stop-over. He came here from Springfield, Ill., where he made a bid for the Illinois State Fair midway contract, and left here for Petersburg Wednesday.

The C. & W. aggregation will start the season with 35 railroad cars, McCarter said. He said that five additional cars will be added when the show starts its fair route.

Work at winter quarters has been progressing at a more than satisfactory rate, McCarter said. An exceptionally fine job has been done on the painting and decorating, he claimed. Whitey Walker, show secretary, has been in charge of quarters, he added. Co-owners Jack Wilson and Izzy Cetlin now are there. They were joined recently by Mrs. Wilson and Mrs. Cetlin, both back from a month's Florida vacation.

Al Dorso and George Goodman have completed the building of a new bingo and cookhouse. Latter, McCarter said, was built from the ground up.

Leo Singer will direct and manage the Midget Show, Coe and Coe the Hillbilly Show and Jimmy McNish has rebuilt the Motordrome, McCarter reported.

All the Diesels have been rebuilt by B. H. McDonald, and Tommy Poplin, trainmaster, has the railroad equipment ready to roll, he said. McCarter also reported that George Harms, who will have 10 concessions on the org, has recovered from double pneumonia.

Mrs. McCarter, he said, has bought a new house in Spartanburg, S. C.

Prell Bow Crimped By Weather Man in Charleston, S. C.

CHARLESTON, S. C., March 29.—Clear and cool weather the first two nights with fair crowds on the midway marked the season's debut of Prell's Broadway Shows here Friday (21) under American Legion post auspices, reported Allan A. Travers, but rain and high winds the next three days nullified any chance the show had of making a score.

Owner Sam Prell received many floral tributes and wires wishing him success in his 35th annual tour, and the show, refurbished thruout, brought expressions of approval from all.

Those arriving here to start the season included Joe Prell, secretary, and his assistant, Red Russell; Patty Finnerty, business manager, in from Reading, Pa.; Mr. and Mrs. Irving Lewis with their posing show; Bob White with his *Scandals* show, and Ben Prell, treasurer and purchasing agent. Also opening here was Cash Miller with his Nudist Colony, Side Show, Snake Show and Wild Life Exhibit. Concession row includes Dottie and Johnnie Miller with 4; Carl Lee, 3, and Paul Prell, 4.

Hawaiian Natives Booked For Goodman, Cavalcade

HONOLULU, March 29.—Two native Hawaiian troupes have been organized to be featured attractions on Max Goodman's Wonder Shows of America and the Cavalcade of Amusements, it was revealed here this week by Kenneth Lani Yuen. The unit set for Goodman's show will leave here Monday (31) for Little Rock, and will consist of four native dancing girls and six male musicians. Lani Yuen said the nucleus of the troupe scheduled for the Cavalcade is now on a tour here and will be completely reorganized and sent to the United States in time for the Cavalcade's second annual appearance at the Memphis Cotton Carnival in May. No announcement was made as to the size of this troupe.

Lani Yuen also reported he has nibbles from other American carnivals, and also will organize at least two units to play theaters and clubs.

Silver Slipper Bows April 5

CHATTANOOGA, March 29.—Silver Slipper Shows will launch their season in downtown Calhoun, Ga., April 5, William O. Hammontree, general manager, announced. Opening stand will run seven days.

Preparations have been speeded up in winter quarters here. All rides have been painted and are ready to go. Most of the rolling stock already has been overhauled and painted. One truck is in Memphis, where the Lewis Diesel Engine Company is mounting a new 60 k.w. Diesel power plant.

New banners have arrived from the O. Henry Tent & Awning Company, Chicago. New fronts are being built for all shows. Animals are being delivered for the wild animal circus. Org's entrance has been streamlined. C. E. Mayfield, known professionally as Arvello, will furnish the free act.

Staff line-up follows: William O. Hammontree, general manager; Kay Hammontree, secretary - treasurer; Bob Hammontree, concession manager; E. Q. McMurry, mechanic; E. W. Collins, electrician; C. E. Mayfield and Doc Robertson, publicity, and W. H. Hill, lot superintendent.

Ride personnel: Johnny Butler, Ferris Wheel; Theodore (The Shadow) Heinze, Chairplane; E. O. McMurry, Loop-o-Plane; R. F. McConnell, Kiddie Airplane; Thomas W. James, miniature train, and Henry Story, Kiddie Auto.

Doc Robertson will handle the Wild Animal Circus, Buck Driscoll the Snake Show, and G. C. Graham the Posing Show.

Concession line-up: Arthur Carroll, 5; Earl Meyers, 1; J. M. McCurdy, 10; E. S. Johnson, 2; Joe Ristick, 4; Carl Metlow, 4; C. E. Mayfield, 1; O. W. Beacon, 2; R. W. Robins, 2; W. T. Hardin, 4; Carl T. Little, 2; J. Coplan, 1; D. Posey, 2; Olie Springfield, 1, and Bob Hammontree, 4.

Hospitalized, Bill Lamb Postpones Org's Opening

DAYTON, O., March 29.—William E. (Bill) Lamb, owner-manager of the Scioto Valley Shows, who continues confined to the Veterans Administration Hospital here, announced postponement of his org's opening, which had been set for April 25. Lamb, who is now recovering, plans to bring his shows out sometime this summer.

Bergen Inks 5 New Shows for World of Mirth

Readies for "Big Year"

RICHMOND, Va., March 29.—Five new shows inked by Frank Bergen, owner-manager of World of Mirth Shows, will give his org a new appearance when it debuts at the Fat Stock Show here April 19. Revamping of the back end is in line with Bergen's previously announced intention to spring with as many new attractions as possible this year.

New units are Fred Sawyer's *New Orleans Hep Cats*; George Marshall's *War Show*; Baby Betty Horrell's *Fat Show*; Eddie Dwyer's *Hill Billies*, and Bill Kane's *Illusion Show*. Joe Sciortino will continue to operate the *Girl and Posing Shows*. Cy and Charlie Holliday will have a new *Funhouse* in addition to the *Big Apple* and *Glass House*.

Bergen anticipates a big year providing showmen cater to the public. "There is still plenty of money kicking around but it will take good showmanship to get it," he said.

A crew of 60 is at work in quarters. Heading the various departments are Wallace Cobb, trainmaster, and his assistants, Art Detweiler and Al Moody; Harry Hauck, lot superintendent; Jim (Magee) Fisher, blacksmith; Emile (Eddie) Reiter, construction superintendent; Jack Synrex, painter, and Eddie Edwards, electrician and his assistant, Ronald Driver.

Recent arrivals are Jim Bergen, assistant general manager; Mr. and Mrs. Donald Murphy, Whitey Turnquist, Sciortino, Bucky Allen, Floyd (Sparkey) Covington and Sam Beaty.

Low Hamilton Takes Press on Marks Org

RICHMOND, Va., March 29.—Lew Hamilton, with World of Mirth last season, has signed to handle press for the Marks Shows, and has booked his French fry concession, it has been announced by John H. Marks. Hamilton has taken over at winter quarters here.

Hamilton reports that Whitey Usher, show painter, is now in the unusual position of being a show painter with nothing to paint, having completed his entire task away ahead of schedule.

Earl Purtle and Pete Christian were among recent visitors.

W. C. KAUS SHOWS

Pride of the Piedmont country

LAST CALL LAST CALL LAST CALL

ALL SHOWS, CONCESSIONS, RIDE HELP EXPECTED HERE.
COME FOR GRAND OPENING, APRIL 7TH.
Can Still Book—Photos, Penny Pitch, Penny Arcade and a few other Grind Shows.
Can Still Book—Five-In-One or Ten-In-One, Side Show or Monkey Show. Dr. Anderson, come on.
Can Still Book—Glass House or Fun House. Other shows as Pit or Grind Shows, with or without equipment, write.
Still Need—Experienced Ride Help who can drive semis or trucks; also Mechanic.
Short Range Gallery Agent wanted by Roger Fingar, 604 Dum St., New Bern, N. C. Telephone — 3056, New Bern, evenings, or wire

W. C. KAUS SHOWS

M. KAUS, Owner RUSS OWENS, Manager

EXPOSITION

at HOME SHOWS
High Class Attractions for Fairs and Celebrations

Now Playing Aberdeen, N. C.;
April 7 to 12, Leaksville, N. C.

Can book all types of Hanky Panks, twenty-five dollars per week. Especially need Photos, Mitt Camp and Ball Games. Will book any Grind Shows with or without outfits. Need Flat Rides: Whip, Octopus, Caterpillar or Spitfire. All reply:
ROX GATTO, Manager
P. S. — A few choice Wheels open.

BRIGHT LIGHTS EXPOSITION SHOWS

FEATURING GANGLER BROS. CIRCUS AS FREE ACT

Want Agent for Wheel, Sub Agents for Grind Stores, Bingo Counter Men and General Help for Concessions. Show opens April 10th, Lynchburg, Va., for 9 days. Write, wire or come on. Daniel Donnini or Lew Lang, P. O. Box #851, Lynchburg, Va. Good opening for Candy Floss, Novelties. Also Shows, Rides and Concessions not conflicting, Ride Help and General Carnival Help in all Depts.

John Gecoma, Gen. Mgr., or L. C. Heck, Asst. Mgr.
P. O. BOX #851, LYNCHBURG, VA.

FOR SALE, GREAT SOUTHERN EXPOSITION

Ferris Wheel Number 5, large Smith Chairplane, both A-1 shape; complete Girl Show, Banners, Stage, 20 by 40 Top, 20 by 30 Top, new Snake Pit, Banner Line, 50 K.W. on trailer, two 200 AMP switch boxes, plenty new cable, five P.C. Tables complete, Bird Cage, Pea Pool, all with Tops; new 20 by 30 Marquee with 30-foot Wings, Poles, Stakes; Ball Game, Evans Bucket, Basket Ball, Lead Gallery, Short Range Guns, Ammunition, Tripod Scales, 12 by 14 Top, Country Store in 10 by 12, plenty of stock for joints, Penny Fitch, Hoop-La, Cigarette Pitch, Jingle Board.

H. C. AYERS

231 NORTH WEST 66TH AVENUE, PHONE 25328, MIAMI, FLORIDA

Due to unseasonable weather show will not open UNTIL APRIL 5th

NEW --- NOVEL --- DIFFERENT FRANKS PLAYLAND

ON THE ROAD
TO 12TH
Lead Gallery, etc.
RAY SOBER.

LAST CALL STON

PRIZES
CH.
Wood Park Unit.
G FREAKS.

WANT FREE
W GATE

Two Saturdays
to 19
Can place Pony Ride
Chase City.
ville, Va.

GATE CITY SHOWS

WANT FOR HICKORY, N. C., VETERANS' JUBILEE

NEW BUICK GIVEN AWAY ON MIDWAY

Other Big Ones To Follow, Including Big Merchants and Manufacturers Exposition, Lexington, N. C.

Legitimate Concessions of all kinds. Want Custard, Diggers. Want Grind Shows with own equipment, Working Acts for Side Show. Want Musicians and Performers for Minstrel, office owned.

Want Rides that don't conflict. Will book Octopus, Caterpillar, Train, Ponies, with own transportation. Bill Hunter wants Agents for Count Stores, Wheels, Skillos. Joe Pruitt, wire Tex Harris. Want A-1 Truck Mechanic, Lot Man, Foreman for 8-Car Whip, Merry-Go-Round. Other Ride Help answer. Top salary to all. Wire, no time to write. Will consider organized Minstrel to take over my show, salary from office.

All address

J. C. (Tex) Harris, Asst. Manager, or J. E. Baxter, Manager
HARTSVILLE, S. C.

CAVALCADE OF AMUSEMENTS

The Nations Largest and Finest Midway

OPENING MOBILE, ALA., SATURDAY, APRIL 5

CAN PLACE ONE MORE NEON MAN. (Must understand all forms of Glass Blowing.)

WANT RELIABLE MAN FOR POPCORN WAGON. (Must understand how to make Candied Apples and Carmel Corn.)

CAN PLACE WORKINGMEN AND TRACTOR DRIVERS. J. J. Mical and J. D. Powell, answer.

HAVE FOR SALE: CATERPILLAR GASOLINE TRACTOR, 60. In splendid shape and priced to sell.

AL WAGNER, Mgr.
(FAIRGROUNDS) MOBILE, ALA.

MIGHTY MONARCH SHOWS WANTS

For Official Opening North Miami, April 6th

Place legitimate Concessions. Photo, Pitch-To-Win, Bumper, Fish Pond, Lead Gallery or any legitimate Concession. Want Bingo.
Want one Flat Ride, also Kiddie Ride. Proven ride territory. Show not too large. We play in heart of cities. All address:

N. P. ROLAND
—SHOW NOW OPEN—

822 N. E. 82ND ST.

MIAMI, FLORIDA.

PRUDENT'S AMUSEMENT SHOWS

Want Ride Help—Foremen for Merry-Go-Round, Ferris Wheel and Chair-o-Plane; must be sober and reliable. Will pay top wages. Also want Agents for Ball Games, High Striker and Merchandise Wheels. For Sale—Marquee, 18'x20', complete with poles, good condition, \$75.00. Le Roi Power Unit, \$150.00; fine condition. 12 Ferris Wheel Seat Covers, \$25.00. Want to Buy—Big Six Wheel.

MIKE PRUDENT

124 CEDAR AVENUE

PATCHOGUE, N. Y.

BURDICK'S GREATER SHOWS

CAN USE

People for Girl Show, someone to take complete charge. Will furnish tops and fronts for any kind Grind Shows. Place Merchandise Concessions of all kinds, reasonable privilege. Place Rides that do not conflict. Place Cook House Help, Swinger Agents, Dart Balloons. No agitators or drinkers need apply.

MENARD, TEXAS, MARCH 31-APRIL 5; THEN AS PER ROUTE.

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.

ROLL TICKETS 100,000

PRINTED TO YOUR ORDER

\$21.50

Keystone Ticket Co. DEPT. B
SHAMOKIN, PA.

10,000\$7.25
20,000 8.75
50,000 18.75

Send Cash With Order. Stock Tickets, \$17.00 per 100,000.

MIDWAY CONFAB

Huber S. (Maxine) Sembower will have the annex on the Paul Bejano Side Show on Capell Bros.' Shows.

Big and small are opening.

J. W. (Patty) Conklin made a brief stop-over in New York Friday (28), en route to Miami. He expects to return to New York early in April.

Jimmy Hurd, manager of the side show on the Endy Bros. Shows, is in New York rounding up talent for his show.

Charles and Mary Lou Moffett, Louisville flower concessionaires, recently visited Bill Gardner at the Towne Hotel, Milwaukee.

It takes a smart showman to make money faster than his builders can spend it.

Harry Bailey, 25, of Wallace Bros.' Shows, suffered broken ribs when his motorcycle collided with an automobile in Jackson, Miss., March 20.

Sonny Bernet, White Horse Troupe and John (Sheik) Lempart, now peddling pots and pans, passed thru St. Louis en route to Dallas and points south.

Judging from *The Billboard's* mail, a flock of lads and lassies had a lot of fun at Robert K. (Bob) Parker's annual barbecue in Miami recently.

Education tour this year will be about 30 weeks long, and it's hardly enough to smarten up the First of Mays.

Ned E. Torti has recovered from an attack of flu which kept him away from his business in Milwaukee for two weeks. He reports that he would rather box Jack Baillie than Kid Flu.

Arrival of Baby Betty Horrell, fat girl, to join the World of Mirth Shows in winter quarters rated a picture layout and yarn in *The Richmond (Va.) Times-Dispatch* March 24. Puff was engineered by Neil Geary, shows' press agent.

Jean Nadreau, former Hawaiian show op who now has a roller rink

in Charlotte, N. C., visited the boys at Tampa and Orlando, Fla., fairs. . . . D. M. Dine reports having taken a portion of the White Star Attractions. Mrs. Dine is secretary and Bill Meyers is on the advance.

Things will be normal in carnival biz when employees start wondering if their bosses will be able to pay bonuses.

Duke and Ann Davis, cookhouse operators, who also have a blanket concession, and Jack Hornfield's bingo, have been booked for the season on the Ferris Rides & Shows. Dick Neugent, of the same org, recently received a new Chevrolet tractor and Freuhauf trailer.

L. T. (Pete) Christian infers there is a great deal of pre-opening activity in the Richmond, Va., winter quarters of the World of Mirth and John H. Marks shows and in the Petersburg, Va., quarters of Cetlin & Wilson Shows, all of which he recently visited.

E. G. Blessinger, formerly general agent for A. B. Miller Greater, H. T. Freed and World at Home Shows, visited the Chicago office of *The Billboard* March 27. Now residing in Muncie, Ind., Blessinger is with the J. O. Wagner Productions of Sandusky, O.

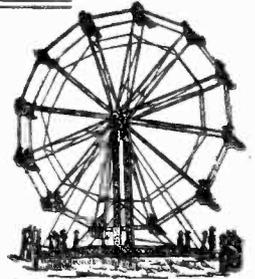
"He took 12 little fishes and fed the multitude," read a sky pilot. "Yeah!" whispered a grab stand operator, "probably gaffed 'em up with bread."

Obie O'Brien announces from Niles, O., the completion of a new mechanical show, *Four Freedoms*. It will travel on a 35-foot trailer. Staff includes Frank Bland, advance; Olaf Lundgren, master mechanic; Billy O'Brien, transportation; Leon Dousten, lecturer; Maria Bordeaux, cashier, and Fred Langline, wood carving.

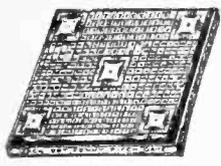
Charles T. (Doc) and Boots Womack, who had the Side Show and Girl Show with Sunset Amusement Company last year, have been working magic thru Indiana, Ohio, Kentucky and West Virginia this winter, and plan to operate a Girl Show

C. A. WOODIN SAYS

this about his 1946 No. 5 BIG ELI WHEEL: "We can hardly wait until spring so we can get going with our BIG ELI WHEEL. Have had many carnival people come to look at the new steel seats. They all think they are grand. We don't think there will ever be another ride that will be as popular year in and year out as the BIG ELI WHEEL. (That's one man's opinion)" Why not investigate a BIG ELI for 1948. Do that today.



ELI BRIDGE COMPANY
800 Case Ave. Jacksonville, Illinois



PENNY PITCH GAMES

Size 46x46", Price \$37.50, Size 48x48", With 1 Jack Pot, \$45.00, Size 50x50", \$50.00.

PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price \$22.50

BINGO GAMES

75-Player Complete \$5.00
100-Player Complete 7.00

1/3 Deposit on All Orders.

SLACK MFG. CO.

116-122 Illinois St. CHICAGO, ILL.

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1947
Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$8.00
4-p. Golden Pamphlet, 8 1/2 x 11, 12 Signs, Any Quantity. Each 1 1/2¢
Analysis, 8-p., with White Cover. Each 15¢
Forecast and Analysis, 10-p., Fancy Covers. Ea. 5¢
Samples of the 4 Readings. Four for 25¢.
No. 1, 35 Pages, Assorted Color Covers. 85¢

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Polity. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15¢.
HOW TO WIN AT ANY KIND OF SPECULATION, 24-p., Well Bound. 25¢
PACK OF 79 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc. 50¢
Signa Cards, Illustrated. Pack of 36. 15¢
Graphology Charts, 8x17. Sam. 5¢. Per 1000 \$6.00
MENTAL TELEPATHY, Booklet, 21 P. 25¢
"WHAT IS WRITTEN IN THE STARS," Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written. \$5.00 per 100; Sample 10¢.
Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25 Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

SIMMONS & CO.

19 West Jackson Blvd. CHICAGO 4, ILL.
Send for Wholesale Prices.

Save BY BUYING BETTER POPCORN

S. A. HYBRID CORN YELLOW PEARL CORN

BOXES, BAGS, CONES AND SALT

• Cottonseed and Peanut Oil in 5-Gallon Containers and Drums

• Popsit Plus in One-Gallon Containers & 10 a Case

• Coconut Oil in 50 and 400-Lb. Drums Colored and Natural

Distributors for Star Popcorn Machines.

IMMEDIATE DELIVERY.

Write for Descriptive Folders.

J & M POPCORN Specialties Co.

1451-1452 W. 69th St. Chicago 36, Ill.
THE HOUSE OF QUALITY

NEW SARATOGA KETTLE POPPER

All Aluminum



Meets all State health requirements. 12-Qt. capacity.

\$20.00 Each.

Terms: 25% with order, balance on delivery, F.O.B. Toledo.

CONCESSION SUPPLY CO.

Box 133, Sta. B, Toledo 6, Ohio

PHOTO MACHINES



Shipped in 2 days! Big profits. Exclusive features — easy to operate. Hands not in chemicals. KD or 1 piece. 5-year warranty. Cameras only or complete. 10 sizes — single, double or triple. Write — phone — wire:

\$495

Federal Identification Co.

Dept. R, 1012 N. W. 17, Oklahoma City, Okla.

PIONEER SHOWS

24 WEEKS BONA FIDE CELEBRATIONS

Buy, Book or Lease Rides—Shows—Concessions. Want Useful Help.

MICKEY PERCELL, Waverly, N. Y.

LOOP-O-PLANE FOR SALE

IN VERY GOOD CONDITION.

Can be seen at Salisbury Beach, Mass.

OLIN T. GREELEY

97 MAIN ST. EAST PEPPERELL, MASS.

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Featuring

- OUTDOOR EQUIPMENT REVIEW
- 1947 FAIR DATES
- AMUSEMENT PARK LIST
- FAIR BOOKING OFFICES
- SEVENTEEN SPECIAL ARTICLES

NOW ON SALE!

If Your Newsdealer Is Sold Out ORDER DIRECT

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Enclosed is 25c in coin for which please mail a copy of BIG 272-page SPRING SPECIAL to

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Address

City State

Subscription Rates: One Year, \$10; Single Copy, 25¢

ELECTRIC LIGHT PLANTS

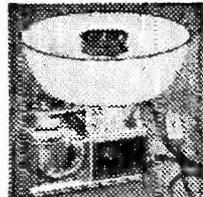
2,750 Watts to 10,000 Watts
\$175.00 to \$675.00

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.

MAKE \$100.00 A DAY ON CANDY FLOSS



This is the SUPER WIZARD you hear so much about and see so many places. The most profitable and fastest money maker of all times. Be your own boss—send us your order NOW.

ELECTRIC CANDY FLOSS MACHINE CO.
202 Twelfth Ave., So. Nashville 4, Tenn.

HUBERT'S MUSEUM

228 W. 42nd St., New York, N. Y.
Open all year round
Want Freaks and Novelty Acts.
State salary and all particulars in first letter.

WANTED

3 or 4 rides for the week, August 5 thru 8, at the 7TH ANNUAL MIAMI COUNTY 4H CLUB LIVESTOCK SHOW
State kind of rides and percentage basis. Write
ROBERT RADEL
ROUTE 1, PERU, INDIANA

WORLD OF PLEASURE SHOWS

New Booking for 1947
SHOWS—RIDES—CONCESSIONS
Opening in April. Vicinity of Dept. St.
JOHN QUINN, Mgr.
100 Davenport St., Dept. 1

WHEELS
OF ALL KINDS
Tickets—Paddles—Laydowns
Complete BINGO Outfits
CARNIVAL SUPPLIES AND EQUIPMENT
GAMES, ETC.

ALUMINUM MILK BOTTLES
Now Available . . . Write

Write for Catalog
H. C. EVANS & CO.
1520-28 W. Adams St., Chicago 7

FOR SALE
A Complete Assortment
NEW TRAILERS
All Lengths
VANS - FLATS - STAKE SIDES

SPECIAL DISCOUNT
TO SHOW PEOPLE

Clark Equipment, Inc.
1839 MAIN ST. 5-4771
JACKSONVILLE, FLORIDA

Candy Floss Machines
Our AC Model #100 is now ready—complete with 8-step heater rheostat. Single spinnerhead, \$197.50. Double Spinnerhead, \$212.50.
Heater Rheostate, \$22.50; Single Bands or Ribbons, \$5.00 Ea.; Double Bands, \$14.00 Ea.
Orders shipped on 25% deposit, balance on delivery. **CONCESSION SUPPLY CO.,** Box 133, Sta. B, Toledo 6, Ohio.

FOR IMMEDIATE DELIVERY
.22 SHORTS
\$49.50 PER CASE

SIMON SALES, INC.
215 West 64th St., New York 23, N. Y.
Phone: Tr. 4-6900

NOW CONTRACTING FOR 1947 SEASON
RIDES—SHOWS—CONCESSIONS
W. G. WADE SHOWS
C. F. O. Bus 1488 Detroit 31, Mich.

SPECIAL
Tattoo Machines, 2 for \$15.00
Key Tags, Name and Address 50
S.S. Plates, Bronze, Per 100 10.00
Send \$2.00 for Samples.

MASON TEMPLE
319 W. Burnside PORTLAND, ORE.

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.

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

with Harrison Greater Shows this season.

A. P. Hill, veteran concessionaire, has signed his popcorn, peanut and candy apple stands with Cavalcade of Amusements. Representatives of the Georgia administration of veterans affairs visited the unique vending shop and ordered thru Hill an even dozen that will be given to blind veterans of Georgia.

Heard that two general agents sat side by side in a hotel lobby for three hours without saying a word—and even then they didn't believe each other.

Robert L. Heth, accompanied by Roy Thomas and Phil Ogburn, spent several days in St. Louis on a buying expedition. While in the Mound City, Heth received delivery on new Downey Teleskopic light towers. Tex Clark, concessionaire, signed with Heth, while in St. Louis, to operate his gallery on the Heth Exposition Shows this season.

Lou Davis reports that the line-up on his *Oddities on View* with the Heart of Texas Shows is C. W. Eyster, manager; Walter Gibson, child wonder; Margie, blade box and pickled; Lou Davis, electric chair; Bud Gibson, fire and tattoo; C. A. and Mary Gibson, nurse and four-legged girl; Ben Ali, mentalist, and Captain Nise, tickets.

Mr. and Mrs. Mel Fleming recently visited Mr. and Mrs. Bob Fisher and Mrs. R. Miller on Royal Crown Shows. . . . Billy Wingert has purchased a new house trailer for his bride and will manage James Chavanne's snakes on L. C. McHenry's Crescent Amusement Company. . . . Red and Lucky Glenn will work concessions for Roy Johnson on Crescent Amusement.

Last winter, when a former big league show owner made a speech at a showmen's club banquet he was roundly applauded by 15 managers, which proves he was showbiz's most popular loser.

Ladies Auxiliary of the National Showmen's Association held a box lunch auction and party at the club rooms Wednesday night (26) for the benefit of the Bess Hamid Sunshine Fund. Boxes were auctioned off by Max Kassow and Jack McCormick and netted the fund approximately \$150. Affair was informal and sans any set program. A good crowd enjoyed the get-together.

Roger Porter, with the World of Mirth Shows before he entered the armed services; Ralph J. Zeniecki, also an ex-serviceman and formerly a talker with the Godman Shows and the Johnny J. Jones Exposition, and Moses (Mosey) George, former outdoor concessionaire, are now working at the Empress Theater, Milwaukee. George is head concessionaire, Porter is a candy vender, and Zeniecki also is on the selling staff.

Emery Kelley is confined in the Mid-South Medical Center, Birmingham. . . . Art and Frances Frazier purchased a new house trailer and will leave Chattanooga soon for De Land, Fla., to join the Johnny J. Jones Exposition. . . . Dottie Velez, back in Raleigh, N. C., after four weeks on the Jack Kane circuit, and Nat Mercy will join Cetlin & Wilson Shows for their sixth season on *Paradise Revue*.

T. E. (Susie) Lucas arrived in St. Louis March 25 for a visit with George Jacobson and David L. (Bear) Keiffer, whom he had not seen in many years. While in the Mound City, Lucas joined the International Showmen's Association. . . . Mr. and Mrs. Al Baysinger were among other visitors to the St. Louis office of *The Billboard* March 25, en route from (See *Midway Confab* on page 56)

POPCORN with the **POP GUARANTEED**

Our Hybrid Popcorn Is Backed By A Money Back Guarantee If You Are Not Completely Satisfied In Every Respect. Write For Special Contract Price Through June '47.

Finest Quality Roasted Peanuts—Attractive Circus Bags
5 Sizes Boxes—Cones—Bags—Snow Cones—Floss Papers
Napkins—Spoons—Flavor Concentrates—Colors—Sticks
Immediate Delivery Star Poppers. Used Popcorn and Peanut Equipment Bought & Sold

CHUNK-E-NUT PRODUCTS CO.
Serving You From Coast To Coast

MATTY MILLER 231 N. Second St. Philadelphia 6, Pa.
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The TILT-A-WHIRL Ride
On Midways All Over America
Its Grosses Are Getting Better All the Time
—Manufactured by—
SELLNER MFG. CO. Faribault, Minnesota

Supplies **POPCORN** Machines

HYBRID S. A. YELLOW CORN BOXES,
COCONUT OIL (Plain or Colored) BAGS, ETC.
38 1/2-lb. and 400-lb. Containers

The New VIKING Stainless Steel
POPCORN MACHINES
The Finest Popper on the Market!

POPPERS SUPPLY COMPANY OF PHILA.
1315 Vine Street Lombard 3-9020-9021 Philadelphia 7, Pa.

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.

27-1—95 TO 100%—\$100 OR MORE PER BAG
POPCORN
This sensational hybrid popcorn priced at \$10.00 per 100 lb. bag, 1-9 bag lots; \$9.50 per 100 lb. bag, 10-50 bag lots; \$9.00 per 100 lb. bag, 50 up bag lots.
STAR POPCORN MACHINES
Immediate delivery. Send for illustrated folder. Also Popcorn Seasoning, Salt and Bags.
LOSE BROS., 206 E. Jefferson St., Louisville, Ky.

OCTOPUS ROLLOPLANE FLY-O-PLANE
World's Most Popular Rides
EYERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.

LAST CALL LAST CALL
REDWOOD EMPIRE SHOWS
Playing Oregon, Washington and Idaho.
All office-owned Rides—Ferris Wheel, Merry-Go-Round, Merry Mix-Up, Octopus, Roll-o-Plane, Loop-o-Plane, Baby Auto Ride, Baby Whip and Kiddy Airplane. Can place Stock Stores or other legitimate Concessions that do not conflict. Want capable people to operate Side Shows; will furnish new tops for same if desired. Can use one more Free Act. Buddy Wall, come on. Address:
PICKARD & MASSETH
P. O. BOX 663 SACRAMENTO, CALIF.

POPCORN and CONCESSION HQ

SAVE 10%

All Season by Signing a Contract With Blevins for the Following Supplies:

- BEE HIVE HYBRID POPCORN
(Guaranteed to pop out \$200 per bag in regular carnival boxes)
- DWARF HULLESS HYBRID
- SOUTH AMERICAN JUMBO
- POPCORN SEASONING
(Popsrite Liquid and Solid Seasoning, Coconut Oil)
- SAVOROL
(Powdered Seasoning)
- SALT
- BOXES AND BAGS
- CHURNTEX BUTTER FLAVOR
(Oil Soluble)
- PURE ORANGE CONCENTRATE
(Sweetened)
- FLAVOR CONCENTRATES
(Banana, Cherry, Grape, Lemon, Lemon-Lime, Nectar, Orange, Pineapple, Raspberry, Root Beer, Strawberry, Vanilla)
- FOOD COLORS
(U. S. Certified)
- CANDY APPLE STICKS
- CANDY FLOSS PAPER
- STRAWS
(8 1/2", unwrapped, individually wrapped and twin wrapped)
- PAPER SODA CUPS
(7 to 12 oz.)
- SUNDAE DISHES
- PLASTIC CUP HOLDERS
- KETTLE KLEENING KITS
- POPCORN SCOOPS

Write for Your Special Contract Today and Be Assured of Supplies for the Season — Cheaper!

SEE OUR FULL-PAGE EQUIPMENT AD IN THE EQUIPMENT REVIEW

BLEVINS POPCORN CO.

31ST. & CHARLOTTE
NASHVILLE

MIDWAY CONFAB

(Continued from page 55)

Florida to Little Rock, where they will ready their concessions for the coming season on the Wonder Shows of America.

C. Eddie Root writes that the correct staff line-up of the Alamo Exposition Shows is Jack Ruback, owner-manager; Rosemary Ruback, secretary-treasurer; Albert Wright, assistant manager-legal adjuster; Ted Custer, general representative; C. Eddie Root, special agent and billposter; Ben Hyman, lot superintendent; Bobbie Hyman, mail and *The Billboard* sales agent; Slim Russell, sound car; Emma Carr, front gate ticket box; Bill Tank, office, and J. C. Davis, superintendent of transportation.

This year again showfront orators will travel 7,000 miles, talk themselves hoarse making at an average of 25 openings per day or 4,500 per season, double in getting it up and down, and close with enough money to make half of the winter and the rest of it thru aid from the office—yet brag, "Show me another biz where a man can work a half-year and make enough to live without working the other half."

A St. Patrick's surprise dinner party was given in honor of Mrs. Mendel Lemesh, by her husband at Mike and Tony's nitery in Baton Rouge, La. Guests were Mr. and Mrs. Ben Blakely, Mr. and Mrs. Jack Shelley, Mr. and Mrs. Jerry O'Reilly, Mr. and Mrs. Paul Flannigan, Murray Miller and Arthur Brown. Mrs. Lemesh was gifted with a three-carat diamond and emerald ring by her husband. All the guests are members of the John R. Ward World's Fair Shows excepting Mr. and Mrs. Flannigan, who are ex-carnival people, and who now reside in Nash, Tex.

While playing Augusta Ga., recently, Kitty Kelly visited Zora Blaire, known in niteries as Pepe Blaire, and Vicki, of Paul LaPage's *Darlings of the Harem*, annex attraction with Cliff Patton's Side Show. Alleen Allen was a recent visitor in Cincinnati, en route from Western Kentucky to Port Reading, N. J., to join Earl Meyer's Side Show on the Ross Manning Shows. . . . Edward Quest, of Bill Cody's Selkirk concessions, is recovering from a six-week

attack of the flu in Riverside Hospital, Toledo. He expects to be with Cody this summer, playing Ohio and Michigan. Quest infos that Cody is buying a new living trailer.

DETROIT NOTES: H. Kinley, of Cole Bros.' Circus Side Show, had his car smashed in an accident near Bay City, Mich. . . . Jack Gallagher, partner in the new Playland United Shows, who has been confined to his bed with the flu, reports delivery on a new tractor and early delivery promised on another. . . . Earl G. Wilson, former carnival owner, has recovered from a heart attack and again is operating his novelty store in Wyandotte, Mich., with the assistance of Mrs. Wilson and his 80-year-old father. Wilson is talking of going out on the road again this season. . . . John Quinn, owner of the World of Pleasure Shows, is back in town, readying for an early opening. . . . James H. Myre, carnival concessionaire and plaster manufacturer, has leased his home here and now is living in Tampa. . . . Al Sparage, of Economy Sales, has gone south on his honeymoon following his marriage here last week.

Maritime Province Notes: Johnny Gray, veteran concessionaire with the Billy Lynch Shows, has been awarded the contract for demolition of the Halifax Hotel, Halifax, N. S., for more than a quarter of a century a stopping place for showmen. . . . Joe Cohen, of Halifax, another veteran concessionaire, is in New York on a dual mission; first to attend the wedding of his niece, a daughter of Morris Levey, concessionaire, and second to buy merchandise and equipment for this season. En route to New York, Cohen stopped in Chicago to attend the novelty manufacturers' convention and in Boston to visit a brother. . . . William P. Lynch, head of the Bill Lynch Shows, visited in New York and Boston recently. . . . Joe Arrowsmith, of St. John, N. B., lot operator in pre-war days, has been hospitalized since last June. . . . The St. John carnival colony includes Tommy Wiggins, Ken Dryden, Bucky Harris, Jim Mott, Eldon Wilson, Bert Ganter, Frank Dougherty, Charlie Joseph, Joe Simon, who is in ill health, and Joe Zed.

WANTED

VAUDEVILLE ACTS, TAB SHOWS, MAGICIANS, HILLBILLIES, BAND ACTS AND WHAT HAVE YOU!

Two-Day Engagements

BACHE AUDITORIUM

WELLSBORO, PENNSYLVANIA
Open May 1st — November 1st

ANDERSON'S GREATER SHOWS

NORMAN ANDERSON

H. KERMIT SUMNER

ALAMANY

Playing downtown Denton, Tenn., this week, followed by choice Tennessee spots, first in. Show plays proven territory. Want legitimate Concessions of all kinds. Bingo, Cookhouse, Popcorn and P.C. booked. Will sell Ex. on Candy Floss, Candy Apples, Novelties, Jewelry and Snow Balls. Good opening for Hoop-La, Bumper, String Game, Jingle Board, High Striker, Cane Rack, Guess Age and Scales. Want Second Man for big Eli No. 5 Wheel and Tilt-a-Whirl. Will book Chair-o-Plane, Octopus or any Ride not conflicting. Want Shows with own outfits. Red Benton, can place you now.

All address: ANDERSON'S GREATER SHOWS, Denton, Tenn.

"A Grand Old Show with a Fine Old Name"

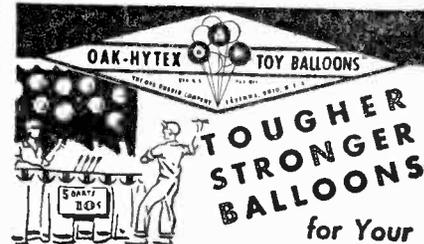
P. S.—Harry and Sunshine Lewis want following Agents: Dave Phillipson, Curley Ray, Scotty Gwinn, contact at once. Marguerite Anderson wants Ball Game and Balloon Dart Agents. Earl Linzille, come on.

SOUTHERN VALLEY SHOWS

Fastest Growing Shows in South

WANT

Stock Concessions of all kinds, Agents for 10-Cent Concessions, Skillo and Grind Store Agents. Shows with or without own outfits. Have complete Shows if you have something to go in them and can stay sober. Good proposition for Girl Show and Snake Show operator. Playing all money spots in Arkansas. Bald Knob Strawberry Festival, City Park, starts April 28th. Celebrations till Fall Fairs, of which we have ten. WRITE OR WIRE SOUTHERN VALLEY SHOWS, McGEHEE, ARK., THEN PER ROUTE.



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.

SPECIAL NOTICE TO

POP CORN

MACHINE OPERATORS

For the first time in 6 years we are ready to contract with you for

BABY GOLDEN

YELLOW HULLESS and

JAP HULLESS

WHITE CORN

- All outdoor operators know that these two varieties pop much faster with less oil and when popped are more tender and delicious. Your customers will come back for more and more. You will get more money from a bag of these varieties. Many operators make caramel corn also, selling it in large hunks rather than individual grains.
- If you want us to supply you write us your requirements Now! We can quote you a price for the season if you wish to book with us, for we can guarantee delivery throughout the year.
- Also we offer Hoosier Pride Hybrid large yellow that is guaranteed to give satisfaction, and now we can also supply seasoning.
- Write us for samples and prices on Corn—Bags—Boxes—Salt—and Cones.

The Indiana Pop Corn Co.

"From Processor to You"

MUNCIE, IND.

WIRE—WRITE—PHONE

FIREWORKS

ATTENTION, DEALERS

For Lowest Prices, write Today for complete Price List.

MID-WEST FIREWORKS

114 W. SECOND ST. SEDALIA, MO.



NATIVE SHRUNKEN HEAD, LONG HAIR LIKE PHOTO, PREPAID \$8. MANY OTHER MFD. ATTRACTIONS; GORILLA BOY, FISH GIRL, MISSING LINK, DEVIL'S CHILD, WOLF BOY, ROBO FROM BORNEO. WRITE TODAY FOR PHOTOS AND CIRCULARS. ADDRESS:

TATE'S CURIOSITY SHOP
5234 East Van Buren Street
Phoenix, Arizona

WANT

A Stall Act that can Lecture and Ticket Seller that can Grind; also Tattoo Artist; have good territory.

Jake "Sealo" Aughtmon

c/o Dumont Shows, South Norfolk, Va., this week; then Richmond, Va.

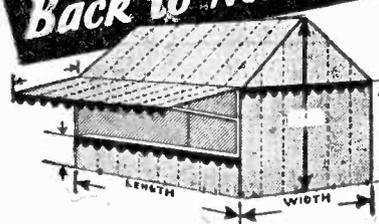
WANT

Experienced man for Popcorn, Candy Apples and Candy Floss Concession. Good pay, long season. Must be sober.

MARGUERITE STONE

c/o Zolger United Shows, Clarkdale, Ariz., this week.

NOW! We're Almost Back to Normal



Material Available for Some CONCESSION TENTS

Now you can order one or more of the famous Powco Concession Tents, made to your specifications by one of the largest manufacturers of canvas goods. Material is limited, so order now!

Manufacturers of
Canvas Covers, Tarpaulins, Tents, Truck Covers, Canvas Goods

POWERS & CO.
5925 WOODLAND AVE., PHILA., PA.

SHOW CIRCUS CONCESSION MERRY-GO-ROUND TENTS

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 Joints, 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.
1954 W. GRAND AVE. CHICAGO 22

CANVAS GOODS MANUFACTURING CO.

CONCESSION TENTS SIDEWALLS

1361 Frankfort Ave. Philadelphia 25, Pa.
Phone: NEB 7120

SID CRANE WANTS SIDE SHOW ACTS

MAJOR SATURDAY, WIRE, FIRE, PUNCH, MENTAL.
SHOW OPEN APRIL 5TH, MORGANTON, N. C.

D. & W. SHOWS

OPENING BLADENBORO, N. C. APRIL 5, TWO SATURDAYS

RIDES—Wire us what you have.
WANTED—Few more Concessions.
WANTED—Concession Agents.
Rip Stalling, contact us.

WANT

Eating Stands of all kinds for the 10th Annual West Tennessee Strawberry Festival at Humboldt, Tenn., May 5 to 10. Cotton Candy, Candy Apples, Snow Ball, Frozen Custard, Grab, Demonstrators.

DAN SCOTT
Humboldt Service Sta. Humboldt, Tenn.

FOR SALE OR LEASE

One Smith & Jones Chair-o-Plane, also one Smith & Smith Ride, \$1,000.00 each. Can be seen in operation in Tuscaloosa, Ala., April 1 through 12; Montevalo, 14 to 19.

N. L. CRESON
LEE AMUSEMENT CO.

GRIND SHOW

Human Freaks of nature. 40 View Boxes, Posters, large Display Banner. Show never used. Cost \$350, will sell for \$325.

CLEMENT CUBY
39 Ashland Ave. Baldwin, L. I., N. Y.

JOHNNY J. JONES
"THE SHOW BEAUTIFUL"
EXPOSITION

CALL OPENING CALL

GREENVILLE, S. C., Saturday, April 5

All people holding contract be on hand in Greenville by **THURSDAY, APRIL 3.**

ALL LEGITIMATE CONCESSIONS OPEN

Concession people address Morris Lipsky, Concession Mgr.
All others E. Lawrence Phillips, General Mgr.

New JOHNNY J. JONES EXPOSITION

BLUE RIBBON SHOWS

A. R. WHITESIDE, General Manager; FITZIE BROWN, Business Manager

WANT WANT WANT

Motordrome with transportation. Fun House, Glass House, anything that don't conflict. Minstrel Show, have bus to accommodate 35 people. Sammie Lewis, wire. Billposter that can drive Panel Truck. Top salary. Harry Goldman, wire. Can always use Ride Help if sober and can drive. Concessions—All Slum Joints open.

Albany, Ga., this week; then Columbus, Ga.

WANT—PARRIS & McINTYRE SHOWS—WANT

For Clover, S. C., week April 7 thru 12; York, S. C., 14-19; Norwood, N. C., 21 thru 26, and balance of season in North Carolina and Virginia, with best 4th July Celebration in the East already contracted.

Shows of all kinds with own outfits and transportation preferred. Can place a few more legitimate Concessions. No exclusive except Popcorn, Floss, Bingo, Grab and Palmistry, which is sold. Will buy, book or lease 7-Car Tilt. No Ride Help needed; thanks. All address:

CLYDE PARRIS or J. M. McINTYRE, Owners
CRAMERTON, N. C., THIS WEEK

CANADA—FOR SALE

One 4-Abreast Merry-Go-Round, the real McCoy, with all kinds of animals, freshly painted, \$5,000.00. New from last year—Fun House on Four-Wheel Trailer, \$3,000.00. Want Merry-Go-Round and Chairplane Help. Open—Candy Apple, Pop Corn. Must have car and Trailer. Engraver, must have same. Will book or buy Ferris Wheel. Write or wire

S. J. YOUNG, ROXY AMUSEMENT, Regd.
1310 MAISONNEUVE STREET, APT. 11 MONTREAL, QUEBEC, CANADA

LOOK—ATLANTIC BEACH, N. C.—LOOK

WANTS FOR COMING SEASON

A few more major Rides, such as Tilt-a-Whirl, Octopus, Chair-o-Plane, Kiddie Rides, Ferris Wheel, Train, Merry-Go-Round, are already booked. We have a long list of conventions which will begin April 21st and will end September 8th. If you want to be in the money this is the place to be. Can place one more Photo Gallery. Apply

F. W. WADSWORTH or ATLANTIC BEACH, INC.
ATLANTIC BEACH, MOREHEAD CITY, N. C.

ZACCHINI BROS. SHOWS WANT

For Two Spring Celebrations, Heart of Town, Tyler, Texas. Then Lufkin, Texas.

CONCESSIONS—Fish Pond, Duck Pond, Hoop-La, Bumper, Cork Shooting Gallery, Glass Joint, Slum, Clothes Pin, Candy Apples, Custard, Age and Scales, High Striker. Above concessions will have ex at low rate.

DON'T PHONE OR WIRE, COME ON

5 MIN. PHOTOS



PHOTO Machines (all types) Original

Amsco means more profits. Fastest delivery. Plenty supplies. New — U s e d. Beautiful, durable, portable.

Simplified so anyone learns in hour. Sign below for literature. American Stamp & Novelty Mfg. Co., Dept. 45, 1132 N.W. 2, Oklahoma City 4, Okla.

Name

Address

PAUL TALBOT WANTS CONCESSIONS: All kinds except Bingo. Need Mug, Novelties, Slum Stores, Ball Games, Age, Scale, High Striker, Mitt Camps, P.C. Agents that Count Straight.

RIDES: Tilt, Cat or Whip.
SHOWS: No Girl. Have Animal. Want strong Side Show, Minstrel, Grind Shows, Fun House and Arcade.

4 BIG ONES TO FOLLOW
FREE FORD GIVEN AWAY
BONA FIDE SPRING FAIR

Andalusia, Ala., April 7-12

PAUL TALBOT ENTERPRISES
POST 3454 V. F. W., ANDALUSIA, ALA.

OUR WALK-THRU SHOWS

Can be framed on trucks or trailers as well as in tents. Great for carnivals, parks and fairs. Shows on LIFE, CRIME, FIRE, TRIALS AND EXECUTIONS OF THE WAR CRIMINALS; also OUR BOYS IN GAY PAREE. See them on display here in our studio or write for information.

In addition to our old experienced banner makers, we have now added more splendid artists, specializing on banners for Girl, Freak and Animal Shows, and on FLASHY banners for all Side Show Attractions. We regret the loss of Manuel through sickness. Write us about your banner needs. Wonderful work and prompt service.

Write us now about banners or for info on our Walk-Thru Shows for 1947.

CHAS. T. BUELL & CO.
Box 306, Newark, Ohio

AGENT WANTED
Account of Illness Want
GENERAL AGENT

FOR ADVANCE OF TRUCK SHOW. Must be able to produce. Must be sober, reliable and have transportation. Wire or write

H. V. PETERSON, Mgr.

Tivoli Exposition Shows
P. O. BOX 742 JOPLIN, MO.

BINGO COUNTER MEN

Opening for several good Men. Must be sober and reliable. Long season with good clean show. Write

A. W. LEWIS
105 E. Second Street Kaukauna, Wis.

FOR SALE

One 10-seated Mix-Up. Can be seen here in operation.

CHARLES L. McBRIEN
701 Highland St. Kansas City, Mo.

WANTED—AGENTS—WANTED

Stock and Percentage. Man and wife or single persons. Good route with Baker United Shows in Indiana. No drunks. Reply to

BEN MILLER
R. R. #2, Atlanta, Ind.

WANTED

CLEAN CONCESSIONS. RIDE HELP OF ALL KINDS. Opening Union and Greer, St. Louis, Wednesday, April 2nd, and a fine route the rest of the season.

MOUND CITY SHOWS
1417 GRATTAN ST. ST. LOUIS 4, MO.

WANTED AGENTS

Cork Gums, Penny Pitch, Glass Outfit, Spindle, Dart and Balloon, P.C. Dealers of all kinds. No drunks or chasers. All replies:

F. B. DENNIS
OBERLIN, KAN.

MICH. ILL. STILL UP IN AIR

FOR SALE

NEW GLASS HOUSE

USED ONLY 4 WEEKS! STAINLESS STEEL FRONT. BEAUTIFUL, MODERN IN EVERY DETAIL. CAN BE BOOKED ON CRAFTS SHOW. ONLY GLASS HOUSE TO PLAY THIS ROUTE IN 10 YEARS. OTHER INTERESTS FORCES QUICK SALE BY OWNER AT \$7000.00.

JOHN M. MORTON

c/o CRAFTS 20 BIG SHOWS
LYNWOOD, CALIF., APRIL 2-7.

WANTED

RIDES—CONCESSIONS

Quality rather than quantity in rides; clean concessions. 4th of July week in city park. 12th annual community celebration and ALWAYS A BIG MONEY-MAKER. Write, wire or phone

NICK MILLER

Concessions Chairman
ROTARY CLUB OF
Brazil, Ind.

WANTED

Ferris Wheel Foreman, salary \$65.00 a week and a bonus; Chair-o-Plane Foreman, salary \$60.00 a week and a bonus; Second Men on all Rides, \$50.00 a week and a bonus. Drunkards, hop scotchers, stay away. Show opens April 7th at 3rd and Allegheny Ave.

MAX GRUBERG'S
WORLD FAMOUS SHOWS
P. O. Box 101 Philadelphia 5, Pa.

CURLEY LITTLE WANTS

For Queen City Amusements, legitimate Concessions. No X, but only 2 of a kind. Agents for Stocks. Ride Help for Eli Wheel and Merry-Go-Round. Also will buy for cash Smith & Smith Chairplane, no junk, and Le Roi Motor for Wheel. Celebration Committees in Ohio, Indiana and Kentucky, have some open dates.

Write or Wire

CURLEY LITTLE

1710 Van Zandt Rd. North College Hill, Ohio

Rupe's Midway for Fun

Wants Wants Wants

Small Bingo, Grab, Clothespin, Stum Spindle, Hoop-La, String, Lead, Bumper. Will book one more major Ride. Have place for 2 small Side Shows, no Girl Shows. This show is headed for Dakotas just as fast as weather permits.

W. R. RUPE

Marletta, Okla., March 31-April 5.

SAM'S FUNLAND SHOWS

Opening Gibsonville, N. C., April 5.

Want Shows, Rides, Concessions. Shows, 20 per cent after tax. Grind Stores, \$21 week. Come on. All wire:

SAM FOGLEMAN

Gibsonville, N. C.

MANUEL, THE ARTIST

Working Now for

F. E. GOODING AMUSEMENT CO.

1300 Norton Ave. Columbus 8, Ohio

WANT SET OF RIDES

for

WAYNE COUNTY FREE FAIR—AUG. 4-8

All Replies to

ROBERT TOSCHLOG, R. R. #1, Richmond, Ind.

Defer Action On Contracts

Storm prevents Mich. meeting as five orgs bid—Benson's illness cited in Illinois

CHICAGO, March 29.—Midway contracts for two State fairs—Illinois at Springfield, and Michigan at Detroit—continue very much up in the air.

Scheduled action this week was deferred on both contracts. Reported illness of Arnold P. Benson, State Commissioner of Agriculture, was given as the reason in Springfield. A severe snowstorm in Upper Michigan made it impossible for full attendance of the Michigan State Fair Board, and the scheduled meeting of that group was put off until April 2.

Three snows were on hand this week at Springfield to make their verbal bids. J. C. McCaffery represented Hennies' Bros.' Shows, Sam Gluskin and Bill Snyder, John R. Ward's World's Fair Shows and R. C. McCarter, Cetlin & Wilson Shows.

Appear Before Becker

Show reps made their presentations before Conrad Becker, who only recently was appointed business administrator of the Illinois annual. After an initial presentation, they were recalled and each then made their presentations for stenographic transcription.

No action on the bids could be taken because of the absence of Benson, Becker explained. It was indicated there would be no action before next week, if then.

Five shows are in the running for the Michigan State Fair contract. They are the Cavalcade of Amusements, F. E. Gooding Amusements, Johnny J. Jones Exposition, James E. Strates Shows and John R. Ward's World's Fair Shows. Each has submitted a formal written bid.

Funk Requests Tenders

Written tenders were asked by Hazen Funk, new fair manager. Besides the five shows which submitted bids, several other shows made inquiries, but did not submit tenders because of conflicting dates.

Action on other attraction contracts for the Michigan event will be deferred until after the midway contract has been closed. It is expected, however, all attractions will be closed by April 15.

Funk was in Lansing, Mich., Thursday (27) to work out civil service procedure for temporary personnel for the State fair.

St. Looney Lads Bow On Lots; Francis, Maher Trail Fidler

ST. LOUIS, March 29.—Early birds have lit on the St. Louis lots, Sam Fidler setting the pace, with John Francis and John H. Maher organizations following.

Fidler, who sprung on his own lot, Blair and St. Louis avenues, March 20, reports business beyond expectations.

Francis and Maher unfurled their banners this week. Fidler has three rides and 20 concessions in operation.

What? No Chives?

SAN JOSE, Calif., March 29.—Proof that radio comedians are not the only ones who can make with the quick, glib repartee can be found any day on the midway of Harry (Polish) Fisher's Golden West Shows.

The other day a man walked up to Bud and Ann Sickinger's new cookhouse and ordered a hamburger. As Ann began to prepare the bun the customer asked:

"What do you put on your hamburgers?"

"Mustard, onion, relish, pickle, tomato and mayonnaise," replied Ann.

"Oh, is that all?" asked the man, disappointedly.

Ann cast a scathing glance at the speaker and called over to her husband:

"Bud, please pass me the caviar."

W. Coast Gross At Stockton Is Under Last Yr.

STOCKTON, Calif., March 29.—Although the front gate figures were higher than a year ago, total gross business was slightly lower than '46 for the 12-day stand here for the West Coast Shows. Weather thru-out the stand was exceptional.

Org carried plenty of flash with new light towers, new fluorescent lighting, new canvas and all rolling stock gaily painted. New anti-aircraft searchlight was augmented by two similar lights for the Stockton opening. Free act, the Aerial Condors, proved a big drawing card.

Shows had 10 rides, 7 shows and 50 concessions here. Org moves on 60 pieces of rolling stock.

Port Gibson, Miss., Livestock Show OK For J. A. Gentsch

PORT GIBSON, Miss., March 29.—Weather was excellent and business kept pace for J. A. Gentsch Shows at the annual Livestock and Horse Show here. Event opened Tuesday (18).

The Gentsch org had 10 major rides, 3 kiddie rides and 40 concessions. The back end, featured by Harold's Wild Animal Show, proved a drawing card, and Willander's 90-foot Monkey and Gorilla Show did bang-up business, the kiddies especially going for it in a big way. Minstrel Show also chalked up a big gross. Free act was presented afternoon and night, featuring John Willander's One-Ring Circus and his football playing mule.

New streamlined kiddie ride was delivered here and did big business.

New Address!

The Billboard Publishing Company is now located in its new and larger offices and printing plant at 2160 Patterson Street, Station "B," Cincinnati 22, O. Phone: DUNBAR 6450. Kindly direct all communications to the new address above.

Golden West Opener Okay; Concessions Hit

Two New Rides for Fisher

SAN JOSE, Calif., March 29.—Golden West Shows closed a successful eight-day stand here Saturday (22). Spotted in the center of town, org did excellent biz first two days but cold, rainy weather the remainder of the week made the crowds leave early. Heavy play at the opening meant profitable date. The second night most of the concessionaires were sending for more stock and one concession had to give merchandise receipts to winners who were asked to call next day to pick up the prizes.

Dave Kagen seems to have hit pay dirt again this season. He and his partner, Gino Gardolla, were swamped at their ham and bacon wheel.

Opening spot of the season lifted the curtain for a brand new Octopus and a Roll-o-Plane, operated by William Bradley, and a new Merry Mix-Up, operated by R. H. Lasch. All other rides have been renovated and the midway has the flash of a new org.

Nathan Fisher Cohn, co-owner, drove down from San Francisco during the week with contracts he has received for the Calistoga Fair and Horse Show and the Jackson Italian Fiesta, both of which are considered top-flight events.

Visitors here included Harry and Francis Seber, Ethel and Fred Weidmann, Annette and Chuck Haggler, Harry Gates, Pinky Strens, Cider Bill Cavanaugh, Harry and Rita Friedman, Andrew and Maxine Bodisco.

LEE BECHT SHOWS

A Midway of Moral and Refined Attractions.

OPENING MAY 3—2 SATURDAYS.

Want legitimate Concessions—Popcorn, Scales, Hi-Striker, Bumper, Fish Pond and Duck Pond. Can use capable Agents for office-owned Concessions. H. W. Kirtley, get in touch; have good proposition. All replies:

P. O. BOX 92, Mt. Healthy, Ohio.

NEW LOCATION

419 West South Street

Indianapolis 4, Indiana

Plaster, large and small.

The Art Plaque Company

Art Irwin, Mgr.

RIDES WANTED

Ferris Wheel, Merry-Go-Round and Kiddie Rides for

MARQUAND HOME-COMING, 3-DAY PICNIC,

JULY 3, 4 and 5. Contact

MARQUAND CHAMBER OF COMMERCE

MARQUAND, MO.

WAX SHOW FOR SALE

Complete outfit, Truck and Body and about 100 Characters. One-half price for quick sale. Write

S. GIBSON

Ft. Walton, Fla.

CARNIVAL WANTED

Want to book outstanding Concessions, Rides, Free

Acts, Carnival immediately for

ANNUAL JUBILISCA CELEBRATION

Villisca, Iowa, Aug. 11-16.

Excellent downtown carnival site. Address promptly,

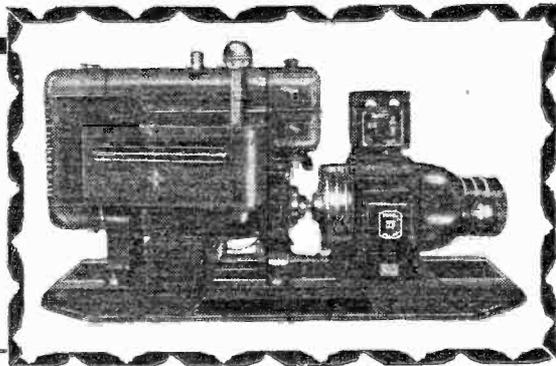
giving full information, including terms: CHAMBER

OF COMMERCE, American Legion, Harold L. Snow, Villisca, Iowa.

SURELITE & POWER PLANTS

DIESEL & GASOLINE DRIVEN

★ 2 Kw. ★ 100 Kw. ★



IMMEDIATE DELIVERY
NEW, SELF-REGULATING
NOT GOVERNMENT SURPLUS

EDWARD C. FLAHERTY

43-87 Vernon Blvd. Long Island City 1, N. Y.
STillwell 4-0050

"Betty Lane" POPCORN

TOP QUALITY OHIO SUPER YELLOW

Packed in 50-lb. Single Bags	\$5.00	100 to 500 lbs. Per 100 lbs.	\$9.75	500 lbs. or more Per 100 lbs.	\$9.50
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Packed in either 50-lb. or 100-lb. moisture proof bags at same price per 100 pounds. All prices F. O. B. Marion, Ohio

"LOU-ANA" COCOANUT OIL
In returnable drums or 38½ lb. tins. Prices on Request.
Distributors for Cretors Popcorn Machines

Also Peanut Oil Salt Seasoning Paper Cones Bags Boxes

POPCORN BOXES
Per 1000 \$7.50

F. O. B. Chicago

Prices Subject to Change

POPPERS BOY PRODUCTS CO. 60 E. 13TH ST. CHICAGO 5

WANTED

MUSICIANS AND PERFORMERS FOR MINSTREL SHOW

Will book Fish Pond, Devil's Bowling Alley, Basket Ball, Pitch To Win, String Game, Country Store. Will give exclusive on Custard, Penny Arcade. Beemon Yancey wants Roll Down, Slum, Skillo Agents. Jimmy Stover, Pete James, Jack Cohen, Neal Carr, answer. Also Workingmen for Concessions and Outside Man for Wheel. Art Carver wants Bingo Counter Men and Caller.

Americus, Georgia, This Week; Barnesville, Next

W. E. BUNTS, Mgr.

CRYSTAL EXPO SHOWS

PANAMA CITY BEACH, FLORIDA

WITH THE 1,000 FOOT PIER

Will book for the season a few flashy legitimate Concessions. We have six Rides, which is all this section of Florida will support, and the only beach here that Rides have ever made the "nut." Come see where the crowd goes. Contact

PAT JOHNSON

THE PLAY GROUND, PANAMA CITY BEACH, PANAMA CITY, FLA.

A.M.P. SHOWS

CONCESSIONS—Dart Games, Basket Ball Games, Devil's Bowling Alley, Hoop-La, Novelties, Fish and Duck Ponds and a few others not conflicting.
SHOWS—Have complete outfits for 10-in-1 and Minstrel Show for reliable people, including top, banners, bannertime and semi. Also good opening for Penny Arcade, Funhouse, Glasshouse, Geek, Snake or any other not conflicting. All replies to A. M. PODSOBINSKI, Wadesboro, N. C., this week; Monroe, N. C., next week.

The LIQUID popcorn seasoning with that BETTER flavor



POPSIT PLUS is acclaimed nationally as the leader! It will pop more corn because every drop is used.

The fact that it pours readily, measures accurately, eliminates all inconvenience at the popping machine and permits uninterrupted operations has won it preeminence in the seasoning field.

For better flavored, quick selling popcorn all the time, use the liquid peanut oil seasoning with the "nose and eye appeal"—POPSIT PLUS!

Warehouse Stocks available at Boston, Providence, Pittsburgh, Cincinnati, Cleveland, Indianapolis, Detroit, Chicago, Des Moines, Kansas City, Omaha, Denver, Portland, Seattle, Dallas, Los Angeles.

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SEASONING SPECIALISTS TO THE NATION

B & V SHOWS

LAST CALL LAST CALL LAST CALL
OPENING WEST NEW YORK, N. J., APRIL 12

61st Street, Corner Fillmore Street

WANT WANT WANT
CAN PLACE GRIND STORES ONLY, everything else sold.

DROME, ARCADE, FUNHOUSE and MONKEY SHOW.

Can place Grind Shows of all kind, Snake, Crime, Wild Life, Unborn.

Want following Rides: Roll-o-Plane, Rocket, Whip, Skooter.

WANT SIDE SHOW ACTS. Ed Ferreri wants Girls for Revue and Posing Shows, also Piano Player and Canvas Man; salaries out of office. Want Foremen for Octopus, Merry-Go-Round and Second Men for all Rides; semi-drivers preferred.

Have contracts for ten Northern Fairs commencing Owego, N. Y., July 27th. Route furnished to interested parties.

J. VAN VLIET, Mgr.

404 CARIBALDI AVE.

Phone: Passaic 3-5934

LODI, N. J.

FIDLER UNITED SHOWS

First Unit Now Open Playing in St. Louis

WANT IMMEDIATELY FOR SECOND UNIT: FOREMEN AND RIDE HELP WHO DRIVE SEMIS for Caterpillar, Roll-o-Plane, 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.

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.

BOOMERANG

Unlimited Capacity — Repeater — Thriller
Write for Catalogue

U. S. RIDING DEVICES CORP.

298 Junius Street

Brooklyn 12, New York

JOHNNY J. DENTON SHOWS

WANT WANT WANT

For Bessemer, Alabama, downtown

CONCESSIONS—Coca-Cola Bottles, Frozen Custard, String Game, Hoop-La, Watch-La, Basket Ball. Good opening for exclusive on Mug Concession, Scales, Guess-Your-Age, Jewelry, Glass, High Striker, Cane Rack, Short Range Shooting Gallery. Will book Penny Arcade. Side Show People, get in touch with office at once. Want A-1 Chair-o-Plane Foreman and Working Men in all departments. Ensley, Alabama, this week; Bessemer, Alabama, next week; then up in Eastern Kentucky coal fields. Address all mail to

JOHNNY J. DENTON, MGR., JOHNNY J. DENTON SHOWS, ENSLEY, ALABAMA.

BRUNSWICK, GEORGIA, APRIL 7 TO 12

Sponsored by combined American Legion and Veterans of Foreign Wars. Location, Albany and K Streets. Any Shows and Rides not conflicting, contact quick. All P. C. sold, also Bingo, Popcorn and Apples, Photos and Grab. All others open. Communicate this week.

ROYAL EXPOSITION SHOWS

Fernandina, Fla.

WANTED BINGO MANAGER

Must be capable of handling all departments. Opening April 29, Pontiac, Mich. Wire all replies to

HARRY MAMAS

Care W. G. Wade Shows, G. P. O. Box 1488, Detroit 31, Mich.

HEDY JO STAR

Wants Freaks and working Acts for newly built Side Show. Stages to work from. Sword Swallower; Popeye, Bob Paul; good Fire Act, Fat Girl; Wire Halred Man, John Hanna; Magician that can Pitch and able to sell act.

Have two Girl Shows (Paradise Isle and Little Egypt) with modern flash. Want young Dancing Girls. All transportation and costumes furnished after arrival.

REPLY BY WIRE—NO COLLECT.

Harry Craig, Heart of Texas Shows, Big Springs, Tex.

LAST CALL—D. & P. ATTRACTIONS—LAST CALL

"NOT THE BIGGEST, BUT ONE OF THE BEST"

Opening at Wilkes-Barre, Pa., April 25th, for nine days including two Saturdays and one Sunday. Owing to disappointment will Book, Buy or Lease Ferris Wheel. Will give good proposition to Monkey Drome, Wild Life or any other Shows with their own outfits. Will book any legitimate Concessions, Penny Arcade, Darts, Basket Ball, Long Range Gallery, Watch-La, Mug, High Striker or any other not conflicting with what we have. Yes, we play in town, not out in the sticks, and only book one of each kind except Ball Games. We have 25 weeks of the best bookings in Pennsylvania.

C. W. (CY) DAVIS, 63 Eley St., Kingston, Pa. W. J. PRICE, 1560 Orange St., Berwick, Pa.

JIMMIE CHANOS SHOWS

WANT

Help for Merry-Go-Round, Ferris Wheel, Chair-o-Plane, Roll-o-Plane, Octopus, Kiddie Auto. Also want Concessions—Fish Pond, Pitch Till You Win, String Game or any legitimate Concession. Want Electrician, Curly Freeman, answer. Ride Man with Wife; I have office Concessions for your Wife to work, also Scales. Show opens April 19th, Union City, Ind., on the Ohio side. We will be on the lot week before opening. This is the last call, so all those booked with us be there by April 15.

All replies to JIMMIE CHANOS, 801 E. 5th St., Greenville, Ohio.

P.S.: Want Girl Show with or without outfit. Cliff Curtis, answer.

WONDER SHOWS OF AMERICA, INC.

WANT SOBER, RELIABLE BILLPOSTER

With or without own Transportation. Apply at once to:

MAX GOODMAN, Box 21, Little Rock, Ark.

BRADY & LEEDY SHOWS

WANT WANT

HARTSWELL, TENN., APRIL 14 TO 19.

CONCESSIONS OF ALL KINDS OPEN, ALSO A FEW CHOICE MERCHANDISE WHEELS OPEN. Must work under instructions. Can place Fun House, Girls, 5 or 10-in-1, Wild Life, Posing. Shows with own outfits, wire. We have celebrations and fairs until Nov. 30. Ride Help and Useful People, come on. We hold contracts for Henderson-Clarksville, Tenn., Strawberry Festival, with Nashville, Tenn., heart of town, 10 days, to follow. Address all mail and wires to

BRADY & LEEDY SHOWS, Athens, Tenn., this week; Gallatin to follow.

P.S.: Can place worth-while Free Act.

TRAVELON TRAILERS

BUILT BY MEN WHO KNOW HOW

21 feet overall length.

Designed for Convenience and Ease of Handling.

HILL MANUFACTURING CO.

U. S. 30, Ill. 50

21100 S. Cicero Ave. Matteson, Ill.

1ST AND 2ND MEN FOR ALL RIDES

#5 Eli Wheel, Merry-Go-Round, Flying Scooter. Agents for Scale, Age, Fun House. Want Photo Gallery. OPENING APRIL 15TH. LONG SEASON.

BIG 4 AMUSEMENT

Melrose Park, Illinois

Cavalcade Gets Ready for Road

(Continued from page 52)

about show business can just look at this equipment," he said, sweeping a hand to indicate all paraphernalia on the fairgrounds, "that this one is being built to be the biggest on the road. This is what we intend to do with all our operations."

Building for Keeps

Dick Best, partner of Slim Kelley in the Circus Side Show, slipped in his oar with, "and everything we're building is being built to outlive all of us."

It would be too much of a chore to make a complete survey of the work now in progress, the greater portion of which will be completed by next Saturday, according to Workman. Thirty new all-steel wagons have been turned out of the shops and painted, a new motordrome has been built from the ground up, every show front has been either completely rebuilt or redesigned, all light towers have been enlarged and new canvas is stacked in huge bales. A. J. (Whitey) Weiss and his crew have built an entirely new concession line-up, ticket boxes are new in design and built to last as long as the wagons, and the train crew is working a double shift to complete four stateroom cars recently added.

Finish Work on Road

Wagner, in full command of the Cavalcade operation, revealed that no effort will be made to open the Hawaiian, Minstrel and Posing shows until after the org is on the road. Jack Norman has the cast of his Charm Hour in quarters rehearsing, and the Wild West crew arrived this morning. Wagner thought it wiser to get all rides and a few key shows ready for the opening here, and then spend the next month concentrating on special bank-end features. Mrs. Ike Rose has sent word that she and her midgets are rapidly recovering from injuries sustained in a train wreck and expect to be set for the nod here.

Wagner is still one of those operators who is first on the lot in the morning and last off at night, and he talks like one of those fellows who wants to take a rest and never does.

"When Buddy North gets here and we get this open, I'm going to take it a lot easier and let some of the other fellows have the responsibility," he declared. Those acquainted with Wagner can hardly go for this, as when there is action around he wants in on it.

Circus Ideas Popping

Tavlin has taken a great interest in the work on Cavalcade, and is fairly popping with ideas to enhance the midway. Some of these plans are almost of the grandiose nature. He may get some of them over, but a flock of them will go the way of most grandiose ideas.

New circus EPCA plans to launch in 1948 is still a gleam in Tavlin's eye, but so far none of the ideas he has crated on is impossible altho some are highly improbable.

There will be a lot of activity around here next week with the arrival of North, and when the entire brain trust gets together there will be some plans announced that will cause a general shrugging of shoulders in the carnival business. But after one has seen the work accomplished here and the work still in progress there is a tendency to believe a lot more than meets the naked eye. Wagner accomplished a great deal almost single-handed.

It will be fun to observe the activities to come as they may be of great importance in the history of show business.

WANT

Merry-Go-Round and one more major ride: will buy or book. Have Tops for Side Show or Athletic Show. Book worth-while Shows with own outfits. Will book Country Store, Pan Game, Fish Pond, Reese, answer. Balloon Darts, Coke Bottles, Snow, Basket Ball, Wheel, Pin Store, Swinger Buckets. Some P.C. open. Billy Dixon wants skilled Agent; George Earl, contact. Second Men for all Rides and Useful Help in all departments.

RICHMAN-CARPENTER

SILVER STATES SHOWS

Fabens, Tex., this week.

DYER'S GREATER SHOWS

OPEN WEST HELENA, ARK., APRIL 7TH. Want Second and Third Men all rides. Shows with or without own equipment, Acts and Freaks for Side Show, Fun House, Glass House. Diggers, Basket Ball, Hanky Panks open. For Sale: 25 K.U.A. A.C. Universal light plant, with or without trailer; 5 H.P. electric motor, single phase; Diamond T truck, built up sides, canvas covered, cheap for cash. Come, see or write, Box 128, West Helena, Ark.

FOR SALE—PONY RIDE

Front 16x32, front and track light tubular steel. Canvas to snap on. Easy to set up. Cost over \$1500.00 to build. Two 33-inch wonderful kid ponies, seven saddles, plenty bridles, halters, blankets, etc. Two ton '35 Dodge truck, loads ponies, track, saddles, etc. Equipped for living. \$2000.00 cash buys all. Bad health reason for selling.

COLORADO MAC PONY RIDE

700 Penna Ave., East St. Louis, Ill.

Drome Rider-Manager

HAVE GOOD PROPOSITION FOR SOBER, RELIABLE MAN. MUST BE CAPABLE OF HANDLING DROME. SALARY, PLUS PERCENTAGE. WIRE

CLYDE RAWLINGS

c/o CRAFTS 20 BIG SHOWS

LYNWOOD, CALIF., APRIL 2-7

BINGO FOR SALE

16x24, complete in every detail, including stock and sound system, 26-ft. van type trailer; '38 Chevrolet tractor, air brakes, two-speed rear end. All in good condition. Can be seen on Bullock Amusement Co., Great Falls, S. C., this week; Lancaster, S. C., next week. A bargain at \$2200.00.

Stanley Jones

c/o Bullock Amuse. Co.
Great Falls, S. C., this week.

RIDES WANTED

Will lease or book Ferris Wheel, also book Chairplane for complete season. Anybody that has Rides, I can give them a good season's work for Catholic Churches, Fire Companies and American Legions in Philadelphia. You can have one or two Concessions, also guarantee first money. Write or phone

HARRY YEAGER

1114 South 47th Street Philadelphia, Pa.
Bel. 6-0418

FOR SALE

"HUMAN FACE CHICKEN SHOW"

BIG MONEY PIT ATTRACTION. Pair of chickens, good specimens, Costumes, Specs, Lecture, Banner, Gimmick Plan, feeding instructions. PRICE, FIRST \$100.00 TAKES IT.

LEE MARVIN

R. R. 5, PORTLAND, INDIANA.

FOR SALE

Portable electric driven Merry-Go-Round, 3 abreast, 36 horses. Can be seen in operation. Price \$7000.

AMUSEMENT PROMOTIONS, INC.

1325 Dupont St. Wilmington, Del.
Phone 25832

LOT IN CLARKSVILLE, TENNESSEE

1400 feet long, 600 feet wide. Known as the Pettus and Richardson Carnival Grounds. Lot is on Highway #79 and Pettus Street. The city has 10 manufacturing plants and a population of 18,000, and also Camp Campbell with from 40,000 to 60,000 soldiers. Lights on lot.

See S. O. RICHARDSON. Phone 200.

WANT WOLF GREATER SHOWS

Foremen for new Roll-o-Plane, Merry-Go-Round and Chair-o-Plane. Tex Grey, Bob Scardon, let me hear from you. Book a few Concessions, few Shows. Address: P. O. BOX 2725, Bloomington Sta., Minneapolis, Minn. Phone: Midway 7647. Opening May 2nd.

TRIANGLE SHOWS

"America's Midway Masterpiece"

WANT QUICK SECRETARY

Who Can Handle All Office Details, Know Tax Reports and Auditing, for Year Around Work.

Must Furnish References and Names of Former Employers.

All Address:

JAKE SHAPIRO, Gen. Mgr.
TRIANGLE SHOWS, Durham, N. C., This Week.

STAFFORD'S UNITED SHOWS

Opening April 12, Indianapolis, Indiana

This show has seven Rides and three Shows. Can place a few more Concessions. Will book Monkey Show, Animal Show, Illusion or any worth-while Show.

Have eight Street Fairs booked, and Hoopston, Ill., for 4th of July, one of the largest celebrations in the country.

Committees and Fair Secretaries—I have a few more opening dates.

RIDE HELP WANTED—First Man on Roll-o-Plane, First Man on Octopus, First Man on Merry-Go-Round, First Man for Wheel. Top salary if capable. No drunks. Best of treatment.

J. H. Taylor, wire at once. Can use a few Agents; also have Snake Show, will work 50-50.

All Replies to

RALPH STAFFORD

343 S. LA CLEDE ST., INDIANAPOLIS 3, IND.

TELEPHONE: BE. 1161-M

ROYAL AMERICAN SHOWS

WORLD'S LARGEST
(AND MOST BRILLIANTLY ILLUMINATED MIDWAY)

HAVE FOR SALE

18 Scooter Ride Cars—completely overhauled and repainted—will make immediate delivery. 2 SUPER ROLL-O-PLANE RIDES, IN GOOD CONDITION, FOR QUICK SALE, \$2500.00 cash each. ABOVE PROPERTY CAN BE INSPECTED AT FAIR GROUNDS, TAMPA, FLORIDA, WINTER QUARTERS.

Address **CARL J. SEDLMAYR, Mgr., Tampa, Florida**

GROVES GREATER SHOWS

Bogalusa, La., March 31-April 5, Then Five Weeks in Heart of Strawberry Belt.

Want Ride Help that can drive semi. Agents for Ball Games, Penny Pitch, Mug Joint, Pan Game. Can place Ten-Cent Stock Concessions, Shows with own outfit for balance of season. All replies to

ED GROVES, Mgr.

Bogalusa, La.

MERRIAM & ROBINSON SHOWS

Opening Monday, May 5th, Webster City, Iowa. Show moves on the lot Saturday, May 3rd. Want Shows of merit and class only.

WANT A FEW CONCESSIONS AND AGENTS. WRITE TO
BOB ROBINSON, 30 1/2 FIRST STREET, MASON CITY, IOWA.

Want Electrician who will last all season. We don't like the gentlemen kind who leave without notice. Can place Foreman for new Tilt, also Second Men on other Rides. If you want our route, book with us and see it. We make money on it, so can you.

ALVA MERRIAM, Manager

BOX 92, OGDEN, IOWA

SRADER SHOWS

Can place General Agent to handle advertising and bill posting, capable of doing some contracting; must have car. At least 25-week season. State salary expected. Can place few more legitimate Concessions not conflicting. Book shows with own outfit, good route for Wild Life Show.

Open April 26th, Newton, Kansas, on the streets.

SRADER SHOWS — BOX 1895 — WICHITA, KANSAS.

FOR PROFIT AND FLASH THE SPITFIRE

IS "SUREFIRE"

WORLD'S MOST BEAUTIFUL RIDE

FRANK HRUBETZ & CO.

SALEM, ORE.



★ SHOOTING ★ GALLERY OPERATORS



Equip Your
Gallery With .24 Caliber

DRICE RIFLE

Only \$200.00

.22 Ammunition Is Costing More and More

**BUY .24 CALIBER AMMUNITION
AT 1/4 THE COST OF .22's**

Pays for itself in less than 30 days in Ammunition Savings Alone

No Change Necessary in Your Gallery Set-Up
AMMUNITION AND PARTS GUARANTEED

Positive Check on Location Receipts

WRITE FOR
PARTICULARS

MacGLASHAN

AIR MACHINE GUN CO.

4615 HAMPTON ST.

LOS ANGELES 11, CALIF.

GOLDEN RULE SHOWS

RICHMOND, VIRGINIA

Lakeside Section

APRIL 7 TO 12

Other good ones to follow

WANT

Ball Game, Fishpond, Hoopla, Devil's Bowling Alley, Mug, Balloon Darts, any legitimate Concession. No grift, no gypsies.

Address Florence, S. C., until April 4; then Richmond, Va.

Heller's Acme Shows, Inc.

FREE GATE — FREE ACTS — FREE GATE

10 RIDES — SHOW OWNED — 10 RIDES

Want Whip and Chair-o-Plane Foremen, Man to manage 3 Kiddy Rides. Want P.C. Dealers. Show owned. No Gees, Gaffs or Gypsies. All Concessions sold but Pan Game, Cigarette Gallery, Bumpers, Devil's Bowling Alley, String Games, Lead Gallery. All address:

HARRY HELLER, Gen. Mgr.

BOX NO. 6, CAMPGAW, NEW JERSEY.

Phone: Wycoff 4-0752-W 1 P.M. to 5 P.M.

Phone: Orange 4-5447 7 P.M. to 12 Midnight.

GULF COAST SHOWS

OPENING OSCEOLA, ARK., SATURDAY, APRIL 5

WILL BOOK ROLL-O-PLANE AND OCTOPUS IF YOU HAVE YOUR OWN TRANSPORTATION.

CAN PLACE SHOWS WITH OWN OUTFITS.
WANT STOCK CONCESSIONS OF ALL KINDS.

Address

FRANK M. SUTTON, SR., Mgr.

Osceola, Ark., until April 12

PAGE BROS.' SHOWS

Opening Springfield, Tenn., April 12. We hold contract for the West Tennessee Strawberry Festival at Humboldt, Tenn., May 5 to 10.

Will book one Flat Ride, prefer Tilt, Spitfire, Roll-o-Plane, Octopus, Caterpillar. Paul Rollins, answer. Concessions—Jewelry, Custard, Scales, Age, any Slum Outfit. Can place Ride Help for Wheel, Merry-Go-Round, Loop-the-Loop. Man to take charge of Fun House. L. Montgomery and Paul Maples, answer.

BOX 183, SPRINGFIELD, TENN.

P.S.: Tex Allen, answer; your letter came back.

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2,700 cards, \$5 per 100 for cards only—markers or tally omitted. No. 3 Cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card, 6¢.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢. Ping-Pong Balls, printed 2 sides, \$30.00. Replacements, Numbered Balls, Ea. .50. 5,000 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 x 8; 5 colors; loose, no pads, M 1.75. Adv. Display Posters, Size 24x36, Each Cardboard Strip Markers, 10 M for .75. Nickel Wire Cage, with Chute, Wood Ball Markers, Master Board; 3 piece layout for 1,000 15.00. Thin Transp. Plastic Markers, Bwn., 3/4 M 1.00. Red or Green Plastic Markers, scalloped edges, transparent, size 3/4 inch. M .250. All above prices are transportation extra. Catalogs and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
19 W. JACKSON Blvd., Chicago 4, Illinois

CLUB ACTIVITIES

Showmen's League of America

400 So. State St., Chicago

CHICAGO, March 29.—Mike Wright presided at the regular Thursday (27) meeting. With him at the table were Past President J. C. McCaffery, Treasurer Walter Driver and Secretary Joe Streibich.

Official announcement was made that the banquet and ball will be held in the Palmer House December 2.

The application of Patrick E. Devine, sponsored by James Roach, was presented.

George Davis is seriously ill in Miami Valley Hospital, Dayton, O. Efforts are being made to bring him to Chicago.

The past president's party committee will be named at the next meeting when President Irving Polack will be on hand.

The welfare committee reports James Madigan still is in the hospital but showing improvement. There are no late reports on Marshall Green, Maxie Herman or Harry Westbrook.

The ways and means committee is holding a raffle on a bowling ball trophy in the league rooms. Proceeds will go to the cemetery and hospital fund.

Funeral services for Dave Tennyson, who died Monday (24), were held today and burial was in Showmen's Rest.

The board of governors okayed the purchase of a new electric addressograph.

The first issue of the League's monthly bulletin will be out about May 1.

Ed Kornrumps, Jack Levine and George Brooks returned from Florida (See SLA on page 64)

Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., March 29.—Regular weekly meeting was presided over by President Harold Elliott, who had been on the sick list for several weeks. Also on the rostrum were G. C. McGinnis and Treasurer George Carpenter.

A letter from Dave Stevens, now in Dallas, advised that he had recovered from an attack of pneumonia. Letters also were received from W. P. McDonald and L. Ray Choisser.

Members voted to buy a \$1,000 government bond out of the general fund. Buck Ray now is leading in the membership drive. Tony Martone heads a committee which is mapping a surprise method for raising added funds for the new clubhouse.

George Hawk is preparing to move for the summer to Fairyland Park, where he has concessions. Chester I. and Ruth Ann Levin returned from an extended merchandise trip to the South and East.

Ladies' Auxiliary

Jess Nathan presided at the March 21 meeting in the absence of President Blanche Francis, who is in Hot Springs, due to the illness of her son. Officers present were Loretta Ryan, secretary, and Hattie Hawk, treasurer.

Nellie Weber and Toots Riley were reported ill. Jackie Wilcox was a recent visitor while en route to join her husband, Bill, on Cole Bros.' Circus.

Edna Pray donated \$5. A Mexican shawl, donated by Ginger Patterson, was awarded to May Wilson. Annual Pot Luck dinner again proved a big meal, and was thoroughly enjoyed by the men.

National Showmen's Association

1564 Broadway, New York

NEW YORK, March 29.—Joseph McKee, second vice-president, presided at the regular meeting Wednesday (26). On the dais were Max Hoffman, counselor; Harry Rosen, treasurer; Fred Murray, chaplain; Walter K. Sibley, executive secretary, George A. Hamid, president emeritus, and Dr. Jacob Cohen.

Erection of a monument on the club's burial plot in Ferncliff Cemetery was predicted in time for unveiling at memorial services November 23. The following night there will be a President's Party in honor of David B. Endy and Past-President Jack Wilson. Tuesday will be open house, and the annual banquet will be held Wednesday at the Hotel Commodore. These activities are being staged on successive days to make it possible for out-of-town members to attend as many annual functions as possible during a single visit.

Elected to membership were Al Shriner and Joseph (Chick) Allen, proposed by Joseph Prell; Samuel Levy, by Matty Burns, and Herbert Ginzberg, by Justin Van Vliet. Leading the membership drive is Ralph Decker with 18. James E. Strates and Joseph Prell have 15 each.

Introduced at the meeting were Ernest Warner, Joe Dubin, Eddie Elkins, Joseph Hughes, William Lish, Frank Rappaport and Stanley Wathon. Recent visitors were Rex Bil-

(See NSA on page 64)

Show Folks of America

San Francisco

SAN FRANCISCO, March 29.—Regular meeting Monday (24) was called to order by President Harry Seber. The president asked Council Raiford, Harry Friedman and Nellie Baker, members of the board of directors, to sit on the rostrum in the absence of the vice-presidents.

A donation of \$25 was made to the sick and relief fund in memory of the late Eddie Gluck.

Emil (Mel) Brown and Jack Thomas Burns were elected to membership.

Billie Hodges, chairman of the Sick and Relief Committee, reported visiting Estelle Rosenthal and Sunny Taylor, the latter recuperating in Nellie Baker's home; Jeanette Young in Sutter Hospital, and Mrs. Jean Boehn, who has a broken arm.

President Seber had each new member and guest stand, introduce themselves and give a short talk. The list included Harry Holmes, Nate Gainsberg, Los Angeles; Harry Crosby, Honolulu; Whitey Clare, Carlos Carvahal, Lena and Wayne Herman, Pear Grant, Ralph Harroff, Red Pearson, Dave McCarron, Harold Woodward, Bill Oberhandsli and son, Chuck Haegler and Jack Burns.

A rising vote of thanks was given Fred Cockrell for the new bulletin. Red Kearns, down from Medford, Ore., spoke on the importance of keeping in touch with all members on the road. Joe Franks, as a Ways and Means Committee of one, collected \$12.50 for the Christmas fund by fining all members he declared out of order.

Harry and Rita Friedman reported visiting the West Coast Shows, Long Shows and Polish Fisher's Golden West Coast Shows.

Nate Cohn suggests all designs for the lapel pin be submitted by April 28, which will be Show Folks' third birthday.

Red Pearson won the pot of gold, getting \$13.50. The balance went to the refreshment fund.

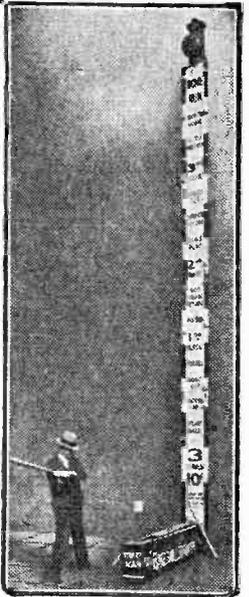
NEW BASE-BALL STRIKER

Invented by HARRY NELSON

"BATTER UP" Pulls big crowds. Earns big profits.

Write for circular TODAY.

HARRY NELSON
2914 W. 15th St.
Coney Island 24,
New York.



POPCORN MACHINES (BRAND NEW)

Build Your Own

A Complete Setup as Follows:

One large aluminum kettle with stainless steel shell. Removable elements, 2350 watt, 110 volts, 60 cycles, A. C. Includes a complete lid with motor, gears, switches, latest type hangers and all necessary wiring. Simple . . . all you have to do is hook up your wires!

Complete for only \$150.00

Will pop 30 pounds of popcorn per hour. Kettle can be removed in One Second! Will start to pop in Three Seconds after first popping. This Kettle can be installed in all makes of machines.

Dealer Inquiry Invited

CONSOLIDATED CONFECTIONS

1314 S. Wabash Ave. Chicago 5, Ill.

TENTS

CIRCUS, CARNIVAL CONCESSION

BRIGHT FLAMEPROOF CANVAS

Royal Blue—Tangerine—Forest Green—Khaki—Olive Green

White

Flameproof your tents with Hoopers Liquid Flameproofing Compound.

UNITED STATES TENT & AWNING CO.

2315-21 W. Huron CHICAGO 12
Chicago's Big Tent House Since 1870

FREEZERS

FROZEN CUSTARD
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Little Beauty or similar Merry-Go-Round for permanent highway location. Will rent for the season or buy if price right.

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Box 405 Riverton Heights, Wash.

WANTED

RIDE HELP, ALSO DROME RIDERS

Switch Man for Roll-o-Plane, also Switch Man for new Looper Ride for Amusement Park in New Jersey. No set up or tear down. Opening April 19th. Contact

EARL PURTLE

7612 SWEET BRIAR RD., RICHMOND, VA.
Clifford Murray, note opening date.

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HORSE AND PONY PLUMES

Finest quality Ostrich feathers; hand made to order.

JIM CONLEY

3710 PORTLAND AVE., CINCINNATI 9, O.

International Showmen's Association
415A Chestnut St., St. Louis

ST. LOUIS, March 29.—Past President John K. Maher presided March 20. Leo Lang, treasurer; Euby Cobb, secretary, and Sid Sidenberg, publicity, were on the rostrum.

The meeting turned out to be one of the hottest in history. With a barrage of legal phrases in view of changing some paragraphs in the by-laws, John Francis started a debate that became very heated at times which ended with a motion by George Regan that minutes of the board of governors meeting be read to the body after each meeting. Taking up the cudgels for one side or other were Sid Belmont, Maher, Lang, Charles Chaney, Cobb, J. P. Murphy, Billy Finkle, Red McCoy and Sidenberg. The motion was seconded by Cy Horwitz and passed unanimously.

Horwitz was appointed chairman of a committee by Maher to contract for a huge sign to run the length of the building as a beacon to out-of-town showfolk.

George Davis was reported seriously ill in the Miami Hospital at Dayton, O., while Lou Smutz, a surgical patient, was admitted to the Missouri Baptist Sanitarium, St. Louis. Others reported ill are Pete Byrnes Sr. at his home in suburban St. Louis and Floyd Nichols in the County Hospital, Miami.

Elected to membership were N. A. Skoogland, presented by Sid Belmont; Frank W. Tomasso, presented by D. E. Nelson, and John Cicerich, presented by William McCoy.

Those coming in after a long absence were Harry Lewis, Arthur Kleine, Dewey Larson, Adrien G. Slanten, William (Preacher) Monroe and Irvin Brown. The latter was celebrating the birth of a son.

Missouri Show Women's Club
415A Chestnut St., St. Louis

ST. LOUIS, March 29.—Meeting of March 20 went into session with Lee Belmont, president; Norma Lang, treasurer; Estella Regan, social secretary, and Ida Miller, secretary, on the dais.

It was voted that the club's slogan, "Let Us Be Friends and Pals in Good Fellowship Until We Meet Again," be painted by an artist over the entrance to the club room.

Letters were read from Grace Goss, Rose Fitzgerald, Mrs. Al Prosperrity, Madaline Regan, Honey Vaughn, Jane Bunting, Pauline Goodman, Nell Allen and Alice and Lorraine Belmont.

A standing vote of thanks was given Teresa Sidenberg for her efforts in publicity for the club. The Belmont sisters, Alice and Lorraine, are filling engagements in some Iowa spots and have been absent for two weeks.

Reported on the sick list are Mrs. Bob Heth at her home in Malden, Mo., and Goldie Fischer in a Memphis Methodist hospital.

A set of Fostoria glassware donated by Lee Belmont was awarded to Norma Lang. A guest towel donated as an attendance prize by Pearl Vaught was awarded to Mrs. Ethel Hesse. Other prizes donated were two guest towels by Tillie Kahl and a bottle of Tabu perfume by Mrs. Grace Goss.

Show Folks of America
1839 W. Monroe St., Chicago

CHICAGO, March 29.—Regular meeting was held in the home Tuesday (18) with President May Adams Stoker presiding.

Bess Tibbells is ill at her home, 1703 Artesian. Glenn Beveridge has been discharged from Augustana Hospital and Mrs. Beveridge is recovering from injuries suffered when she was bitten by a dog. Viola Fairly is out of the hospital and is recuperating in Muskogee, Okla. Others on the sick list are Clara Fitzgerald, ill at her home, 618 Wrightwood; Howard (Smokey Johnson) Murrell, in County Hospital; Nellie Grosch, welfare chairman, and President Stoker.

Everyone grieved to hear of the death of August Warnesson, member of the famous make-up family.

The social at the home was very successful. Hostesses were Rose Page, Etta Coulthard and Helen Wong. More than \$40 was taken in. The Kilduff Sisters were awarded a radio.

The annual St. Patrick's Day corned beef and cabbage dinner was highly successful. A total of 86 dinners was served. A vote of thanks goes to Marian Boyer, Marguerite Bruce, Etta Coulthard, Bergie Bergman, Helen Wong, Nellie Grosch, Florence Reisel and Rose Page.

Michigan Showmen's Association
3153 Cass Avenue, Detroit

DETROIT, March 29.—Meeting March 25 was presided over by Jack Dickstein, first vice-president, assisted by Treasurer Louis Rosenthal and Secretary Bernhard Robbins. Directors present were Harry Stahl, Marvin Keys, Arthur Grzann, Eddie Gold, W. P. Womack, William Zakoor, Charles Westerman, Herbert Pence, Rudolph Nathanson, Dickstein, Rosenthal and Robbins.

Arthur J. Frayne made a detailed report of the St. Patrick's Day party. Next social will be a midsummer moonlight excursion.

Noted around town after an absence were Louis Wish, Nick Thomas, Leonard Gould, Manny Brown, Hyman Levenson, Sammy Stone and Hymie Sobel.



Featuring Fearless Greggs Cannon Act

10 — OFFICE-OWNED RIDES — 10

WANT WANT WANT

Have special opening for Custard and Lead Gallery and the following Concessions still open: Devil's Bowling Alley, String Games, Knife Rack, Huckley-Buck, Coke, Bottle Game, Hoopla, Pitch-Till-U-Win, Bumper, Novelties and American Mitt Camp only.

Ride Help Wanted—First and Second Men for Ridee-O, First and Second Men for Swing, First and Second Men for new Octopus, Second Man for Wheel, First and Second Man for Caterpillar. Wanted Man to handle Kid-di-land of four rides. Good proposition for A-No. 1 Mechanic, also Electrician for ride unit. Have good opening for new clean Side Show, 20% to office; Glass House, Fun House, Bug House and Minstrel. Prof. Visalis, contact me at once. Hickory, N. C., this week; Morgantown, N. C., to follow. All replies to

TROY E. WILLIAMS

WILLIAMS SOUTHERN SHOWS, ROUTE 3, MORGANTOWN, N. C.

BULLOCK AMUSEMENT CO.

WANTS

Legitimate Concessions, all open except Bingo, Popcorn and Cookhouse.

Want Chairplane Foreman and Second Man to Handle Plane on No. 2 Unit. Want Ball Game Agent, man preferred.

FOR SALE—50-kw. Fairbanks-Morse Light Plant, one of the best on the road. Will sell with or without truck. Can be seen in operation on show. This week, Great Falls, S. C.; week April 7, Lancaster, S. C.



CAN PLACE

Ten-Cent Stock Concessions and one Flat Ride
Want Girl Show and other Shows not conflicting.
Want experienced Help all Rides, especially Tilt, Merry-Go-Round and Chairplane.
Edenton, N. C., now; Emporia, Va., April 7-12.

MATTHEW J. RILEY ENTERPRISES

Opening April 14, Philadelphia, Pa.
PLAY LONG SEASON OF FAIRS AND CELEBRATIONS
Want Concessions—Fishpond, Bowling Alley, Basketball Game or any Ten-Cent Slum Stores.
Want to book any Rides that do not conflict. Will book Ferris Wheel for season.
Want Ride Help for Merry-Go-Round and Chairplane.
Address
MATTHEW J. RILEY
Clinton Hotel, 10th and Clinton Streets, Philadelphia, Pa.

TRIANGLE SHOWS
WANT AT ONCE
GIRLS

for **ELABORATE REVUE**

Must be attractive and willing to learn for BALLET WORK. We furnish wardrobe.
To good, capable Girls we offer a long season and the best of treatment. Salary out of office.

STRIP DANCERS,
CHORUS GIRLS and
SPECIALISTS.

All Contact:
JAKE SHAPIRO, Mgr.
TRIANGLE SHOWS
Durham, N. Car., this week.

FOR SALE

One Three-Abreast Philadelphia Toboggan Carrousel. Two (2) Pre-Flight Planes, \$500.00; crated and shipped. One Mangels Shooting Gallery; size, 12 ft. wide, 9 ft. high; heavy gauge steel, with walls, \$800.00; crated and shipped. Ten (10) Diggers, made by Exhibit Co., \$600.00; crated and shipped. Seventy (70) Arcade Machines of all types and names. All this is now located at a summer resort in New Jersey in a large carrousel building. Lease can be had for five (5) years at a very reasonable rent. For information concerning this offer call or write for further information.

WANTED TO BUY

Twelve (12) or Fourteen (14) Ft. Skee Ball Alleys. Send description and name of alleys.

CERBINI BROS.

2840 W. 8th St. BROOKLYN, N. Y.
Phones: Esplanade 2-1106—2-6272

GOLDEN GATE SHOWS

Will Open April 14, Pembroke, Ky.
WANT Cook House, Bingo, Hoop-La, Bowling Alley, Snow Balls, Candy Floss, Mitt Camp, Huckley Buck, Ball Games, Stock Joins. No grift. Want Kidney Rides, Shows with your outfits. Want good Geek, Ride Help and Concession Agents. **FRANK OWENS, Mgr.** Golden Gate Shows, Box 653, Pembroke, Ky.

CLUB ACTIVITIES

Pacific Coast Showmen's Association

623 1/2 S. Grand Ave., Los Angeles

LOS ANGELES, March 29.—President Bill Hobday conducted the business meeting Monday (24) with Vice-President Harry Suker, Chaplain Jack Hughes and Secretary Ed Mann also on the rostrum.

A moment of silence was observed in memory of William T. (Bill) Jessup, who died recently in Santa Clara and who was buried in Showmen's Rest here, and in memory of Ben Austin, formerly a member and a longtime friend of the club.

Harry Suker, chairman of the Orange Show committee, gave a talk on the success of PCSA day at the event and paid tribute to the Crafts 20 Big Shows, and to Past President Orville Crafts and Vice-President Jimmy Lynch, both of whom co-operated in every way to make the day a memorable one.

Formal thanks was extended to Al Weber who donated the car stickers and the badges worn by members at the Orange Show.

C. R. Sieliding donated \$10 for the special fund of the club.

New member inducted was A. C. Stickle. He was initiated by Hobday, Jack Hughes and J. Ed Brown.

SLA

(Continued from page 62)

ida. Fouts Middleton is back after a long absence. John Galligan was in town to attend the Tennyson funeral. Cliff Chambers and Sol Racheaelson, of Tampa, were club guests of Sol Wasserman.

John Gehner, of Fort Wayne, Ind., advises he is once more a grandfather.

Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, March 29.—Monroe Eisenman, second vice-president, returned from a trip to Oregon and Washington in time to conduct the March 22 meeting. Also on the rostrum were Madame Delma, Fred Crosby, T. Dwight Pepple and John R. Castle.

Lights were dimmed for a moment in memory of the late William T. Jessup.

Called on for remarks were Crosby, Pepple, Madame Delma, John Lorman, Joe Mead, Helen Smith, Jack Vinnick, Leta and Thomas Johns, Moxie and Babe Miller, Elmer and Estelle Hanscom, Frank Babcock and Stanley Hinckle.

Cecile Bowen, recently released from a hospital, is en route to her sister's home in Texas.

Previous week's one-day visit to the Crafts 20 Big Shows at the orange show, San Bernardino, proved outstanding. About 30 cars were in the caravan which made the trip. O. N. Crafts was the host. Spot Ragland and Jimmy Lynch did their share to make the day delightful.

NSA

(Continued from page 62)

lings, Charlie Reid, Gene O'Donnell, Murray Friedland, Morris Black, Pat Hanlon, Robert Burns, Harry Rubin, Alex Janpohl and Sammy Walker. Letters have been received from Johnny Castle, W. H. Hitzelberger, P. Kirby Hunt, Charles Reich and Harry E. Prince. Next regular meeting Wednesday (9).

BOOKKEEPING and SECRETARIAL SERVICE

For Carnival People. Will keep and audit your books in my office in Detroit while you are traveling. MAILING ADDRESS & TELEPHONE MESSAGE SERVICE. Years of experience as secretary to Carnival owner.

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Phone: Cadillac 6482—Office
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WANT

WHEEL AND MERRY-GO-ROUND FOREMAN

Must be sober. Good Salary. Opening April 7th, Lakewood, New Jersey.

SAM TASSELL

5839 WALNUT ST., PHILADELPHIA, PA.

WANT

OPENING APRIL 7TH, LAKEWOOD, N. J., AMERICAN LEGION AFFAIR. Legitimate Concessions working for stock.

SAM TASSELL

5839 Walnut St., Philadelphia, Pa.

ACTS WANTED

July 4-5-6; Also Other Dates.

Write P. O. BOX 1

Waukesha, Wis.

WANTED—DROME RIDERS

For the Original Suicide, Bob Perry's Drome. Lead Brothers, Red Summerfield or any good Riders. answer.

BOB PERRY

c/o Earl Douglas Shows, Box 538, Kent, Washington

NEW TENTS
For IMMEDIATE DELIVERY!

80-Ft. Round Top, 3 40-Ft. Middles,
30x60, 20x40 and 20x30 Hip Roof Tents.

FLASHY FLAMEPROOFED CANVAS

NOW AVAILABLE IN THESE COLORS:
• FOREST GREEN • ROYAL BLUE
• KHAKI • ORANGE
BERNIE MENDELSON—CHARLES DRIVER

O. Henry Tent & Awning Co.

4862 N. CLARK ST. CHICAGO 40

GENERAL AGENT

Capable man with car that can also handle special agent's work. Must be close contractor. Good salary and 12 months' position.

JOHN QUINN

WORLD OF PLEASURE SHOWS

100 Davenport St., Detroit 1, Mich.

BREWER'S UNITED SHOWS

Will book Fish Pond, Clothes Pins, Coke Bottles, Darts, Scale, Huckley Buck, Glass Pitch, Hoop-La, Lead Gallery, Diggers, Cotton Candy, Candy 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.

Gilmer, Tex., until April 3; Pittsburg, April 5-12; Mt. Pleasant, April 14-19.
Fair Secretaries and Committees, contact us as we still have a few open dates.

WANT TO BUY

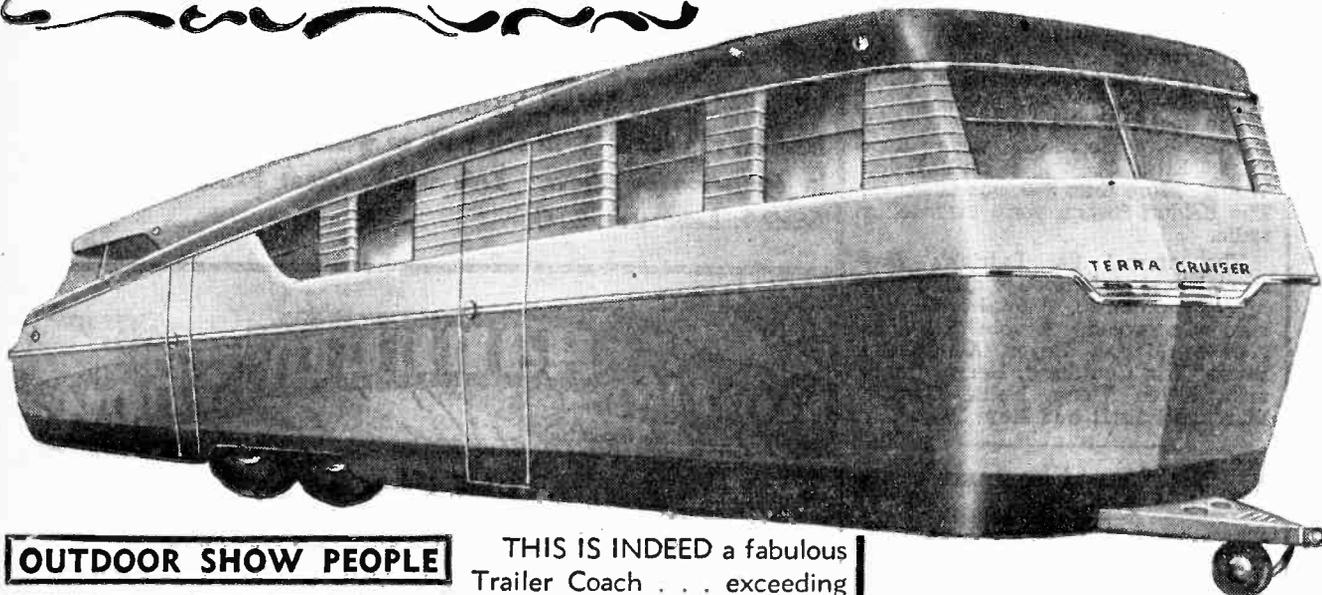
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THE ONLY ONE
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LUXURIOUS HOUSE
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TENTION WHEREVER
IT GOES

OUTDOOR SHOW PEOPLE

CONCESSIONERS

BAND LEADERS

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THIS IS INDEED a fabulous Trailer Coach . . . exceeding anything you've ever dreamed of . . . NOW AVAILABLE FOR SALE TO SHOW PEOPLE. Actual cost to manufacture and furnish, \$30,000.00. Best offer takes it. For further details Write or wire PAUL MacDONALD

All Makes and Models

We Offer 10% Discount on Any Trailer to Authentic Showmen

CHICAGO TRAILER MART, INC.

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HERE AT LAST is Trailer living that has everything that can be found in the most luxurious permanent home.

BATHROOM • SHOWER • HOT AND COLD RUNNING WATER • AIR CONDITIONING • ALL ELECTRIC KITCHEN • FIREPLACE plus a hundred other comforts.

43,792 people took off their shoes (in keeping with a Moslem custom) and put on paper slippers to go through this 38 ft. streamlined wonder during the nine-day House Trailer Show in Chicago.

GETLIN and WILSON SHOWS

WORLD ON PARADE

Opening Saturday, April 5, in Downtown Petersburg, Va.

CAN PLACE—Legitimate Merchandise Game Concessions of all kinds, also Ball Games.

CAN PLACE—Two Foremen and three Second Men for battery of Ferris Wheels.

CAN PLACE—Experienced Carnival and Ride Men in all departments. Why not get on the big time?

EARL CHAMBERS wants Man to take complete charge of his big Wild Life Exhibit and Gorilla Show.

AL TOMAINI can use People for Side Show and also good Acts and Freaks.

McDONALD can use one Mule Skinner; must be sober and reliable.

TOMMY POPLIN can use Polers and Chalkers for train.

WANT—Experienced Foreman and Second Man for new Spitfire. No time to dicker so come on in immediately.

All address

Winter Quarters, Fairgrounds, Petersburg, Va.

Wallace & Murray Shows

WANT SHOWS

Can Place Well-Framed Side Show, Monkey Circus, Snake, Midgets, Animal, Wild Life, Glass House, Illusion, Fat Show or Any Worthwhile Attraction.

Will give liberal percentage.

Want sober, reliable Ride Help that drive semis.

Can place Legitimate Concessions: Bowling Alley, Pitch To Win, Ball Games, Darts, String Game.

This Show will play Pennsylvania, West Virginia, Ohio, all industrial territory. Frankie Murphy, contact Jimmie Tiernan.

WALLACE & MURRAY SHOWS, Jack Murray, Mgr.

LENOIR, N. C., This Week

GRANITE STATE

1947 SHOWS 1947

OPENING KINGSTON, N. Y., APRIL 24

All people contracted acknowledge this ad.

WANT WANT WANT WANT WANT

Can place capable Concession Agents. Reply to Al Hall.

Cy Slovin wants Coupon Agents.

All replies to 148 Loudon Rd., Concord, N. H.

PARADA SHOWS

CAN PLACE

CALLERS and COUNTERMAN for BINGO. Prefer those who can drive semis. Good salary.

RIDE HELP on Merry-Go-Round, Wheel, Octopus and Chair-o-Plane, Truck Drivers, Ticket Sellers and Agents for Ball Games and Stock Stores.

CONCESSIONS—Pop Corn or any Concession that works for stock.

Address

H. C. SWISHER, Paola, Kan., April 5 to 12

HELEN'S UNITED SHOWS

WANT TO BOOK OR LEASE

Eli Wheel and any Portable Ride that does not conflict with Merry-Go-Round, Tilt, Train, Swings. The best offer you ever had. Yes, we can place Stock and Slum Stores, \$15.00 privilege. Lumber City, Ga., till April 5th.

HELEN SQUIRES

SECOND CALL

SEASON OPENS THURSDAY, APRIL 10
FAIRGROUNDS — COLUMBUS, MISS.

GOLD MEDAL SHOWS

GIRLS — Experienced GWTs, Posing and Show Girl Type. Wanted for both shows, "BEAUTIFUL BAGDAD," an Oriental Musical Revue, and "GREENWICH VILLAGE," a fine Posing Show. State what you do. If a Specialty or Feature Dance, we will pay you well. Can use Lipc Girls and Bally Girls. State your salary and if you have wardrobe.

TALKERS

AND GRINDERS — Still have some openings. BOSS CANVASMEN and Helpers.

FREAKS

Can Place a strong Feature for Annex. Also Working Acts and Bally Acts for Side Show, Musical Act.

MONKEY

SHOW OPERATORS — Wanted with or without Monkeys. One with stock broken preferred. Have a fine, all-new Outfit, complete. Will turn over to right party. (Capt. Jim Mullhouland, wire.)

MIDGETS

Can Place couple more Midgets, Men or Women. Also Runts to bally and sell tickets. Talker wanted, also Ticket Sellers.

WILL BUY

FOR CASH — Illusions of all kinds. Particularly want a good 4-Legged Girl Illusion. CAN PLACE HELP FOR THIS ATTRACTION. Bally Girls and an A-1 Lecturer who can sell "Acts." Bill Salsbury, Mgr.

SLIM CURTIS

Can Place one more Fat Girl or Boy. (Tiny Gowan, wire.)

MUSICIANS

For Oriental Show and Posing Show. Flageolet and Drummer. Want Hammond Organist with own instrument.

HILL BILLIES

WANT — Experienced Hill Billy Folk. State where you have worked and what you do. THIS FOR A VERY FINE HILL BILLY SHOW, "CORN'S A CRACKEN."

DROME RIDERS

For my brand new Silo Drome. Can place HIGH TYPE TALKER, one more GIRL and MAN Rider. Drome now set up here. (Baldy, Red Rogers, Shorty and Jackie Logsdon, wire me.)

WIRE OR WRITE NOW

RAY MARSH BRYDON

BOX 32

COLUMBUS, MISS.

SPRING SPECIAL

Featuring

- OUTDOOR EQUIPMENT REVIEW
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- SEVENTEEN SPECIAL ARTICLES

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WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST MIDWAY

WYANDOTTE, MICH., APRIL 17-27

Due to inclement weather we have postponed our opening one week. All Concessionaires take notice.

JOHN QUINN, Manager

100 Davenport St.

Detroit 1, Mich.

C. A. STEPHENS SHOWS

C. A. STEPHENS, Owner-Mgr.; MRS. C. A. STEPHENS, Secy.-Treas.; WALTER B. FOX, General Agent; S. C. POOLE, Business Mgr.; EARL DIXON, Concession Mgr.; PAT BRADY, Electrician and Lot Man.

WANT Grind Shows and Organized Side Show with own equipment. RIDES—Will book Rolloplane, Tilt, Octopus, Spitfire or any Flat Ride. George Moat, contact Blackie Henry.

CONCESSIONS—Fish and Duck Pond, Coke Bottle, Pitch-Till-U-Win, Ball Games, Glass Pitch; other Slum outfits contact. Need few good Slum Agents; Walter Hood, wire. Earl Dixon wants Agents for Count, Pin, Skillo, Alley and Wheel, also good Percentage Dealers and Swinger Agents. Holds exclusive on all above stores. Monroe Sanders, Tony Souther, Poole was away until Saturday night; unable to contact you then; please wire or phone him at once.

Manchester, Ga., this week; Big V.F.W. Spring Festival, Carrollton, Ga., next

BARNEY TASSSELL UNIT SHOWS

Want for Mebane, N. C., week of April 7th

One more major Ride or any other ride not conflicting. Shows of merit and Concessions of all kinds. Can place Photos, Jewelry, High Striker. All people contracted for summer season contact me at once. Wire, this week, Bath, S. C.

J. J. PAGE EXPOSITION SHOWS

Opening Saturday, April 19, Johnson City, Tenn. (Downtown Location.)

LAST CALL! LAST CALL! LAST CALL!
Can place a few more legitimate Concessions. WILL BOOK ONE MORE FLAT RIDE with own transportation not conflicting with what we have. Can place Man to manage and produce Colored Minstrel Show. Also Musicians and Performers. Salary and percentage. Want Second Man for Octopus and Chairplane. Will place money-getting Grind Shows with own outfits. FRANK ALLEN, get in touch with us immediately. All people contracted with this show confirm this ad or come on. Bill McIntyre wants Working Acts, also Ladies for Tickets and Bally. Want Canvasman. Help come on. Everybody address: **J. J. PAGE SHOWS, BOX 705, JOHNSON CITY, TENN.**

FLORIDA AMUSEMENT CO.

PLACE AT ONCE

Agents for real flashy Roll Down Tip-Up, Clothes Pin Coupon Stores, also two P. C. Agents. No drunks or junkies. This show plays real territory and stays out eleven months. No layoffs. Playing Florida's best fairs. Want few more sober Ride Men that drive semis, grinding Ticket Sellers. Place few Slum Concessions. Be with a winner with America's best free attractions. All address:

**HOWARD INGRAM, Owner
OPELIKA, ALA., THIS WEEK.**

WASON AMUSEMENTS

Opening April 11th, Columbia, S. C., on Main St., with 5 Rides.

Photos, Bingo, Grab, French Fries, Floss, Sno Cones, Popcorn, Apples, Ball Games already sold exclusive. Other legitimate Concessions open, one of each, small privilege. Need Caller and Countermen for office Bingo. Help on new Spitfire, Second Man for new Eli Wheel. This show will plan Firemen's Celebrations in Delaware, Maryland, Pennsylvania and New Jersey. Positively no flats. No gate. Ray Price, contact. Fats, come on. All communications to **M. J. WASON, Twin Pines, West Columbia, S. C., until April 7th; then on Main Street lot.**

WANT—REGENT SHOWS—WANT

Due to Late Spring, Opening Eastman, Georgia, Saturday, April 5.

Can place Shows of all kinds with or without outfits, such as Minstrels, Ten-in-One, Grind Shows, Girl Show. RIDES—Will book, lease or buy for cash Tilt. Can place Ride Help in all departments. All Concessions open, including Grind Stores. Have a good spring route through Georgia, Alabama, Tennessee, Kentucky. Also have a bona fide route of fairs starting August thru Tennessee, Alabama, Georgia and Mississippi. Address:

**HARRY ALKON, Mgr.
FAIRGROUNDS, EASTMAN, GEORGIA**

First Call—CUMBERLAND VALLEY SHOWS—First Call

OPENING MAY 12 IN SOUTH PITTSBURG, TENN.

SHOWS: Want Fun House, Glass House, Midget, Fat Show, Mechanical City or any other capable show that doesn't conflict. Want organized Minstrel Show with Band, one that can cut it. Salary and Percentage.

CONCESSIONS: All legitimate Concessions open except Cookhouse, Popcorn and Pea Pool. RIDE HELP: Ride men wanted on all rides. Must be sober and reliable. Top salary. This show holds contract for 10 Fairs and will carry 8 rides. Playing short jumps and money territory. All that expect to be with this show contact

ELLIS WINTON

108 E. McLEAN ST.

MANCHESTER, TENN.

Carnival Routes

Send to
2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Alamo Expo.: Temple, Tex.
- A. M. P.: Wadesboro, N. C.; Monroe 7-12.
- American United: South Tacoma, Wash., 5-12.
- Anderson Greater: Benton, Tenn.
- A. & P. Am. Co.: Chandler, Okla.
- B. & D. Am. Co.: Kannapolis, N. C.
- B. & H.: Meggett, S. C.
- Big State Am. Co.: Robstown, Tex., 1-10.
- Bistany Greater: Sumter, S. C.
- Blue Ribbon: Albany, Ga.; Columbus 7-12.
- Borderland: Liano, Tex., 7-12.
- Brady & Leedy: Athens, Tenn.; Cleveland 7-12.
- Brewer United: Gilmer, Tex., 1-3; Pittsburg 5-12.
- Bullock Am. Co.: Great Falls, S. C.
- Burdick's Greater: Menard, Tex.
- Caledonia: Kingston, N. Y., 3-12.
- California: Manteca, Calif.
- Capell Bros.: Durant, Okla.
- Capital City: Nashville, Tenn.
- Cavalcade of Am.: Mobile, Ala., 5-12.
- Central Am. Co.: Beaufort, S. C.
- Central States: Salina, Kan., 7-12.
- Celtn & Wilson: Petersburg, Va., 5-13.
- Coastal Plain: Kenly, N. C.
- Crafts Expo.: Corona, Calif.
- Crandell's Midway: Butler, Ga.
- Crescent Am. Co.: Camden, S. C.; Rock Hill 7-12.
- Crystal Expo.: Americus, Ga.
- Dickson United: Pauls Valley, Okla.
- Dumont: South Norfolk, Va.; Richmond 7-12.
- Dudley, D. S.: Wichita Falls, Tex.; Childress 7-12.
- D. & W.: Bladenboro, N. C., 5-12.
- Elliott, L. W. Am. Co.: (North Tibbs & Garden Sts.) Indianapolis, Ind., 4-12.
- Endy Bros.: Augusta, Ga., 3-12.
- Excelsior Am. Co.: Bennettsville, S. C.
- Exposition at Home: Aberdeen, N. C.
- Fay's Silver Derby: Moultrie, Ga.
- Florida Am. Co.: Opelika, Ala.
- Folks Celebration: Artesia, N. M.
- Franklin, Don: El Campo, Tex.; Cuero 7-12.
- Frank's Playland: Rochelle, Ga., 5-12.
- Gem Carnival: Caryville, Tenn., 5-12.
- Gem City: Camden, Ark.
- Gentsch, J. A.: Yazoo City, Miss.
- Gold Bond: Camden, Ark.
- Golden Rule: Florence, S. C.
- Golden West: Broderick, Calif.
- Great Sutton: Sikeston, Mo.
- Greater Rainbow: Booneville, Ark.
- Greater United: Marshall, Tex.
- Groves Greater: Bogalusa, La.
- Hannum, Morris: Edenton/ N. C.; Emporia, Va., 7-12.
- Happy Holiday: Clawton, Mich., 4-12.
- Harrison: Sanford, N. C.
- Helen's United: Lumber City, Ga.
- Heth Expo.: Malden, Mo., 5-12.
- Heth, L. J.: Tarrant, Ala.
- Heart of Texas: Big Spring, Tex.
- Home State: Batesville, Ark.; Jonesboro 7-12.
- Hoosier State: Columbus, Ind., 9-12.
- Hyalite Midway: Ardmore, Okla., 5-12.
- Imperial Expo.: Salinas, Calif.
- International: Okmulgee, Okla.
- J. & B.: Clarksville, Va., 5-12.
- Johnny's United: Hawkinsville, Ga.
- Jones, Johnny J., Expo.: Greenville, S. C., 5-12.
- Kaus, W. C.: New Bern, N. C.
- Lake City: Arkadelphia, Ark.
- Lamb, L. B.: Guntersville, Ala.
- Lawrence Greater: Albemarle, N. C.; Raleigh 7-12.
- Lee Am. Co.: Tuscaloosa, Ala., 1-12.
- Leeright, J. R.: Holdenville, Okla.; Okemah 7-12.
- Long's United: Hanford, Calif.
- Madison Bros.: Pochontas, Ark.; Poplar, Mo., 7-12.
- Magic Empire: Oak Grove, La.
- Magnolia State: Meridian, Miss.
- Majestic Greater: Richmond, Va.
- Marion Greater: Leesville, S. C.
- Marks: Newport News, Va.; Richmond 7-12.
- McCall, Jim: Fort Valley, Ga.
- McCloskey: El Cerrito, Calif.
- McKee, John: Dexter, Mo.
- Midway of Mirth: Highland, Ill.
- Midwest: Coachella, Calif.
- Mighty Monarch: North Miami, Fla., 5-12.
- Mighty Page: Pontotoc, Miss.
- Moore's Big State: Kingsville, Tex.
- Moore's Modern: Charleston, Mo., 4-12.
- Omar's Greater: Pryor, Okla.
- Pacific United: Stockton, Calif., 5-12.
- Parada: Paola, Kan., 5-12.
- Paramount Expo.: Norfolk, Va., 2-12.
- Parris & McIntyre: Crumerton, N. C.
- Paul's Am. Co.: Clarksville, Ark.
- Pearlene: Stonewall, Okla.
- Peerless Celebration Am.: Statesville, N. C.
- Penn Premier: Trenton, N. J., 4-12.
- Peppers All-State: Montgomery, Ala.
- Pike Am.: Sallisaw, Okla.
- Pine State: Savannah, Tenn.
- Prell's Broadway: Fayetteville, N. C.; Burlington 7-12.
- Rogers Greater: Dyersburg, Tenn.
- R. & S. Am.: Wilmington, N. C.
- Rosen, H. B.: Fort Payne, Ala.
- Royal Amusement: Crawfordville, Ga.
- Royal Crown: Rome, Ga.
- Royal Expo.: Fernandina, Fla.
- Royal Rides: Marion, Ala.
- Rupe's Midway for Fun: Marietta, Okla.
- Sam's Funland: Gibsonville, N. C., 5-12.
- Schafer's Just for Fun: Tyler, Tex.
- Shan Bros.: Atlanta, Ga.
- Silver Slipper: Calhoun, Ga., 5-12.
- Silver States: Fabens, Tex.
- Smith, Casey: Ada, Okla.
- Smith Am. Co.: Hallettsville, Tex.
- Southern Am. Co.: Gonzales, Tex., 1-6.
- Southern Valley: McGehee, Ark.
- Stephens, C. A.: Manchester, Ga.

- Strates, James E.: Washington, D. C., 2-12.
- Sunflower State: Lawton, Okla.
- Tassell, Barney: Bath, S. C.
- Tassell, Sam: Lakewood, N. J., 7-12.
- Thomas Joyland Am.: Lexington, Ky.
- Tinsley, Johnny T.: Greenville, S. C.; Gaffney 7-12.
- Triangle: Durham, N. C.
- 20th Century: Pittsburg, Kan., 5-12.
- Victory Expo.: Paris, Tex.
- Virginia Greater: Suffolk, Va., 4-12.
- Wallace Bros.: Clarksville, Tenn.
- Wallace & Murray: Spartanburg, S. C.
- Ward, John R., World's Fair: Baton Rouge, La.
- White Star Attrs.: Social Circle, Ga.
- Williams Southern: Hickory, N. C.; Morganton 7-12.
- Wolfe Am.: Thomson, Ga.
- Wonder City: Stuttgart, Ark.; Monette 7-12.
- World of Pleasure: Wyandotte, Mich., 10-20.
- World of Today: Muskogee, Okla., 5-12.
- Zacchini Bros.: Luffkin, Tex.
- Zeiger, C. F., United: Clarkdale, Ariz., 1-6.

Circus Routes

Send to
2160 Patterson St., Cincinnati 22, O.

- Balley Bros.: Newberry, S. C., 3.
- Beatty, Clyde: Los Angeles, Calif., 1-20.
- Burns, Kay: Lebanon, Tenn., 9.
- Clyde Bros.: East St. Louis, Ill., 7-10; Peoria 11-15.
- Dailey Bros.: Gonzales, Tex., 12.
- Eagles: Columbus, O., 7-12.
- Hamid-Morton: Buffalo, N. Y., 7-12.
- King Bros.: Jackson, Miss., 7-8; Carthage 9; Starkville 10; Tupelo 11; Corinth 12.
- Polack Bros. (Eastern): (Armory) Akron, O., 1-2; (Parkway Theater) Madison, Wis., 7-12.
- Polack Bros. (Western): (Murat Temple Aud.) Indianapolis, Ind., 1-13.
- Ringling Bros. and Barnum & Bailey: (Madison Square Garden) New York, April 9-May 11.
- Roger Bros.: Amite, La., 3-4.
- Sparks: Meridian, Miss., 1; Columbus 2; Tuscaloosa, Ala., 3; Birmingham 4-5; Cullman, 7; Decatur 8; Florence 9; Columbia, Tenn., 10; Nashville 11-12.
- Yankee-Patterson: Redondo, Calif., 2; Huntington Beach 3; San Clemente 4; Santa Ana 5-6.

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

- Florida Blossom Minstrels: Brunswick, Ga., 2-3; Waycross 4; Jessup 5; Savannah 7.
- Gosh, Byron, Hit Parade Tent Show (Legion Park) Biloxi, Miss., 1-15.
- Miller's, Irvin C., Brown-Skin Models (Dreamland) Tulsa, Okla., 2-3.
- Roller Skating Vanities (Armory) Albany, N. Y., 6-13.
- World-Wide Animal Exhibit: San Antonio, Tex., 1-5.

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COOKHOUSE OR GRAB, OTHER CONCESSIONS. GIRL SHOW PEOPLE. MECHANIC WITH TOOLS. MAN TO HANDLE MIX-UP (50-50 deal). SECOND MEN FOR FERRIS WHEEL AND OCTOPUS. FOREMAN FOR MERRY-GO-ROUND. WILL BOOK LOOP-O-PLANE. Address: Lawton, Okla., this week.

WANTED

HALF AND HALF FOR ANNEX. (J. J. HARTNETT, LEE LESTRA, ANSWER.) Join at once.

Prof. Sanders Side Show

PEPPERS ALL-STATES SHOWS
Montgomery, Ala.

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Better type Kiddie Rides and Free Acts for the Greater Hazleton Veterans' Assn.

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Starting Monday, August 4th.
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DR. MARTIN APFELBAUM
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Direct Positive Double Camera and Booth

Fluorescent Lights, Scales, 2 extra Shutters, 1 extra 3.5 Lens. Camera in A-1 shape. Extras. Hassan make. Cheap for quick sale.

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Stop 155, Lake Road Huron, Ohio

SECOND-HAND SHOW PROPERTY FOR SALE

\$65.00 Estey Folding Organ, 3/4 octaves. Good cond. \$1.25 Ea. 41 Cats, fur trimmed. Good condition. \$40.00 Punch & Judy outfit with folding stage. \$5.00 Brown Velvet, 36 in. by 9 ft. Slightly used. 5¢ Each. New Wood Rings for Cane Rafts.

WEIL'S CURIOSITY SHOP

12 Strawberry St. Philadelphia 6, Pa.

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Pause-Awhile, Ga.
March 29, 1947.

Dear Pat:

Did you ever hear of a show opening its season without opening? That's what happened to us here. At opening time last Monday a deluge hit the lot and it continued to rain during all show hours. We had fairly clear mornings, but wet afternoons and nights.

Glistening from rain, our fronts and rides looked beautiful. It proved to the office that one doesn't have to paint equipment if a show is booked on a rainy route. Good posting paper is what counts. "Special paper," is this show's slogan. Not the old, dull silhouettes on yellow, but hues of all kinds. Merchants the bosses did business with, who wouldn't have come near the lot even if we had had

good weather, were surprised at the size, beauty and the number of rides this show carried when they saw our 24-sheet of the entire midway that was posted on the corrugated tin side of Hemingway's Garage located directly across from the burg's post office. The corrugated tin gave the midway a wavy appearance similar to that out wartime builders left it in. Our billing wasn't up to the office's expectations here because the Underbrush Litho Company acted the part of a heel by sending all four of the stands of paper with the word "Sample" stamped on each sheet in large black letters.

A fair manager arrived here to look our midway over before booking it for his annual. Because of the steady rain it was impossible for him to come to the lot and was confined in his room. Finally he sent for General Agent Lem Trucklow and booked us on the strength of a six-sheet midway scene that was posted on an outhouse under his window. He figured that the word "Sample" had been put on the paper especially for his benefit as a sample of our midway. When it comes to lithographs, the bosses want hues—the cries will automatically take care of themselves after the date is over.

The old saw, "One man's gain is another man's loss," held good here. The boss booked a Chairplane owned by some people living near Hungry Hollow, O. They didn't troupe during the war years, preferring to stay on their turkey farm to roughing the labor shortage. Their ride was painted, hued or tinted the most unusual color. It was a dull black flecked with gray. We didn't have anything on our lithos that could compare with it. After setting in the rain for five days the flecks of gray disappeared as if by magic, leaving the entire ride a dull black. It was then that we learned that the ride hadn't been painted at all, but had been used as a turkey roost for five years.

Here comes another deluge. The Geek Show top I'm writing under leaks like a sieve and this type-writer won't write under water. Just got word from the office to rush to the local radio station and announce "Thru popular demand, The Ballyhoo Bros.' Circulating Exposition will remain here for another week." It's funny how people will demand more of something they didn't see.

MAJOR PRIVILEGE.

WADE CAULDER ENDORSES THE SUNSHINE CHOO CHOO

"I consider the Sun Shine Choo Choo tops of all kiddie rides. Its grosses are very satisfactory and you can sure bank on the word and treatment of Sunshire Company. There is none better."

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)

CONCESSIONS FOR SALE

2 Anchor Tops, size 12x8, also 10x8. Front Awnings attached, 8 ft. Sidewall. 2 Small Tops, made for Balloon or Novelty Stand, 3x6, also 4x6, also just made by Anchor and brand new. No Sidewall. 4 Evans Set Games, two brand new, other two in good condition. 3 Three-Marble Tives and Chart, brand new. 3 Folt-Down Tables, Charts on Tables, like new. 1 Evans Improved Bee Hive, works same as Set Games. Sell separate or all.

DAVE STEVENS

2349 E. Houston St., San Antonio, Tex.

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CHOICE LOCATION—In well established Park. Building 40'x80', suitable for Glass House or any other Concession not conflicting. Arnolds Park Amusement Corp. Call, write or wire

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PERFECT GAME WINNERS



PORTABLE
ELECTRIC
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(Any Denomination)
\$100.00 Complete

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HELP WANTED

Ride Help for long season in Mid-West. Foreman for Merry-Go-Round, Ferris Wheel, Octopus, Kiddy Ride. Second Men for all rides.

JACK KELLY

55th St. and La Grange Road
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FOR SALE "FLYING SCOOTER"

Used two months, fully equipped, perfect condition. Quick sale, \$9,950.00. Write

D. F. WIEGAND

1300 E. Como Blvd., St. Paul 3, Minn.
or call H. V. 1812

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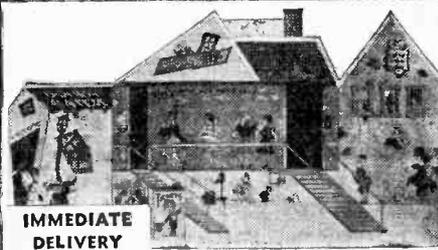
COMPLETE KIDDLAND EQUIPMENT

Streamline Train With 420 Feet of Track
Airplane Ride
Miniature Merry-Go-Round
Street Car
Flying Jenny
Ferris Wheel

T. F. WOODS, 1069 Market St., San Francisco, Calif.

NEW FUN HOUSES

Just the thing to brighten up your Midway. Dark walk-thru type built on semi-trailers. Beautiful 46-ft. panel front, new lighting effects, air compressor, ticket booth, etc. Thirty units sold last year. Actual returns prove it a top money winner. Requires only one operator, goes up and down in an hour's time. Very easy terms to established showmen.



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KING AMUSEMENT CO.
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Opening May 1st. Playing All New England.

Want Ride Help—Foremen for Merry-Go-Round, Ferris Wheel, Chair Plane; must be sober. Concessions—Want Photos, Pitch Till You Win, String Game, Fish Pond, Darts, Cigarette Shooting Gallery. All small jumps. All replies to

HENRY BUSHAY, American House, Fitchburg, Mass.

QUEEN OF THE FLYING RIDES

FLYING SCOOTERS

BISCH-ROCCO AMUSEMENT CO.

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Special News
CARNIVAL AND PARK
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NOW AVAILABLE

PLACE YOUR ORDER HERE FOR THE

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MOON ROCKET

CATERPILLAR

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WRITE FOR OUR NEW CATALOG

ALLAN HERSHELL COMPANY, INC. WILL CONTINUE TO BUILD AND SERVICE ALL RIDES AND EQUIPMENT THAT HAVE BEEN MANUFACTURED BY BOTH ALLAN HERSHELL COMPANY INC., AND SPILLMAN ENGINEERING CORPORATION.

ALLAN HERSHELL COMPANY, INC.
NORTH TONXWANDA, NEW YORK

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., March 29.—An addition to the membership is Southern Valley Shows, owned by Eddie Moran, bringing our membership roll to 213.

We anticipate opening our visitation program at the Paramount Exposition Shows at Norfolk, Va., April 2. Our plans also include a stop-over at Washington and a probable visit to James E. Strates Shows.

Membership certificates will be mailed April 9, as well as a copy of the association emblem, mats of which are available in several sizes, together with the first general information bulletin of the year.

The U. S. Commerce Department has furnished a detailed article of the services now being rendered to retail businesses by the weather bureau, and we urge our membership to avail themselves of the daily information available at the various offices of the weather bureau.

The Commerce Department has also released an optimistic report on the availability of lead, copper and tin during the current year, and while the supply will be somewhat more plentiful, the prices will also be higher in order to stimulate domestic production. The production of lumber and of other metals appears to be improving.

BARGAINS AT ROCK BOTTOM PRICES

1 NEON PLANT, COMPLETE. (Like new)	\$350.00
35 K.V.A. A.C. PLANTS. Excellent Shape. Each	250.00
2 1/2 K.V.A. A.C. PLANTS. Good Shape. Each	90.00
18 G.V.A. A.C. PLANT. Needs some Repairs	200.00
4 HAND WINCHES. Brand new. Each	27.50
1 COMPLETE SET OF SNAKE SHOW BANNERS. 4 Pictorial 8x10; 1 Doorway 8x12. Used 4 weeks	150.00
1 TANGLEY CALLOPE. In A-1 Condition.	250.00
SAILMAKER'S PALMS AND NEEDLES NEW PALMS (Actual Val. \$1.75). Ea. 75¢	
NEEDLES: 14's. Each	10¢
10's. Each	20¢
12's. Each	15¢
17's. Each	10¢
Buy as Many as You Want.	
TOOL BOXES AND PROP. BOXES Well made Heavy Duty Tool Boxes. Made for U. S. Army at cost of \$18.00 New. 15x17x31 Inches. Our Special Low Price. Each	\$3.00
HEAVY DUTY CHESTS, 16x17x40. Ea. \$3.00	
5 NEW CHESTS, 16x17x65 Inches. Suitable for Banner Boxes, Stock Trunks, Light Globes, etc. Each	\$5.00
PAINT—FLAT GRAY ENAMEL. 4 Gallons to Case. Case	\$5.00
TRUE BLUE GLOSS ENAMEL. 24 Quarts to Case. Case Lots. Case	\$16.80
HEAT RESISTING GLOSS. Black Enamel. 24 Quarts to Case. Case	\$14.40
EXCELLENT QUICK DRYING BLACK ENAMEL. High Gloss, Best Quality. 36 Quarts to Case. Case	\$25.00
SANITARY TOILETS Made for U. S. Navy at Cost of \$32.50. Aluminum, Brand New, Air-O-Plane Type. Great for Living Trailers or Railroad Sleepers. (Al Wagner bought 30 for Cavalcade Train). Each \$12.50	
SEND ONE-HALF DEPOSIT, BAL. C. O. D. State Quantities and how you wish it shipped.	

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2.75x10 Puncture-Proof, Ball-Bearing Goodrich Silvertown, 1/2-Inch Bore, With Hub 3/4 Inch Across

\$4.00 Ea.

RUBBER CABLE

4-Conductor #18, Reels 1320, Stranded	3¢	8000 Pieces #2-12, 25 Ft. Lengths, Stranded. 10¢	Per Ft.
10-Conductor #18, Reels 1000 Ft., Solid	5¢	350 Pieces, #3-14, 35 Ft., With Tail & Plug. 10¢	
20-Conductor #18, Reels 1000 Ft., Solid	10¢	2500 Ft. #3-10, 250 Ft. Reels	20¢
		400 Ft. #3-4, 50 Ft. Lengths	50¢ Per Foot.

PORTABLE AIR COMPRESSOR for tires and spraying, Westinghouse, 130 pounds pressure—Write for Prices.

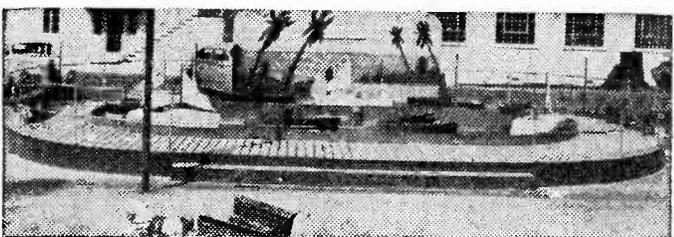
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5 Taps (110V, 120V, 130V, 140V, 150V)
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WRITE for our free circular on Electrical Equipment and Surplus.

SPEAKER WIRE, twisted 2 cond., No. 18, 1000 ft. to reel—Write.

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APPROVED ELECTRIC OR GASOLINE POWER BOAT
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J. L. LUCAS—2521 RIVERSIDE DR., LOS ANGELES 26, CALIF.

WANT MANAGER

With two Rides and Concessions for permanent park, 3 blocks from depot. Conditions good. We furnish lot, license and support. All replies

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Twenty-four foot 1940 Fruehauf Trailer equipped with air brakes, new 1000x20 tires, closed van with doors opening top and bottom on all sides. Built especially to mount power plants. A-1 condition.

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Six 36" Merchandise Wheels, numbered on both sides.

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100 New and Used Trailers — Vans — Racks — Platforms

100 USED TRACTORS
International, Fords, Chev, Dodge, Macks,
IMMEDIATE DELIVERY—LOW PRICES
Serving the show people for 15 years.

BERMAN SALES COMPANY
Phone 521 Pennsburg, Penn.

OPENING ARDMORE, OKLAHOMA APRIL 5

Want Ride Help, Bally Men, useful Show People—salary and meals. No floaters, agitators or trouble-makers.

Will book Concessions not conflicting—no Flatties or P. C. Gypsies, save your conversation.

HYALITE MIDWAY

GEM CARNIVAL

Caryville, Tenn., April 5 to 12, two Saturdays; Oliver Springs, April 14 to 19.

Will book Concessions not conflicting, especially want Bingo, Mitt Camp, Mug Outfit. No Flats. All wires to

Lake City, Tenn., Winter Quarters.
CLYDE R. PIERCE

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

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Want Union Billposter, must drive truck. The following please answer if at liberty: Grover Hill, Morris Stokes, Geo. Carson, Jack Marcus, Eddie Curran, Bill Boude.

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Week Mar. 31, Newport News, Va.; week May 6, Richmond, Va.

Ideal Winter Quarters

Approximately 5 acres, 33x610 feet with building of approximately 11,000 square feet. All clear, no posts. 34 foot ceiling. 12 miles from center of Los Angeles. \$72,000 net.

Owner MADOR MANUFACTURING COMPANY
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6—RIDES—6 OPENING APRIL 5 IN DOWNTOWN, MALDEN, MO. 6—SHOWS—6
WITH A-1 NORTHERN ROUTE TO FOLLOW.
WILL BOOK ROLL-O-PLANE WITH OWN TRANSPORTATION.

Want the following Concessions: Diggers, Penny Arcade, Frozen Custard, Scales, Age, Novelties, Jewelry, Basket Ball, Slum Blower, Bumper, Dart Game, High Striker, Lead Gallery and Milk Bottle Ball Games. No Flat Joints or Gypsies. Want Man to handle Front Gate and Downey Teleskopik Light Towers.

All Address: **ROBERT HETH, MGR.**, Box 215, Malden, Mo.

BUELL BROS.' WORLD WAR #2 SHOW

Complete with Banner Line and Metal Banner Poles, Veneer Viewing Cabinets, Display Pictures with Frames, etc. Used one season. Cost \$1200; sell for storage owing, \$200.

STAN ROWE, the Mover
140-150 York St. Hamilton, Ont.

WANTED

Booking Agent who can handle small outfit, 3 Rides, 10 Concessions. Short jumps, all Eastern Virginia. Foremen for Merry-Go-Round and Ferris Wheel; married man preferred. Have my own trailers for same. Can use few Concessions.

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All Sizes—NEW AND USED—All Styles.
BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.

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WANT TO BOOK Ferris Wheel with own transportation. All Concessions open EXCEPT Popcorn, Candy Apple, Ball Game, Cork Guns, Balloon Darts, Clothes Pin, Photos and Grab. No collect wires or phone calls, please.

130 South K St., San Bernardino, Calif.
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WANTED TO BUY

Merry-Go-Round Horses, must be jumpers and in good condition.

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RIDE HELP WANTED

Foreman for No. 16 Wheel. Must be experienced, sober and reliable. Also Help on all other Rides. No moving, year round work.

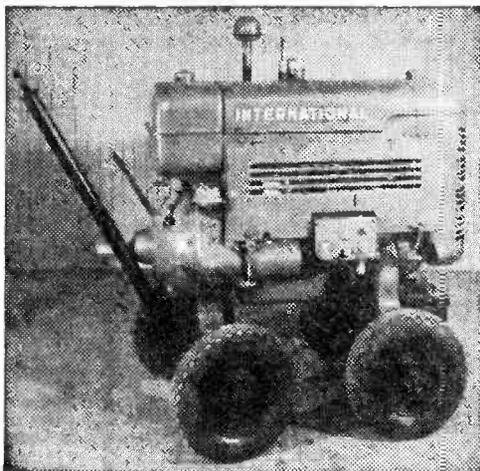
GRIFFEN AMUSEMENT COMPANY
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POWER UNITS FOR ALL TYPES OF RIDES

**INTERNATIONAL
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FOR:

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- Chair-o-Plane
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- Silver Streak
- Octopus
- Ride-o-O
- Etc.



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The Famous CENTURY FLYER FOR PARK -- KIDDIELAND -- CARNIVAL

Permanent or Portable

PROVEN SAFETY . . . 24" gauge track. Non-upsetting Cars. Low center of gravity. Hand rails for the kiddies. PRACTICAL . . . 40 HP Engine. 8-wheel drive. Simple, clean mechanism with minimum of moving parts to cause trouble. Timken bearings throughout. Large size to permit the rapid handling of capacity crowds.

CAPACITY—120 Kiddies or 80 Adults with 10-car train. When larger capacity is necessary, add more cars. Locomotive has ability to pull 20 cars.



**LARGEST
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TRAIN BUILT**

**CENTURY FLYERS -- COASTERS CARS
PARK BENCHES -- DISTORTION MIRRORS**

Stands 46 1/2" high above the rails. Two Adults or 3 Kiddies sit side-by-side comfortably in one seat.

NATIONAL AMUSEMENT DEVICE CO. Box 488 VAF, Dayton 7, O.

WANT KIDDIE RIDES

Will give exclusive franchise to operator with modern Kiddie Rides. Permanent year-round park in heart of \$14,000,000 Mission Bay Recreation Development.

MISSION BEACH AMUSEMENT CENTER

San Diego 8, California

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I have for sale or trade one almost new Cargo Trailer, new paint and new tires, dual wheels, air brakes, completely enclosed steel body, top all steel, canvas covered, opens rear end only and has full doors rear. Dimensions are 16 ft. long, 7 1/2 ft. wide, 6 ft. high, one and a half ton weight capacity. Good for Concessions, small Rides, Merchandise, etc. Price, \$600.00. Also one 1946 Dodge 1/2-Ton Pickup Truck, like new, has been used only five thousand miles, has heater and ready to go. Will sell as complete unit or separate; truck price, \$1395.00; as complete unit equipped to go, \$1895.00. This Trailer can be pulled behind small passenger car. Write, wire or phone H. M. WITHERS, 16 W. 16th St., City Auto Sales, Indianapolis, Ind. Phone: Hilland 1418. Or pieces can be seen any time on our sales lot at the same address.

WANT OPENING APRIL 9TH, COLUMBUS, INDIANA WANT

CONCESSIONS, wire; if I can use you I will answer at once. POSITIVELY no Flats or Gypsies. SHOWS with own equipment and transportation not conflicting with Side Show and Snake Show; very reasonable percentage. RIDE MEN: If you are sober and reliable you can get top wages here, with the finest rolling equipment in the business. SIDE SHOW People, contact B. Doc Warner. All replies:

W. R. GEREN

Western Union, Greensburg, Ind., until April 4th; then Columbus, Ind.

SNOW CONE CONCESSIONAIRES

Our new Spring Catalogue will be ready for mailing about March 15th. To be sure that you are on our mailing list, please send us your present address.

GOLD MEDAL PRODUCTS CO.

318 E. THIRD ST.

CINCINNATI 2, OHIO



COCONUT OIL

FRESH—from the refinery of the nation's seasoning specialists—**THE** colored Coconut Oil popcorn seasoning—**SEAZO**. **DRESS UP** your popcorn and **PUSH UP** those profits—with **SEAZO**.

Warehouse stocks available at—Boston, Providence, Pittsburgh, Cincinnati, Cleveland, Indianapolis, Detroit, Chicago, Des Moines, Kansas City, Omaha, Denver, Portland, Seattle, Dallas, Los Angeles.

C. F. Simonin's Sons, Inc.

Refiners
ESTABLISHED 1870

3450 N. Belgrade St.

Philadelphia 34, Pa.

SEASONING SPECIALISTS TO THE NATION

MEYER HAMBURG AND MORRIS POSNER

WANT FOR

WONDERLAND, CONEY ISLAND, N. Y.

Side Show Attractions, Freaks, Oddities, Novelty Acts

Can Also Place Capable Talkers for Front and BALLY People. 20 Weeks' Season Starting April 13.

CHRISTINE HOLLY and BOB RUSSELL, get in touch with us as we have good proposition for you.

WRITE — WIRE

HAMBURG & POSNER

1216 Surf Ave.

Coney Island 24, New York

OKLAHOMA CITY, OKLA.

We are now making plaster and have complete line for concession operators. Beacon Blankets, Oak Balloons, Swagger Batons, Baseballs, Slum, Glassware and Premiums.

FAST SERVICE — SAVE FREIGHT

Write for List

M. G. NOVELTY CO.

19 SO. WALKER

LAST CALL SNYDER'S GREATER AMUSEMENTS LAST CALL

OPENING EMINENCE, KY., APRIL 26

CONCESSIONS—Can use a few more Stock Stores, Hoop-La, Coke Bottle, Basket Ball, Huckly Buck, String Game, Dart Store or any Stock Store at \$20.

RIDES—Will give any Ride not conflicting the best proposition you ever had, either with or without transportation. Can use sober Ride Foremen for Chair-o-Plane and Kid Rides.

SHOWS—Will book any Show with own equipment except Snake. Will give Girl Show with own outfit good proposition. All people contracted please acknowledge this ad.

All Replies:

HOWARD SNYDER

Box 92, Eminence, Ky.

★ Endy Bros. Shows ★

AMERICA'S FINEST RAILROAD SHOW
OPENING

AUGUSTA, GEORGIA, APRIL 3
SHRINE SPRING FAIR

Can Place—Midget Troupe. New Front and Equipment, State Rooms. Also Monkey Show or Animal Circus. Can Place Dark Ride.
WANT—LOT SUPERINTENDENT—MUST BE SOBER. TOP SALARY.
Good Opening for Canvasman, Train Hands and Ride Men for Hey-Dey and Merry-Go-Round.
GIRLS FOR POSING SHOW—COME ON.
Will Place Fish Ponds, Hankys, Jewelry. ALL ANSWER:
DAVID B. ENDY, Augusta, Ga.
P. S.—Want To Purchase Stateroom Car.

Coming Events

These dates are for a five-week period.

Alabama
Montgomery—Fat Cattle Show. April 1-3. T. McCord, Union Stock Yards.
Arizona
Phoenix—Phoenix Rodeo. April 11-13. Junior Chamber of Commerce.
California
Los Angeles—Nat'l Aircraft Show. April 18-27. L. Johnson, 1161 S. Broadway.
Palm Springs—Legion Rodeo. April 12-13. R. W. Peterson.
Red Bluff—Red Bluff Roundup. April 19-20. E. L. Hart, Box 312.
San Francisco—Travel & Sports Show. April 25-May 4. F. W. Kahler, 1645 Hennepin Ave., Minneapolis.

District of Columbia
Washington—Shrine Circus. April 21-27. Frederick Wilkin, 1315 K. St., N.W.

Florida
Tampa—Latin America Fiesta. April 12-19. Mrs. B. M. Gold, Tampa Theater Bldg.

Georgia
Atlanta—Fat Cattle Show. April 15-16. W. H. Hosch Jr., Chamber of Commerce Bldg.

Illinois
Chicago—National Premium Expo. April 21-24. A. B. Coffman.
Chicago—Circus at Stadium. April 18-May 11.

Kentucky
Louisville—Home & Food Expo. April 11-20. Joseph Brooks.

Louisiana
New Orleans—Spring Fiesta. April 13-27. Catherine B. Dillon, 546 St. Peter St.

Maine
Lewiston—Frank Wirth Circus. April 21-26.

Massachusetts
Boston—Frozen Food Fair in Hort. Hall. March 31-April 4. G. Hodges Bryant.
Worcester—Food Show. April 19-26. F. Dubinsky, 71 Sharon St., Hartford, Conn.

Michigan
Detroit—Builders Show. April 25-May 4. Kenneth D. McGregor, 1642 Buhl Bldg.

Minnesota
Minneapolis—Northwest Sportsmen's Show. April 5-13. F. W. Kahler, 1645 Hennepin Ave.

Mississippi
Greenwood—Delta Livestock Fair. April 8-11. E. H. Blackstone, Box 848.

Missouri
St. Louis—Police Circus. April 20-May 4. Howard S. Moore, 12th and Clark Ave.

Nebraska
Omaha—Shrine Circus. April 7-12. Rink Wright, Stanton, Neb.
New York
Syracuse—Shrine Circus. April 7-12.

Ohio
Chardon—Maple Festival. April 11-13. Wayne Johnson.

Oklahoma
Enid—Tri-State Band Festival. April 17-19. Milburn E. Carey, 2068 Univ. Station.
Guthrie—'89er Celebration. April 21-22. Lynn Buetler.

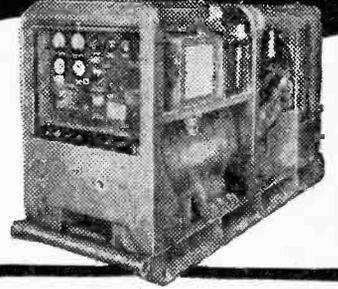
Oklahoma City—Gift & Jewelry Show. March 30-April 2. Mrs. Mildred M. Dalton.
Oklahoma City—Capitol Hill '89ers Rodeo. April 17-19. Lee Sneed.
Pond Creek—Rodeo. April 25-27. Roy W. Davis.

South Carolina
Charleston—Azalea Festival. Week of April 21.
Florence—Fat Stock Show. April 18-19. J. T. Lazar.

Texas
Arlington—Lions Club Celebration. April 16-19. J. M. Lankford.
Gladewater—Horse Show. April 15-18.
Houston—Sports Show. April 18-24. M. S. Bright, c/o Houston Chronicle.
San Antonio—Fiesta de San Jacinto. April 21-26. Jack Raybould, Insurance Bldg.

Washington
Seattle—Sports & Boat Show. April 12-20. Martin P. Kelly, 1st Natl. Bank Bldg., St. Paul, Minn.

NEW PORTABLE 10,000 WATT Electric Plant



Ideal for Carnival Lighting, Rides, Merry-Go-Rounds, Ferris Wheels!

New 10 KW electric generator, 115V. or 230V., single phase, 60 C., 2-wire. Self-exciting. Remote control. Spare parts, tools, and instruction book. Mfd. by Onan & Sons. Willys-Overland Jeep gas engine, 4-cylinder, water-cooled, electric starting, 35 HP at 1800 RPM. Automatic Safety Controls.

\$950 F.O.B. WAREHOUSE, PHILA. Immediate Delivery

Write for Descriptive Circular
The SONJEAN CO.
949 Drexel Bldg.
Philadelphia 6, Pa. • Lombard 3-1093

THRILLING—FASCINATING—ENTERTAINING

IT'S NEW - - - IT'S SENSATIONAL
THE GREATEST GROUP GAME EVER BUILT

SCIENCE **THE TURF** SKILL

An All-Electric Race Horse Group Game for Parks, Beaches, Carnivals.

Tried and tested all season on 10 major Carnivals—an instant success. Drew more play than any other concession. The greatest money getter on any midway. Be the first to cash in on this great game.

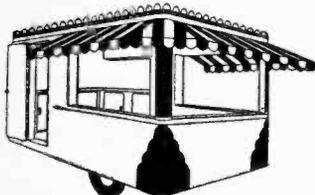
10 UNIT DE LUXE GAME, \$1,750.00
OTHER SIZES, \$175.00 PER UNIT

For further details write

ELECTRONIC GAMES, INC., Greensburg, Pa.

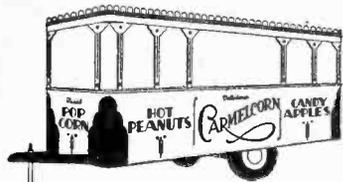
TRAILERS

Let our designers furnish plans and quote prices on any business trailer you require. Can furnish anything from small baggage trailers up to large thirty-foot tandems.



House Trailers at Wholesale Prices.

Standard models on hand for immediate delivery. Write for latest catalog and new low price list.



KING AMUSEMENT CO.
82 ORCHARD ST. MT. CLEMENS, MICH.

WANTED for I. T. SHOWS Inc. OPENING APRIL 3RD

Tilt Foreman and Second Man for brand new 7-Car Tilt, Smith & Smith Chair-o-Plane Foreman.
One Second Man for Ferris Wheel.
Merry-Go-Round Foreman for Allan Herschell Machine. Can use all Good Help on Rides.
We tear down once in two weeks and pay High Salaries and bonus.

Wire or call at once this number: Cloverdale 8-1061

PHIL ISSER, GEN. MGR.
I. T. SHOWS, INC.
1539 EAST 29TH STREET, BROOKLYN, N. Y.

Call between 8 A. M. & 10 A. M. and anytime after 6 P. M.

Look—Wire, Phone, Time Is Short—Look

WE OPEN APRIL 19TH
ISLE OF PALMS BEACH PARK
CHARLESTON, S. C.

LAST CALL

WANT

LAST CALL

Grind Stock Concessions, come on; \$20.00 week. Want Custard, Photo, Arcade, Novelties, Cookhouse. We have sold all Grab Outfits. Will rent Bowling Alley. We want any type of Show not objectionable, 15%. Willing to give guarantee to outstanding Shows. Want Whip, all other Rides are booked.

TERRILL'S AGENCY, 199 KING ST., CHARLESTON, S. C. Phone: Dial 3-1245.
FAMOUS CHARLESTON AZALEA FESTIVAL DATES, APRIL 21-22-23-24-25.

EDDIE'S EXPOSITION SHOWS

Opening April 18, Ford City, Pa.

7 Rides, 4 Shows, 30 Concessions, with EDDIE POLO for Free Act.
Will be on the lot April 15.

EDWARD M. DIETZ, Manager

165 N. Monroe Street Butler, Pennsylvania

FOR SALE Twenty Seat Chairplane

Complete. V Belts, 18 Ft. Tower, Hercules Power Unit, Steel Pinions, Portable Steel Tubing Fence, Ticket Booth.

CALVIN GRUNER
Pinckneyville, Illinois.

CARNIVAL WANTED FOR ANNUAL AMERICAN LEGION 4TH OF JULY CELEBRATION

AT FAIR GROUNDS. CAN SHOW ALL WEEK
JNO. R. WADE
TRENTON, TENN.

PLAYTIME AMUSEMENTS WANT

Foremen and Second Men for new Octopus and Caterpillar and Help for all Rides. Tom Holmes wants Colored Man for Second on #5 Wheel. Experience or not. Salary good. Ticket if he knows you. Eddie Baker, come on. Winter quarters open. Show opens April 17, Manchester, N. H. Will book Frozen Custard. Wire, mail to

E. W. BURR
BOX 177 MANCHESTER, N. H.

RIDE HELP WANTED

FOREMEN and Second Men for Merry-Go-Round, #5 Wheel, Octopus and Chairplane. Salary and bonus. Concession Help. Show opens April 24. All replies to

HARRY J. KAHN
60 Parkside St., Springfield, Mass.

WANT

TILT-A-WHIRL FOREMAN

Must be A-1, sober and reliable for 1946 ride. Prefer semi driver.
Wire:

BOX 200, c/o Billboard
390 Arcade Bldg., St. Louis, Mo.

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.

BORDERLAND SHOWS

WANT

Agents for Ball Games. Can book few more Concessions—Glass Pitch, Coke Bottles, Mug or any not conflicting. No grift. Have 4 Rides and 25 Concessions. Write or wire

HOWARD DEASON
LLANO, TEXAS

WANTED

100 or less 12-inch Cats for

Cat Rack Ball Game.

G & S AMUSEMENT CO., INC.
Salisbury Beach, Mass.

CARNIVAL WANTED

VETERANS OF FOREIGN WARS

WEEK OF JULY 4

Correspondence to

JULE MAITRE, Melcher, Iowa

WANTED

KIDDIE FERRIS WHEEL

with cages. Will pay top price if in good condition.

G & S AMUSEMENT CO., INC.
Salisbury Beach, Mass.

WANTED

On account of disappointment, two capable Count Store Agents; must be reliable. Can also place your wife in Hanky Panks.

Galveston, Texas, until April 6th.
DICK HAVINS
c/o Hill's Greater Shows

CARNIVAL WANTED

Three or four Rides, Concessions, Free Acts; clean legitimate only; for July 3-4-5, Clink's Park.

RAY CLINKINBEARD
BOX 476, ALMA, NEB.

PRODUCING AMERICA'S BEST
Carnival and Circus Side Show

BANNERS

SNAP WYATT STUDIOS
1608 Franklin St. TAMPA, FLA.
Phone M-63562

FOR SALE

One Two-Abreast Parker 40-Foot Merry-Go-Round, including top, Wurlitzer organ, operated by 5 h.p. single phase motor or Ford Model A power unit, horses newly painted. For quick sale, \$1,750.00.

Address:
JACK BEELOW

Waldorf, Minn., Phone 34, until April 22

COMPLETE

WORLD WAR II SHOW FOR SALE

Never Been Used.....\$450.00
Write or call I. L. LAWLOR, Arnolds Park, Iowa

WANT

Cook House or Grab, Stock Concessions, Candy Flss, Shows With Own Outfits.

A & P AMUSEMENT CO.
CHANDLER, OKLA. (CITY PARK)
MARCH 31 TO APRIL 6

SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

New Britain, Conn., Okays Two Vet Orgs as Sponsors

NEW BRITAIN, Conn., March 29.—Hardware City Chapter, DAV, and Nicola Bernardino Post, Italian-American World War Veterans here, have been defined as charitable organizations under a city ordinance and may operate carnivals.

Opinion was handed down by Corporation Counsel Harold J. Eisenberg.

Naugatuck Skeds Show

NAUGATUCK, Conn., March 29.—First outdoor carnival of the Naugatuck American Legion Post will be held June 9-14. George B. Lewis, post activities chairman, and Lawrence V. Sarni, second vice commander, are co-chairmen.

Danbury Sponsors Carnival

DANBURY, Conn., March 29.—McGivney Council, Knights of Columbus, will sponsor a carnival August 22-30 to start a fund for the erection of a gymnasium. Michael L. Gilotti is general chairman

Bethel Carnival Skedded

BETHEL, Conn., March 29.—The annual carnival of the Bethel Volunteer Fire Department will be held on the high school grounds here June 23-28. Albert Schnabel has been named chairman.

Norwalk Plans Annual

NORWALK, Conn., March 29.—First District Fire Department here will stage a carnival July 3-12.

Ypsilanti, Mich., Legion Books Happyland for 4th

DETROIT, March 29.—American Legion Post No. 282 will sponsor a Fourth of July celebration at Ypsilanti, Mich., having contracted for the midway and concessions thru John F. Reid, owner of the Happyland Shows. Contracts for a sound system and fireworks were awarded to Bert E. Thomas, of Detroit Sound Engineering.

E. Hampton, Conn., Fete Set

EAST HAMPTON, Conn., March 29.—East Hampton Fire Department, at a recent meeting, voted to sponsor a carnival this year.

Firemen Book De Marcos

SELINGROVE, Pa., March 29.—The Five De Marco Sisters, vocalists on Fred Allen's radio show, have been booked by Ben Shanin, New York agent, for the firemen's celebration here July 20-27.

VFW Carnival Dates Set

DARIEN, Conn., March 29.—The Darien Post, Veterans of Foreign Wars, has set August 18-23 as dates for the annual celebration here.

FOR SALE 9 CAR TILT-A-WHIRL

IN GOOD CONDITION. CASH.
NO DEALS. WIRE OR WRITE

V. L. PECK

BOX 131 NORTH ROSE, N. Y.

Opening Milwaukee, Wis.

TWO SATURDAYS

MAY 3-11

TWO SUNDAYS

WANT RIDES

Rides not conflicting with Wheel, Merry-Go-Round, Caterpillar or Kid Rides.

WANT SHOWS

All open except Athletic Show. Bill Shultise, answer at once.

WANT CONCESSIONS

All open. Must comply with Wisconsin State laws.

DOWLAND MIDWAY ATTRACTIONS

Address Show Answers to **C. W. RADTKE**
1186 Glenview Ave., Wauwatosa 13, Wis.

Address Rides and Concessions to **FLOYD DOWLAND**
60 W. Arndt St., Fond du Lac, Wis.

DROME RIDERS

TOP SALARIES

GEO. MURRY — KEN. SCHARF — CLYDE TREMBLE —
BETTY O'DAY — BUD THOMPSON — IRIS STEWART —
CAMELIE GARCIA

Wire — Don't Write

OPEN APRIL 19

JOHNNY BRANSON

WALLACE BROS.' SHOWS OF CANADA

Simcoe, Ontario, Canada

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WANTED

A-1 RIDE OPERATORS FOR SIX UNITS.

Foremen for Merry-Go-Rounds, Ferris Wheels, Tilt-a-Whirls,
Chair-o-Planes, Kiddy Rides and Octopus.

MILLER AMUSEMENT ENTERPRISES

55th St. and La Grange Road

La Grange, Ill.

WANTED

ALL KINDS OF RIDES FOR

2ND ANNUAL 4TH OF G. I. CELEBRATION

JULY 4-5-6

For further details
contact

B. C. JANES

American Legion Post #35, Evansville, Wis.

INDOOR SPRING FESTIVAL

First in 7 Years

April 22-26, Maysville, Ky.

Want Fishpond, Huck, Cigarette Pitch, Penny Arcade, Cane Rack, Jewelry.

Want Frozen-Alive Act, also other acts.

Will Buy or Book Kiddie Rides.
Write **H. REED**, P. O. Box 837,
Newport, Ky.

WANT CARNIVAL

with at least 3 Adult Rides, 2 Kiddie Rides, several clean Shows and 35 legitimate Concessions to play

**PORTIA'S 41ST ANNUAL PICNIC,
PORTIA, ARKANSAS, JULY 3 AND 4**

The oldest and one of the most widely attended Independence Day celebrations held in North-east Arkansas. Contact

VICTOR SLOAN, Portia, Arkansas.

CARNIVAL WANTED

With Concessions

AMERICAN LEGION CELEBRATION

July 3-4-5

All Replies to **COMMANDER W. J. RODELL**
Athens, Ill.

★ ★ RIDES ★ ★

At liberty for Celebrations. Have a few open dates. Write

THOMPSON BROS.

2906 4th Ave. ALTOONA, PA.

CARNIVAL

For Lions' Club after June 1st.

No gate, no gyys, no competition. Should attract 10,000.

Box 146 Smyrna, Ga.

WANTED RIDES

for the

ANNUAL MOOSE LAWN PARTY

at Waynesboro, Va., July 14th to 19th.

We have a Bingo seating capacity of 500, and we give away an automobile each year. Contact

A. L. BYRD, Chairman, Box 19, Waynesboro, Va.

WANTED

For Lions' Club Carnival, week of June 30-July 5, inclusive: Merry-Go-Round, Ferris Wheel, Rodeo. Best terms. Also interested in purchasing Murry-Go-Round.

R. H. BOGGS, Mgr.
FRANKLIN, W. VA.

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.

WANT RIDES

Ferris Wheel, Merry-Go-Round and other Rides for Friday and Saturday, July 4th and 5th. Contact

MR. BAVIS

Civic League of Blue Ash
4583 Cooper Rd. BLUE ASH, OHIO

GIANT FIELD DAY

11 Big Days, May 21st Thru 31st.
Youth movement of Third Ward Men's Club of Salina, Lemoyne Ave. at city line Men's Club 8-Acre Park. Concessioners, Show Owners, write. Opening for Carnival for later date. Write **C. F. GRAY**, P. O. Box 26, Salina Station, Syracuse 8, N. Y.

UP THEY GO; "?" IS WHEN

Blank Drawn At St. Paul

No contractors file bids to erect Minn. State Fair hippodrome at 600G price

ST. PAUL, March 29.—Attempt to start early construction of a proposed \$600,000 State fair hippodrome building ran aground Wednesday (19) when the State purchasing director's request for building bids drew a blank.

P. T. Peterson, purchasing director, reported that not a single offer on the general contract was received at the time bids were closed. Several minor bids for electrical, plumbing and heating work were received.

Cites Reasons

R. H. Hendershot, manager of the Associated General Contractors of Minnesota, said reasons no bids were made were: Highly unusual monolith design, making material-labor estimates difficult; due to "escalator" clause in purchasing agreements, price of materials is that set at time of delivery, thus making prices unstable; several other large jobs offered at about the same time didn't present as many uncertainties as the hippodrome, for which a "lump-sum" bid was asked, and the \$600,000 appropriation appeared to be insufficient to cover cost of construction and contractors declined therefore to spend \$500 to \$1,000 drawing bids.

Several Twin City builders declared lack of bids reflected general uncertainty prevalent in the construction field over labor and materials and the possibility of higher freight rates.

Raymond Lee, fair board secretary, said the board probably will "wait a few months now to see what market conditions are like before again asking for bids." He said plans didn't call for construction of a hippodrome in time for the 1947 fair anyway.

However, the new agriculture-horticulture building will be ready for the '47 event, Lee said. Structure, costing approximately \$500,000, will have a 105-foot tower; eight halls, each 35x100-feet, and a 400-seat auditorium.

Paine Takes Post as Western Fairs Ass'n Operations Manager

SACRAMENTO, Calif., March 29.—Tevis Paine, fair and horse show executive for many years, has become field operations manager for the Western Fairs Association.

He assumed his new position recently after resigning as general manager of the California Thoroughbred Breeders' Association and managing editor of the magazine, *Thoroughbred of California*.

His new duties will include counseling on fair management problems and informing the public how non-profit fairs are principally supported by taxes on State-supervised horse racing and wagering.

Paine is the son of the late Charles W. Paine, who for 36 years was director or secretary-manager of the California State Fair, Sacramento. He started helping at fairs and horse shows when he was 12 years old.

Folk Lures Aimed To Hold Up 100 Days at Utah Expo

SALT LAKE CITY, March 29.—If attendance at Utah's Centennial Exposition here this year doesn't stand up, it won't be because the folks won't have an abundance of diverse entertainment dished up to them. The celebration, spread over 100 days from June 2 to September 20 and embracing the usual Utah State Fair, will offer plenty in the way of crowd lure, judging by the program which is now virtually complete. Only a few attractions—and these are of the spot or one-day type—remain to be booked. The base of the entertainment consists of an ice show, a water

follies, an automobile and motorcycle stunt presentation, a Wild West circus; a horse show, with Jerry Colonna as an added crowd puller; two Barnes-Carruthers grandstand revues and a rodeo.

Name bands and spot attractions still are open, and execs are now busy trying to close for some of these. Several days will be left open, chiefly around July 24, the climax of the Utah centennial observation, when downtown attractions will be staged and nearby Ogden will present its own events.

Tee-off attraction at the expo here will be *Holiday on Ice*, in for two weeks starting June 2 in the newly-remodeled Coliseum, which offers a seating capacity of more than 5,000. The Coliseum, then only partly completed, had its house-warming in January, when *Skating Vanities* were presented to turnaway attendance. The biz chalked up by the roller skaters is regarded by expo sponsors as an indication that the attractions will stand up, particularly when backed by the vast publicity campaign already under way.

Following *Holiday on Ice*, Jimmy Lynch and his Death Dodgers will come in. Then, in succession, the Centennial Horse Show with Jerry Colonna; the Wild West circus with Bert Nelson, and the annual Days of '47 Rodeo will be presented. Thereafter, top attractions will be Sam Snyder's *Water Follies*, in for three weeks, but with dates as yet not set, and two Barnes-Carruthers stage presentations.

In skedding events, policy of rotating events, with first an indoor feature in the Coliseum, then an outdoor feature, is being followed. Rotation plan also will be followed with (See *Folk Lures Aimed on page 75*)

Building Uncertainty Forces Deferment Of Peoria's Expo

PEORIA, Ill., March 29.—Uncertainty over when the building of the new exposition gardens here will be completed has forced postponement of the Heart of Illinois Exposition, which had been scheduled to bow next August.

Action came following a study by the advisory board and the board of directors.

Altho the expo will not be held this year, some fall events are being planned for the plant. Meanwhile, other preparations are being pointed for the '48 opening, A. N. Ekstrand, executive secretary, said.

"Our building program is going forward as per schedule," he declared, "but there is no assurance that we will not encounter material and building delays. In view of this, we could not afford to take chances in disappointing either exhibitors or participants by offering a program that would not be up to the standards as adopted by this organization."

Plan Big One For East L. A.

25,000 capacity, \$3,000,000 expo bldg. to be built when conditions permit

LOS ANGELES, March 29.—Los Angeles County is to have one of the finest and largest exposition buildings in the U. S., according to an announcement by the 48th District Agricultural Association of the State of California. Estimated cost of the building will be \$3,000,000 and it will seat 25,000 persons. The new coliseum, which will eventually house the Great Western Livestock Show and other events, will be located on 25 acres of land, southeast of the Santa Ana Freeway and Atlantic Boulevard, in East Los Angeles.

The structure is designed to house exhibitions such as national livestock, automobile, industrial, horticultural, flower and horse shows. It will be available for conventions, school graduation exercises, athletic events, rodeos and other purposes allowed by State law.

Huge Playing Area

A large covered stadium, seating approximately 25,000 persons, with a playing field of 99,096 square feet, will be flanked on either side by two-story pavilions, 138 by 342 feet each.

Construction will necessarily be delayed, according to H. W. Lane, secretary-treasurer of the 48th District Agricultural Association, until such time as building materials and labor are available.

Supervision and management will be under direction of the board of directors of the association, members of which are appointed by the governor and consist of D. H. Lillywhite, Los Angeles; Vice-President Isaac Shakarian, Downey; Harry Billings, Compton; Harry Laugharn, Compton; Ben Lang, Maywood, and William Houghton, Norwalk.

Start To Acquire

Acquisition of the land from the Central Manufacturing District, Inc., is now in progress, following action taken by James Dean, director of finance, State of California; C. J. Doherty, vice-president of the Central Manufacturing District, Inc.; Los Angeles County Supervisor William A. Smith and members of the 48th District Agricultural Association.

Directors of both the Great Western Livestock Show and the 48th District Agricultural Association expressed their appreciation for the part played by officials of the Los Angeles Union Stock Yards in making its facilities available to the stock show ever since the show was established 21 years ago and has always worked closely with livestock interests in the (See *Big One for L. A. on page 75*)

New Address!

The Billboard Publishing Company is now located in its new and larger offices and printing plant at 2160 Patterson Street, Station "B," Cincinnati 22, O. Phone: DUNbar 6450. Kindly direct all communications to the new address above.

ORANGE SHOW BOWLS RECORD

287,000 Gate, In 11-Day Run

Eclipses previous peak by 100,000 with admission at \$1, double former tariff

SAN BERNARDINO, Calif., March 29.—Altho the 32d National Orange Show fell short of its anticipated 500,000 attendance for its 11-day 1947 run, the turnstiles clicked nearly 100,000 times more than in the last event in 1941. Visitors paid \$1 for admission as against 50 cents in 1941. The 1947 attendance hit a total of 287,715, with a high mark in daily being set the first Sunday with 50,738.

Attendance for the past three shows was:

1940	1941	1947
6,015	12,830	10,312
7,737	9,617	21,212
24,130	29,802	40,801
22,309	30,185	50,738
8,316	13,223	16,004
16,290	9,857	32,516
10,028	9,757	17,267
9,874	18,148	15,781
11,088	11,779	19,729
18,518	23,927	29,425
18,448	28,049	35,388
152,755	197,174	287,715

Only on one day, the eighth, did the attendance fall behind that of the 1941 event. The figure for this day, the second Thursday of the 1947 run, was less than 3,000 off. Russell Smith, secretary-manager, was unable to account for the loss.

The Tuesday run hit 32,516 with the Bob Hope radio show, including Vera Vague, Jerry Colonna and Desi Arnaz and orchestra. The broadcast from the fair building was nixed because of accoustical difficulties. High day of 1941 was attributed to the appearance of Eddie (Rochester) Anderson. The annual this year went heavy on names with a daily appearance of some film star. Closing day was American Legion Day. Some 70 cities, counties and social, fraternal and civic organizations were honored with special day designations.

The Orange show knocked off plenty of free publicity, pulling full pages of art in the Los Angeles daily papers. Los Angeles is 60 miles southwest of San Bernardino.

Calif. State Faces Exhibit Area Shortage

Step Up Work on Revival

SACRAMENTO, March 29.—Arrangements for California State Fair revival this year took a long step forward at the fair directors' monthly meeting here March 20. Standing committees were appointed and progress was reported in preliminary steps for the event.

Fred H. Bixby, who presided, appointed the committees and Secretary-Manager E. P. (Ned) Green and William Epperson, superintendent of grounds and buildings, made progress reports.

Greene revealed "more than 90 per cent" of the exhibitors who wanted to participate in last year's event, which was canceled, are seeking space again this year. He stated it will be difficult to find space for all exhibitors who want to participate.

Parking concession was awarded Barrett Garages, of San Francisco, at the request of Director H. C. Davis, concessions committee chairman. A 50-cent charge will be made for parking on State property adjacent to the fairgrounds. Sixty per cent of the proceeds will go to the State and the Barrett Garages will keep the balance.

Epperson said construction has been started on a large storage warehouse, the race track is being improved, various contracts are being let and the horse barns and other buildings are being improved.

Announcement of the person or organization to stage the night grandstand show was postponed until the April meeting. Hal G. Hotchkiss, of San Diego, new chairman of the attractions and special events committee, is considering brochures and other printed material from bidders.

The board gave approval to three suggestions of Kenneth Fry, exhibits supervisor. They are: Curtailment of exhibits in the main counties' building, banning all commercial exhibits in the same building and increasing premiums for county exhibits.

County Participation Up

Fry said that 31 counties will participate this year, compared to 29 in 1941.

Committees appointed by Bixby at the meeting include:

Press-radio—H. J. McCurry, Sacramento; Dr. J. E. McConnell, Columbia; J. E. O'Neill, Fresno; E. S. Pillsbury, Buellton; W. C. Wright, Sacramento.

Buildings and grounds—Wright, chairman; McCurry, D. W. Beatie, Marysville; Ward G. Walkup, San Francisco.

Agriculture, horticulture and floriculture—E. E. Freeman, Modesto, chairman; Beatie, Joseph T. Grace, Santa Rosa, W. S. Hillis, Madera.

Arts, education and State exhibits—Beatie, chairman; Davis, Grace and T. P. Tupman, Los Angeles.

Attractions and special events—H. G. Hotchkiss, San Diego; McConnell, McCurry, Wright, Centennial—McConnell, chairman; Hotchkiss, McCurry, Wright.

Commercial exhibits and concessions—Davis, chairman; Hillis, Hotchkiss, Wright.

Finance—Hillis, chairman; Davis, Freeman, Hotchkiss.

Horse show—Pillsbury, chairman; Davis, Grace, Tupman, J. E. O'Neill, Fresno.

Junior division—Walkup, chairman; Freeman, Hillis, McConnell.

Legislative—Hillis, chairman; Beatie, O'Neill, Wright.

Livestock and dairy products—O'Neill, chairman; Freeman, Pillsbury, Tupman.

Poultry—Tupman, chairman; McCurry, O'Neill, Walkup.

Racing—Grace, chairman; Davis, Pillsbury, Walkup.



NEW HAMPSHIRE FAIRS will come indirectly under supervision of Mrs. Doris M. Spollett, only woman member of the State Senate. She is chairman of the agricultural committee and was an honor guest when the New Hampshire Fairs Association met in Concord last January.

Rodeo Matinees Back at Regina

Cowpokes returned as afternoon stand lure in move to bolster sagging rowds

REGINA, Sask., March 29.—A rodeo will be held daily at this year's Regina Agricultural and Industrial Exhibition in an effort to boost afternoon grandstand attendances which have fallen far short of those recorded in 1942 when a similar attraction was last presented.

Afternoon grandstand attendance for the week in 1942 totaled 46,559, despite inclement weather. Last year's afternoon attendance was 24,420.

Rodeo events will be run off in the grandstand infield between horse races. Don Perrin, Swift Current, Sask., will manage it as he did in 1942, and Harry Maltby has been named rodeo committee chairman.

Because of the rodeo's cost, estimated at \$20,410, automobiles will not be given away as night grandstand lures, as has been the custom in recent years. Bicycle giveaway has been retained and four will be given to lucky ticket holders among children opening night.

Fireworks displays will be presented two nights.

Conn. Would Exempt Ag Exhibits From Licenses

HARTFORD, Conn., March 29.—A bill has been introduced into the House of the Connecticut Legislature to exempt agricultural exhibits from the licensing requirements of circuses and similar amusements.

It has been referred to the Legislature's committee on agriculture for hearing.

Valentine Renamed

SOUTH BEND, Ind., March 29.—Oscar Valentine, principal of the Lakeville High School, has been re-appointed secretary of the St. Joseph's County 4-H Fair here. Dates are August 6-9.

Oils Oust Onions

REGINA, Sask., March 29.—Onions and oils don't go together, in the opinion of Col. F. J. James, chairman of the Regina Exhibition's art committee.

At a directors' meeting James urged that no hamburger stand be allowed to operate near the entrance to the art exhibit. It wasn't conducive to the enjoyment of art to have to make one's way thru an over-powering odor of frying onions, he explained.

President D. A. R. McCannel assured him that onions would not be competing with the art.

Pull All Stops In Denver Drive

Campaign to raise 213G for new grounds development gets strong press support

DENVER, March 29.—Out to raise \$213,000, for the development of Arapahoe County Fairgrounds here, sponsors are pulling out all the publicity stops in the campaign, which opened March 21 and closes April 4.

Local newspapers are putting the shoulder to the wheel, and the result is excellent publicity. Area has been posted intensively by 4-H Club boys. Large attractive cards carry the line, "Be Fair Minded? Support the Arapahoe County Fairgrounds Campaign."

Meanwhile, an army of volunteers, recruited from six counties, are in the field drumming up subscriptions.

The association acquired an 80-acre site last week. The current program is to provide funds for the 4-H hall, a 10,000-capacity grandstand, livestock barns, rodeo facilities and a track.

Campaign is designed to raise funds in sufficient time so that the first fair at the new grounds may be held in August.

WANTED

Portable Wood or Steel Bleachers suitable to use as Fair Grandstand. Will lease or buy. Write:

DANVILLE FAIR ASSOCIATION

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Rides and Concessions WANTED

AUGUST 13-14-15-16 Good Spot

Mount Ayr Fair Board

Mount Ayr, Iowa

A REAL WESTERN SHOW PRESENTED WITH FLASH AND COLOR
BLACKMON'S DIAMOND B RODEO
OPENING IN RICHMOND, VA., APRIL 19.
P.S.—Can use Cowboy Hands.
FOR OPEN DATES CONTACT
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PAUL TALBOT WANTS

CONCESSIONS: All kinds except Bingo. Slum Stores, Ball Games, Age, Scale, High Striker, Mitt Camps, P.C. Agents that Count Straight.

RIDES: Tilt, Cat or Whip. No Girl. Have Animal. Want strong Side Show, Minstrel, Grind Shows, Fun House and Arcades.

SHOWS: 4 BIG ONES TO FOLLOW

FREE FORD GIVEN AWAY BONA FIDE SPRING FAIR

Andalusia, Ala., April 7-12

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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 Bronco Saddles and Bucking Rigging.

Own transportation—Contact at once.

BEN KRAUS
VALLEY PARK, MO.
(Phone: Valley Park 191)

Sked Speakers, Subjects For Minn. Short Course

ST. PAUL, March 29.—Program for the three-day short course of fair management to be conducted at the university farm of the University of Minnesota here April 7-9 has been completed. Three-day session will open April 7, with registration between 8:30 and 10 a.m., and will close April 9 at 3 p.m. J. O. Christianson, supervisor of short courses for the agricultural college of the University of Minnesota, will preside at the opening session. Greetings will be by Harry Schmitz, dean of the college of agriculture, forestry and home economics at the university, with Allen J. Doran, secretary of the Minnesota Federation of County Fairs, responding.

First morning subjects and the speakers will be *The Purpose of County Fairs*, Raymond A. Lee, secretary of the Minnesota State Fair, and *The Real Value of County Fairs As I See Them*, W. C. Coffey, president emeritus, University of Minnesota.

Kingman To Speak

Robert Freeman, past president of the Minnesota Federation of County Fairs, will preside at the first afternoon sessions. Paul C. Johnson, editor of publications for the agricultural extension service, will speak on *Publicity for County Fairs*; Max J. La Rock, college of engineering, University of Wisconsin, on *Physical Layouts for Fairs*, and Frank H. Kingman, Brockton, Mass., secretary of the International Association of Fairs and Expositions, on *Development of Fairs Thruout the Nation*. A general discussion will follow.

A panel discussion on *Our County Fair, Significant Programs and Organization Procedures* will open the second morning session. Scheduled to participate in this are Carl Engstrom, Robert Freeman, Clyde E. Kelsey, George W. Larson, William A. Lindemann, F. J. Meade, G. W. Peoples, Logan, O. Scow and Albert E. Thompson, all Minnesota county fair execs.

To Discuss Laws

Following this discussion, M. L. Armour, extension agronomist, and E. M. Hunt, secretary of the Minnesota State Horticultural Society, will talk on *Exhibition and Classification of Grain Crops and Horticulture*, and Doug Baldwin, Minnesota State Fair executive, will speak on *Educational Exhibits*.

Raymond Lee will preside at the second afternoon session. Stafford King, Minnesota State auditor, will be the first speaker of that session. His subject will be *State Laws Applying to the Conduct of County Fairs*. Frank Wales, supervising officer, Minnesota public examiner's office, will speak on *Simplified Book-keeping Systems for County Fairs*.

T. A. Erickson, rural service consultant, General Mills, Inc., Minneapolis, and P. E. Miller, director agriculture extension of the university, will discuss *Relations Between County Fairs and 4-H Clubs*, with the

former presenting his views on the past relations, the latter his conceptions of the present and future relations.

WFA Exec on Program

Skuli Rutford, assistant director of the agricultural extension at the university, will preside at the Wednesday morning session. Speakers and subjects will be *Uses of County Fairgrounds for Purposes Other Than Fairs*, Allen J. Doran; *California's Fairs*, Louis S. Merrill, Sacramento, general manager of the Western Fairs Association; *Exhibition and Classification of Livestock*, H. R. Searles and W. E. Morris, both of the agriculture extension service, and *Entertainment Features of County Fairs*, Herb Doten, *The Billboard*.

J. O. Christianson will preside at the closing afternoon session. A report on *Classification, Promotion and Handling of Home Economics Exhibits* will be offered by Mrs. C. Harrington, Mrs. C. H. Christopherson and Mrs. A. N. Satterlee. Concluding speaker will be Arthur J. Larson, superintendent of the Minnesota Historical Society, who will speak on *The Part of County Fairs in the State Centennial Program of 1949*.

A banquet will be held Tuesday (8) night. Details of the program for this event have not been announced.

25G Bond Posted; Sacramento, Calif., Annual To Operate

SACRAMENTO, March 29.—A delegation representing the Sacramento County Fair Board has agreed to post a \$25,000 bond to protect the county in the event this year's fair shows a loss. The board of supervisors agreed to allow pari-mutuel racing at the exhibition if the bond is posted.

A committee of fair officials first tried to get the supervisors to accept as security 40 acres of land on the fairgrounds held in the names of two directors. The supervisors subsequently refused to take over the property, contending they "could not attempt to go into the real estate business." They further insisted a cash bond be posted if pari-mutuel racing was to be allowed at the fair. The matter was then referred to the district attorney's office and the fair directors warned they must not proceed with plans for racing until the bond had the approval of the district attorney.

Unlike a previous meeting, there were no verbal fireworks when the directors and the supervisors met on the issue. Amid shouting and a near fist fight March 3 the supervisors had refused to approve a fair board budget calling for expenditure of nearly \$24,000 for racing.

Carlisle Elects Swartz

CARLISLE, Pa., March 29.—Beauford S. Swartz, a director of the Carlisle Fair Association, has been elected secretary, succeeding Richard Baker, resigned. Theodore C. Frederick Jr. was chosen assistant secretary and assistant treasurer.

Around the Grounds

Dallas Signs White Horses For Grandstand Attraction

Sunny Bernet, manager and emcee, announces that he has contracted to present the White Horse Troupe as the feature afternoon and night in front of the grandstand at the State Fair of Texas, Dallas. Three performances will be given on each of the big week-end days. Bernet figures to enhance the program by the addition of five acts, comedy and Western. Troupe will open April 20 at the St. Louis Police Circus and is booked thru November 1, Bernet said.

Medicine Hat, Alta., now has a new fairgrounds, the site of a former internment camp. An estimated \$40,000 to \$50,000 will be spent developing the site. A rodeo is to be presented in July. Herman Linder is to be hired to arrange the stampede and direct the construction of the grandstand, chutes and corrals.

Joe Daly has been engaged as general agent for the S. M. S. Ranch Rodeo, and he reports Eastern spots have been booked for still dates, after which the org will play a string of fairs under the Frank A. Wirth banner.

A familiar figure to showmen at the Regina (Sask.) Exhibition, Sgt. John McPhee has resigned from the Regina police force, of which he had been a member since 1913. He had been second in command of the fairgrounds police station for 12 years.

S. N. MacEachern, manager of the Saskatoon (Sask.) Exhibition, reports space for both industrial and commercial exhibits this year are the greatest in history. . . . A sports field is to be built by the Weyburn Young Fellows' Club at the Weyburn, Sask., Fairgrounds.

Johnny McAdoo, recovered from a blood ailment, is up and about and preparing to go out with Iona Reid and Her Death Drivers. . . . Johnnie Lee Wills' ninth annual stampede will be staged in the Tulsa, Okla., Pavilion May 20-25. O. W. Mayo is business manager for the event. Floyd Gale will be arena director. During the stampede, horse races will be staged four afternoons on the fairgrounds track.

Harrison County Fair, Missouri Valley, Ia., will operate three days (September 9-11) this year, instead of five, as heretofore, directors have decided.

Jan. Dates Set For Fort Worth Fat Stock Show

FORT WORTH, March 29.—Directors of the Southwestern Exposition and Fat Stock Show announced Monday (23) that the 1948 show will be held January 25, marking the first time in the expo's 52-year history that it has not been held in March. Dates were changed in order to meet circuit runs of large shows with big livestock exhibits.

Directors set 1947 attendance at 318,000, about 20,000 less than a year ago. Rain and show hurt general admissions to the grounds. Rodeo, however, scored record-breaking business, selling out at all but three matinees in Will Rogers Memorial Coliseum. Seating capacity is 6,400. About 1,000 box seats went at \$3.90, with all other seats reserved and priced at \$3.

Canadian A Circuit Seeks Lower Taxes On U.S. Midw'y Units

SASKATOON, Sask., March 29.—Manager of the Saskatoon Exhibition, S. N. MacEachern, and S. W. McLennan, exhibition manager at Brandon, Man., have been appointed by A Circuit fair representatives to seek more equitable taxing of Side Shows, game concessions and midway rides. The meeting, held in Saskatoon, reviewed problems facing Western Canadian exhibitions.

It was stated that midway concessions from the United States must pay a full month's tax even tho they are in Canada only one day. Since the A Circuit opens at Brandon June 30 and closes at Regina August 2, three months taxes, which would total about \$9,000 this year, \$3,000 more than in '46, would be levied for 35 days actual time in Canada.

MacEachern said that altho exhibitions put a levy on the midway the increased taxes would mean a loss of revenue for the fairs. He and McLennan soon will interview Federal Agriculture Minister J. G. Gardiner at Brandon in an attempt to have the taxes placed on a daily basis.

July 4 Auto Races Set for Des Moines

DES MOINES, March 29.—Iowa State Fair board this week postponed action on attraction contracts for the 1947 fair, but did close for a still date auto race July 4 at the fairgrounds. Still date contract went to John Sloan.

Fair board is still negotiating with Sloan and also with National Speedways (Al Sweeney and Gaylord White) for the fair auto racing contract. Hennies' Bros., Shows, while unsigned, are expected to repeat on the midway.

Formal signing of a grandstand contract with Barnes-Carruthers Theatrical Enterprises, Chicago, is expected in Kansas City, Mo., April 4, at a meeting of the Midwest Fair Circuit.

Calgary Names Cosgrave

CALGARY, Alta., March 29.—Dick Cosgrave, Rosebud, Alta, recognized as world's champion chuckwagon driver for nearly two decades, has been named arena director of the Calgary Stampede, succeeding Jack Dillon, retired. Dillon is now vice-president for District No. 21 of the International Rodeo Association and a member of the three-man executive committee of the association.

**INTERESTED
In Fireworks Display
Approximately \$1500.00**
First week in July. Please communicate with
ALPENA HOMECOMING ASSOCIATION
Alpena, Michigan

INDEPENDENT SHOWS WANTED

FOR THE

SELINGROVE FAIR

WEEK OF JULY 21, 1947

Want Ten-in-One, Midget, Freak, Monkey or any good Show with own outfits that do not conflict.

Write

ROLAND E. FISHER, Sec.

Selinsgrove, Pa.

N. Hampshire Builds Better Rest Stations

Fight Health Dept. Claims

CONCORD, N. H., March 29.—Countering health department claims that sanitary facilities are inadequate, officials of New Hampshire's nine fairs have declared that with new construction now possible for the first time in years, there has been a heavy program of improvements to make up for seasons when additions were impossible.

Mascoma Valley, Rochester, Plymouth, Sandwich, Deerfield and Cheshire are among the annuals installing new toilets. The latter fair has laid 600 feet of water pipe. Plymouth has a new spring water system and has installed two septic tanks. Lancaster also boasts all new water pipes while Sandwich is piping water to the grounds.

Sponsors of a bill to regulate agricultural fairs put forward new testimony on gambling devices.

Representative C. Edward Bourassa prepared three amendments when his plan to create a special commission to police midway met with weighty opposition. The amendments hold to the original idea of a Statewide clean-up but would delegate the responsibility to (1) the State police, (2) county sheriffs, or (3) the New Hampshire Fairs' Association.

BIG ONE FOR L. A.

(Continued from page 72)

development of the annual exposition.

Assemblymen Jonathan J. Hollibaugh, Ralph Dills and Elwyn S. Bennett have introduced in the present session of Legislature bills to assure completion and maintenance of the building. Funds will be derived from the State's share of pari-mutuel racing.

"This announcement," said President Lillywhite, "is the outcome of six years' negotiation and search for a suitable location for a State building which would attract to Los Angeles County exhibitions and expositions, as well as provide proper facilities for community exhibits and special events."

National Speedways (Al Sweeney and Gaylord White) has added another new fair to its auto race schedule. It's the St. Louis County Fair, Hibbing, Minn., contracted for August 9.

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.

Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended March 28. The complete List of Fair Dates was published in the issue dated March 29. The next complete list will be published in issue to be dated May 31. See each issue of The Billboard for corrections and additions.



CALIFORNIA

Sonora—Tuolumne Co. Fair Assn. Sept. 11-14. Mrs. Frances M. Graham.

COLORADO

Castle Rock—Douglas Co. Fair Assn. Sept. 6-7. Charles E. Kirk.

CONNECTICUT

Brooklyn—Windham Co. Fair. Sept. 12-14. Edmond Keane, Putnam, Conn.

Chester—Chester Agrl. Soc. Aug. 22-24. William G. Stark.

ILLINOIS

Carthage—Hancock Co. Junior Fair Assn. Aug. 26-29. Glenn R. Kilgore.

Greenville—Bond Co. Fair Assn. Aug. 19-21. C. H. Johnson.

Highland—Madison Co. Fair. Aug. 21-24. Pat Spencer.

INDIANA

Boswell—Benton Co. Fair Assn. Aug. 13-15. Lendall Lowman, Earl Park, Ind.

Kentland—Newton Co. Fair Assn. Sept. 1-5. A. M. Schuh.

Princeton—Gibson Co. Fair. Aug. 25-30. Charles A. Steele.

IOWA

Estherville—Emmet Co. Agrl. Show. Aug. 17-19. Robert C. Fincham.

Leon—Decatur Co. 4-H Fair Assn. Aug. 4-7. W. B. Halstead.

KANSAS

Coffeyville—Montgomery Co. Inter-State Fair. Sept. 1-6. John R. Thompson.

Hardtner—Barber Co. Fair Assn. Aug. 27-29. J. M. Molz.

Hiawatha—Brown Co. Fair. Aug. 20-22. Charles E. Henry.

Holton—Jackson Co. Fair Assn. Aug. 13-15. Matt J. McAsey.

Norton—Norton Co. Fair Assn. Aug. 11-15. Guy L. Allen.

Osborne—Osborne Co. Rural Fair Assn. Aug. 19-22.

Paola—Miami Co. Fair Assn. Sept. 3-5. L. L. Lauver.

Richmond—Richmond Free Fair Assn. Aug. 20-22. Ralph S. McCrea.

Wetmore—Nemaha Co. Free Fair Assn. Aug. 28-30. Howard V. Bixby.

KENTUCKY

Lexington—4-H District-Fayette Co. Farmers Fair. Aug. 27-28. Martha Allen.

Paintsville—Johnson Co. Fair. Sept. 18-20. John N. Mostoller.

Somerseset—Pulaski Co. Fair Assn. Aug. 26-29. M. S. Thomas.

LOUISIANA

Oberlin—Allen Parish Fair Assn. Oct. 9-11. G. C. Meaux.

Sulphur—Calcaesteu-Cameron Fair. Oct. 26-29. Mrs. Harold Owens.

MAINE

North Waterford—World's Fair Assn. Sept. 26-27. Bill Button.

MASSACHUSETTS

Franklin—Franklin Fair Assn. Aug. 10-17. Cort R. Hincken.

Sterling—Sterling Farmers Club, Sept. 24. Charles W. Wiles.

MICHIGAN

Bay City—Bay Co. Fair Assn. Aug. 13-17. Harry Hough, Munger, Mich.

MISSOURI

Marshfield—Webster Co. Fair Assn. Aug. 27-30. Claude E. Lewis.

NEBRASKA

Aurora—Hamilton Co. Fair. Aug. 25-28. H. E. Toof.

Bartlett—Wheeler Co. Agrl. Assn. Aug. 15-17. Otto F. Reimer.

Benkelman—Dundy Co. Fair. Aug. 18-20. Joe Laughlin.

Columbus—Platte Co. Mid-Neb. 4-H Fair. Aug. 26-29. W. L. Boettcher.

Deshler—Thayer Co. Agrl. Soc. Aug. 12-15. E. J. Grupe, Byron, Neb.

Dunning—Blaine Co. Fair Assn. Aug. 28-30. J. C. Glidden.

Grant—Perkins Co. Agrl. Soc. Aug. 21-23. W. E. Cannady, Madrid, Neb.

Holdrege—Phelps Co. Agrl. Soc. Aug. 12-15. A. F. Johnson, Funk, Neb.

Homer—Dakota Co. Agrl. Soc. Aug. 21-23. James Allaway.

Saint Paul—Howard Co. Fair. Sept. 2-5. Charles Dobry.

Seward—Seward Co. Agrl. Soc. Aug. 25-27. Russell M. Struthers.

NEW YORK

Bristol Hills—Ontario Co. Agrl. Soc. Aug. 21-25. Janette D. Dewey, Canandaigua.

Cobleskill—Cobleskill Agrl. Soc. Sept. 15-19. William H. Golding.

Vernon—Vernon Agrl. Soc. Sept. 9-14. Charles Warren, Sherrill, N. Y.

White Plains—Westchester Co. Agrl. Assn. Sept. 4-7. Mrs. P. T. Phillips.

NORTH DAKOTA

Wishek—Tri-County Fair. Sept. 1-3. Marvin C. Fiechtner.

OKLAHOMA

Ada—Pontotoc Co. Free Fair Assn. Week of Sept. 15. Bill Bevers.

Chandler—Lincoln Co. Free Fair. Sept. 10-13. A. M. Jarvis.

Duncan—Stephens Co. Free Fair. Sept. 17-21. Herb Galloway.

Pawhuska—Osage Co. Free Fair Assn. Sept. 8-11. Harold K. Shearhart.

Pond Creek—Grant Co. Free Fair. Oct. 7-10. H. J. Dedrick, Medford, Okla.

Pryor—Mayes Co. Free Fair. Sept. 11-13. Ellsworth Hammer.

OREGON

Fossil—Wheeler Co. Fair. Sept. 12-13. L. J. Marks.

PENNSYLVANIA

Honesdale—Wayne Co. Agrl. Soc. Sept. 16-20. R. W. Gammell.

Jamestown—Pymatuning Joint Community Fair. Sept. 11-13. J. D. Ryburn.

Jennerstown—Jenner Fair Assn. Aug. 19-23. Edward Friedline.

Kutztown—Kutztown Fair Assn. Aug. 18-23. Elmer A. F. Kline.

New Holland—New Holland Farmers' Day Assn. Oct. 2-4. S. O. Zimmerman.

Troy—Troy Fair. Aug. 19-23. H. D. Holcombe.

Wattsburg—Wattsburg Agrl. Soc. Aug. 26-30. H. M. Burrows.

Youngsville—Youngsville Community Fair Assn. Sept. 3-6. Russell F. Crippen.

SOUTH DAKOTA

Edgemont—Fall River Co. Fair Assn. Sept. 1-2. B. W. Keating.

Murdo—Jones Co. Fair Assn. Sept. 18-20. M. E. Sanderson.

TENNESSEE

Ashland City—Cheatham Co. Fair Assn. Oct. 2-4. Brantley Smith.

Murfreesboro—Rutherford Co. Fair. Aug. 27-30. Burns Carroll.

Winchester—Franklin Co. Fair. Aug. 21-22. Floyd Anderson.

Woodbury—Cannon Co. Fair Assn. Sept. 12-13. Mrs. J. H. Cummings.

TEXAS

Texarkana—Four-States Fair. Sept. 30-Oct. 5. H. A. Craver.

VERMONT

Tunbridge—Union Agrl. Soc. Sept. 16-18. Edw. R. Flint.

VIRGINIA

Bland—Bland Co. Fair Assn. Sept. 11-13. T. E. Mallory.

Clintwood—Farmers' Fair Assn. Sept. 3-6. Howard Clark.

Galax—Galax Fair Assn. Week of Aug. 25. B. W. Lindson.

Luray—Page Co. Fair. Sept. 1-6. Amos Cave.

WASHINGTON

Langley—Island Co. Fair Assn. Sept. 5-7. Benj. M. Herring.

WEST VIRGINIA

Petersburg—Tri-Co. Fair. Sept. 10-12. C. L. Stickler.

Sutton—Braxton Co. Fair. Aug. 18-23. Earle Morrison.

WYOMING

Torrington—Goshen Co. VFW Fair & Rodeo. Aug. 30-Sept. 1. Prentice Beardsley.

Wheatland—Platte Co. Fair & Rodeo. Aug. 29-30. C. R. Stumpff.

WISCONSIN

Ashland—Chequamegon Regional Fair. Sept. 18-20. Walter W. Wilcox.

Beaver Dam—Dodge Co. Fair Assn. Sept. 3-7. Forrest Knaup.

Cedarburg—Ozaukee Co. Free Fair. Aug. 6-10. Ray Gierach, Thiensville, Wis.

Eau Claire—Eau Claire Junior Fair. Aug. 11-14. Carl M. Johnson.

Elroy—Elroy Fair Assn. Aug. 8-10. Wilfred J. Pierick.

Friendship—Adams Co. Agrl. Assn. Sept. 11-14. Robert W. Roseberry.

Gays Mills—Crawford Co. Fair. Sept. 4-7. Leonore M. Feldmann, Prairie du Chien.

Lodi—Lodi Union Agrl. Soc. Sept. 19-21. Gretchen Gunderson.

Menomonie—Dunn Co. Fair. Aug. 16-20. Lyle C. Pollock.

Rice Lake—Barron Co. Fair. Aug. 14-17. L. R. Gilbertson.

Richland Center—Richland Co. Agrl. Soc. Sept. 11-14. H. J. Gochenaur.

Stoughton—Dane Co. Junior Fair. Aug. 8-10. H. H. Cummings.

Tomah—Monroe Co. Fair Assn. July 25-28. Paul H. Rose.

CANADA

BRITISH COLUMBIA

Armstrong—Interior Provincial Exhn. Assn. Sept. 15-18. Mat. Hassen.

ONTARIO

Springfield—South Dorchester Agrl. Soc. Sept. 16-17. E. E. Ward.

QUEBEC

Waterloo—Shefford Co. Agrl. Soc. Aug. 8-10. R. R. Bachand.

Folk Lures Aimed To Hold 100 Days At Utah's Expo

(Continued from page 72)

exhibits, such as those of perishable produce and of livestock. Seven livestock shows will be held in as many weeks, with showings of sheep, swine, milking shorthorns, dairy cattle, beef cattle, and those by 4-H and FFA youth clubs.

Commercials To Stand

Such exhibits as floriculture, horticulture, fruit and vegetables will change during the long run. Permanent displays on manufacturing, industry, foods, mining, education and service organizations will remain intact for the entire 16 weeks.

Sum of \$500,000 has been budgeted to the expo. Most of this will be spent in intensive remodeling of the existing 33 buildings and providing new landscaping, decorations and illuminations. Event is sponsored by the Utah Centennial Commission, rather than the State fair board, but the production is under the direction of the fair board and Sheldon R. Brewster, secretary-manager of the fair.

Concessions for the event are split, with eat and drink concessions held by Western Service Company, of which Art Teece is manager, and rides and games by the Beehive Midway Corporation, of which C. C. Dermond is manager.

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BUCK STEELE, North Miami Zoo, North Miami, Florida.

SHUTTERS ARE BEING PULLED

Many Ops Set For Early Nod

Week-end openings general, but some spots ready for daily business

CHICAGO, March 29.—The calendar says it's spring, and while weather reports in a lot of sections of the country don't back up that statement as of the moment, park owners evidently are satisfied.

Like the animal who sleeps all winter and starts coming out of hibernation along about now, parks are starting to open their doors, at least for week-end operation, and more are set to throw open their gates as the weeks progress.

In the South and Southwest, especially, amusement centers will start opening next week and the week after for, in most cases, daily operation.

North Beach in Action

North Beach Amusement Park in Corpus Christi, Tex., opened for the season Friday (28), while Joyland at Fort Worth opens today for the season. Oxford Lake Park, Anniston, Ala., has set April 1 as its opening day, while Pleasure Pier, Port Arthur, Tex., will bow for week-end operation April 5 and for daily operation April 19.

In the South, Lake Winnepesaukah, Chattanooga, opens April 13, while Fairgrounds Amusement Park, Memphis, starts the season April 12.

Week-Ends Only

Ocean Beach Park, New London, Conn., has set Easter Sunday as its 1947 debut for week-end operation. Spot won't open for week-day operation until May 25. Seaside Heights, N. J., saw the opening of Freeman Amusement Center March 15 for week-end operation, but will have to wait until June 15 for daily operation.

In the Midwest, Moxahala Park, Zanesville, O., will open Easter Sunday for week-end operation, but daily operation won't occur until Decoration Day.

Sunday (30) will see Lagoon Park, midway between Ogden and Salt Lake City bowing for daily operation. Spot has been operating week-ends since March 15. In Montana, Leon Amusement Park opens April 12.

Detroit's Tashmoo Opening Hits Snag

DETROIT, March 29.—Plans for operation of Tashmoo Park, which was expected to reopen on an enlarged scale this year, have been hit by counter plans to sub-divide the property and remove the amusement attractions. Formerly one of the area's major parks, it has been threatened by loss of steamer transportation from Detroit.

Arley Fleming, orchestra leader, and Val Campbell, Gus Sun Booking Agency, owners of the property, came up with a plan this week to transfer the large Merry-Go-Round and building to Belle Isle Park, city-operated spot, at present without commercial entertainment. Plan is now up before the parks and recreation commission.

New Address!

The Billboard Publishing Company is now located in its new and larger offices and printing plant at 2160 Patterson Street, Station "B," Cincinnati 22, O. Phone: DUbar 8450. Kindly direct all communications to the new address above.

Ark. Corp. Leases Whittington Spot; Repairs Under Way

HOT SPRINGS, March 29.—Whittington Park, local funspot, has been leased by Playland, Inc., a \$50,000 Arkansas corporation, according to C. L. Pittman, president, who said extensive repairs are under way.

The dance pavilion and roller rink are being modernized, an up-to-date miniature golf course is being installed, new concession buildings are going up, swings, climbing bars and seesaws are being built as well as a kiddie wading pool. Ample space is available for picnics, etc., and tables and benches, as well as Bar-B-Que pits, will be provided. A modern midget auto speedway is under construction.

Harry H. Zimdars, owner-manager of Zimdars Greater Shows, will operate 5 rides and 15 concessions in the park. Zimdars has a crew working in his quarters repairing and painting equipment for the season.

A novel feature will be a Miniature Auto Speedway, a free attraction for those who own and operate these speedsters as a hobby. Track will be 60 feet in diameter.

Riverview Beach Getting General Repair Treatment

PENNSVILLE, N. J., March 29.—General repainting and repairing work is in progress at Riverview Beach Park here, W. D. Acton and L. K. Chrisman, co-partners, report. A new ticket booth for the Whip is ready.

Riverview Beach will open for week-end business May 24 and daily hours will be started June 22. Spot employs 125 persons, with D. J. McCloskey, Earl Halter, Carl Fulk and Frank Homan supervisors.

Park has no shows but has four concessions and 16 rides. The rides include two Coasters, Tumble Bug, Aeroplane Swings, Ye Olde Mill, Bubble Bounce, Flying Scooter, Mule Ride, Auto Skooters, Twister, Auto Speedway, Laughing Castle, Merry-Go-Round, Whip, Miniature Railway and row boats. In addition, there is a wading pool.

Chrisman has five picnics signed to date.

Southern Caterers, Inc., Takes Over Pensacola Beach

PENSACOLA, Fla., March 29.—Pensacola Beach Amusement Center here has been taken over by the Southern Caterers, Inc., with S. Moses as manager, and is set to open April 1. Southern Caterers, Moses said, has taken a 10-year lease and is completely overhauling and remodeling the casino, installing a new lobby and souvenir stands, plus erecting new concession stands, a Penny Arcade and shooting gallery along the Boardwalk.

July 1 Opening Set for Coast's New Ocean View

LOS ANGELES, March 29.—Ocean View Park, now under construction at Venice under direction of John L. Lorman & Associates will open July 1, according to an announcement made this week. Construction on the entire 80-acre project will not be completed by that time, but the promoters figure that at least 6 major rides, 8 kiddie rides and between 15 and 20 concessions should be ready for operation the holiday week.

The new funspot is now included in the city planning commission's over-all program for a \$175,000,000 beach development, and approval of the project was obtained from the city attorney, the Los Angeles zoning commission as well as the city planning commission.

In order to obtain such permits it was necessary to guarantee a free gate and that prices will not exceed a pre-war basis, and that the fee for the parking lot (capacity 7,500 cars) will not exceed 25 cents. The operating company has a 10-year lease on the property, which is valued at \$2,000,000, and has an option for an additional 10 years. It also holds exclusive privilege rights on all types of drink concessions and group games.

In addition to Lorman, the officials are John R. Castle, general manager; Harry Golub, public relations; Elmer Hanscom, general superintendent; Ellwood C. Lorman, superintendent of rides and concessions; John L. Lorman Jr., superintendent of entertainment; Martha Lorman, supervisor of recreation, and Marshall Hickson, legal counselor. All department heads have long records in outdoor show business.

Norfolk To Greet Easter With Fete

NORFOLK, Va., March 29.—A Spring Festival (that's the official name) embracing a Boardwalk fashion parade, giant balloon parade, an Easter egg hunt and a dance Easter Sunday and Monday will mark the opening of the Ocean View resort season.

The festival is planned by the Greater Ocean View Association to be an annual affair. Doug Parker's band has been contracted for the dancing.

Army units will participate in the Monday parade, tying it in with the beginning of Army Week.

Michaels Using Ex-G.I. Bands for Lakewood Hops

ROUND LAKE, Ill., March 29.—Mr. and Mrs. Steven Michaels, who purchased Lakewood Park here in May, 1946, are trying something new in their dance pavilion, that of using ex-G.I. bands entirely. Spot is open the year around.

To date they have 11 picnics scheduled, which, of course, tops last year because they didn't take over until May and had little or no time to work on this phase of the biz. The Michaels made plenty of improvements on various buildings last season and plan more this year. Spot has a swimming pool adjoining the grounds, altho it is not operated by the Michaels.

Big Damage From Storm Is Reported At Wenona Beach

DETROIT, March 29.—Heavy damage was reported at Wenona Beach Park, Bay City, Mich., Tuesday (25) as a result of the storm which swept the Midwest. In addition to the show and 70-mile wind that hit other amusement spots, Wenona faced the pressure of 40-foot high ice piles on Saginaw Bay, which were being blown onto the park shore line by the wind.

The fact the park has a low flat beach line without major barriers to the ice made it vulnerable to this attack.

Bath house, near the shore line, was reported demolished by the ice. The Roller Coaster was damaged from ice pressing against it. Other structures also were damaged.

Jantzen Beach Opening Is Set; Name Bands Pay

PORTLAND, Ore., March 29.—Jantzen Beach Park will open for week-end operations April 5, and will start daily operations May 2, General Manager Roy J. Carpenter announced today.

Prices will be unchanged from last year, Carpenter said, admission being 14 cents, including tax, and rides 20 and 25 cents. Riding ponies will be an added feature at the park this year, the concession being handled by A. C. Shagren, of Vancouver, Wash.

Ballroom, Carpenter said, will operate week ends until the park begins daily operation. Dave Longtin's ork has been signed for the opening week-end.

During the winter, the ballroom was open week-ends and name bands proved a big drawing card. Will Osborne pulled 1,351 March 22 at \$1.50 each. Longtin was used this week-end, and Hal Richards, of Canada, is booked for April 25-26.

Extensive highway widening project is giving the park a break, easing the bottleneck for traffic entering the grounds. A new underpass will bring cars into the park over a high-speed highway, while former vehicular underpass is being converted into pedestrian use.

Lynwood, Calif., Tax Stymies Kiddie Funspot

LYNWOOD, Calif., March 29.—Proposal to establish a kiddie amusement park of miniature rides and other concessions at the southwest corner of Long Beach and Century boulevards here has been stymied temporarily by a city tax of \$15 for the first day of operation and \$7.50 each day thereafter.

City councilmen have instructed the city attorney to draw up an amendment to the ordinance providing a smaller fee for permanent amusement parks.

Councilmen have promised B. A. Gostanian and F. J. Hansman, owners of the 57 by 187-foot site, they will consider merits of the application when the ordinance to be drawn is passed.

Cold Weather Slows Repairs At Ohio Spots

SANDUSKY, O., March 29.—Severe winter weather has slowed down pre-season repair work at arena resorts but all of the parks ops in this vicinity are set to open the season early in June with expectations slightly below the level of last year.

At least one Lake Erie spot, Rugles Beach, is planning to open its dance hall and hotel sometime in April, while Crystal Beach, Mittiwanga, Crystal Rock, Gem-Terrace, and other lake front parks will mark time until late in May if present weather holds.

The bay and lake navigation season opening has been delayed by drifting ice and regular tourist passenger service to Put-in-Bay and other Lake Erie islands is several weeks behind schedule. First run of the current season was made to Kelleys Island March 23 by the steamer, Commuter, of the Neuman Boat Line.

Cedar Point, major Northern Ohio resort, has been assured of daily excursion passenger service from Cleveland this summer, officials of the G. A. Boeckling Company, operators of the spot, announced recently. Steamer LaSalle, owned by the Cleveland-Canada Steamship Company, has been assigned to the run from June 14, Cedar Point opening date, to Labor Day.

LaSalle has a capacity of 1,100 passengers and will replace the steamer, Alumw, which is up for sale. Question of Detroit-Cedar Point excursion service remains a mystery since the Ashley-Dustin Steamship Company announced its regularly assigned steamer, Put-in-Bay, is up for sale and probably would not be available for the Cedar Point run this year.

Union difficulties have kept Cedar Point ballroom plans in doubt and no bands have been booked so far. Spot normally follows a name band policy thruout the season.

Midway Park Installing Lights in Parking Lots

MAPLE SPRINGS, N. Y., March 29.—Lighted parking lots will be a new feature at Midway Park here this year, Owner Thomas Carr announces. Spot to date has signed 34 picnics, which is six more than it had last season, Carr said. Free acts and fireworks will be used as special attractions on holidays and special days.

Open Air Entertainment Set for Maidsville, W. Va.

MAIDSVILLE, W. Va., March 29.—Open air entertainment, including vocal and instrumental musical programs, plus hillbilly specialties, will be featured Sundays and holidays at Riverside Park here this year. S. C. Raymond, owner-manager, says spot will open for the season May 15.

As an improvement in service this year, park will have a passenger boat to carry patrons to and from the park from points along the river.

A. L. Opening May 30

NEW BETHLEHEM, Pa., March 29.—American Legion Park, three miles north of here on Route 28, will open for operation May 30. H. J. Heffner is chairman of the board and John Fleming is secretary. Spot has signed three picnics so far and will have its same line up of rides, namely, Merry-Go-Round, Ferris Wheel and Chairplane.

Sitting 'Round the Table

What are your gripes or what especially do you like about the annual December convention of the National Association of Amusement Parks, Pools and Beaches? The new question, "What bugs should be taken out and what improvements do you suggest for the NAAPPB winter convention and also the NAAPPB trade show?" gives you an opportunity to put forth your views on the convention. Write your views and send them to the Outdoor Editor of The Billboard, 155 North Clark Street, Chicago 1, Ill., and they will be printed in this column. In the meantime, discussion continues on the current question, "Are fireworks and/or free acts necessary in parks?"

Fireworks Draw Customers

Being in the fireworks business, this may sound like boosting my own business, but, believe it or not, I have seen it happen hundreds of times. I mean a good spectacular fireworks display, drawing thousands of spectators for miles. I could mention many a small community where you could not see a soul during the afternoon. This in spite of the free acts, and, in some cases, also very good musical organizations. Come 6 p.m., and the people started to come in to get every ride and amusement moving.

I have seen places so jammed with people and automobiles that it took up to 3 a.m. to get the autos all cleared off the highways, and I have seen automobiles parked as far as three miles from where the fireworks were held.

Anything that makes a sound, gives flash or shows a color is called fireworks, and because it draws big, most small displays are advertised as mammoth fireworks. Of course, that not only hurts people featuring the fireworks but the fireworks itself. I am in full agreement with Mr. Murray of the International Fireworks (Billboard, March 1, 1947). A good reputable fireworks manufacturer always will put on a good show, if given enough money. We ourselves often decline to accept small contracts because the amount of money is not sufficient to put on a real show.—BEDY LIZZA, general manager, Keystone Fireworks and Specialty Company, Dunbar, Pa.

Anent Free Acts

Just for the record, it might interest you to know that I successfully created a way for a magnificent combination of free act-fireworks to such an extent that I have carried my own electro-pyrotechnician since 1946. He works my black, strobo and colored lights, as well as my three different displays of fireworks.

Sooner or later according to human nature, imitators will make their appearance to ape what took me two seasons to accomplish.

Therefore, whenever you spot a park manager or customer whose mind is confused on whether he witnessed a free act or fireworks display, just remember I will take the consequences. I am the originator of that kind of salami.—HARRY FROBOESS, The Swaying Marvel.

Doe Doe Youth Center May Try Rodeos, Races

LAWTON, Okla., March 29.—The B. F. Hutchins family, starting its third year as proprietors of the Doe Doe Youth Center here, which operates the year round, is thinking of adding rodeo and midget auto races as features this year, in addition to water shows. Spot has a skating rink, swimming pool, rides and a Monkey Island.

Improvements this year include better picnic facilities, completion of Monkey Island and general repainting and repairing. Three local bands, Henry James, Henry King and Bob Wells, will furnish the music in the ballroom. Spot has a swimming pool and two wading pools and both professional and non-pro water shows are planned.

New Benson Animals Cost 50G, Vera Lovejoy Says

HUDSON CENTRE, N. H., March 29.—The Benson Wild Animal Farm here has spent \$50,000 on new animals this season, according to Vera Lovejoy, manager. In addition, she says, improvements in landscaping are being made and changes made in the picnic grounds.

At present, May 30 has been set as the opening date, altho this may be moved up depending on the weather. In addition to Vera Lovejoy, members of the executive staff are L. G. Whaley, superintendent; Joe Walch, wild animal trainer; Carl Neuffer, elephants and chimps, and Fred Pitkin, equestrian director.

Plans are to have more performances daily than heretofore.

Fireworks, Special Dances Set at Santa Monica Pier

SANTA MONICA, Calif., March 29.—Swimming and paddleboard meets, fireworks and special dances in the ballroom will be among the features for Sundays, holidays and other special days at Newcomb's Santa Monica Pier. Spade Cooley's band will play regularly in the ballroom, with Bob Wills, Ernest Tubbs and Sons of the Pioneers, all Western bands, among those signed for special weekends.

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Jacksonville Beach Special Events Set

JACKSONVILLE BEACH, Fla., March 29.—Fifteen of the 17 special events dates at Jacksonville Beach Boardwalk here are set, according to an announcement by H. M. Shelley, president of the Boardwalk Association.

Line-up includes: Beach Treasure Hunt, April 7; Welcome Day, April 13; Bathing Suit Day, May 10; Bathing Beauty Contest, May 24; June Moon Festival, June 9; fireworks, July 4; Alabama, week of July 6; Florida, week of July 13; Georgia, week of July 20; Louisiana, week of July 27; Mississippi, week of August 3; North Carolina, week of August 10; South Carolina, week of August 17; Tennessee, week of August 24, and Masquerade Carnival Night, September 6. Only Labor Day and September 14 dates remain to be filled.

All rides are individually owned. Eddie Roth has the Scooter, Frank Griffin the Tilt, Looper, Caterpillar, Ferris Wheel and Merry-Go-Round, and Mabel Reid, Ferris Wheel, Scooter and Merry-Go-Round.

Boardwalk Repairs Get Atlantic Beach Priority

ATLANTIC BEACH, N. C., March 29.—Repairs to the Boardwalk are getting the top priority at the Atlantic Beach Amusement Area here in preparation for the opening of the season May 15. Spot's executives include A. B. Cooper, president; Garth Cooper, vice-president; Rhoda Cooper, secretary-treasurer, and F. W. Wadsworth, concessions manager.

Rides ready to go include Merry-Go-Round, Chairplane, Train, Ferris Wheel and kiddie rides. Concessions, which may be enlarged this year, include photo gallery, ball game, dart bingo, novelty stand, snowball, popcorn, bowling and cigarette gallery.

Laugh-in-Dark, Waltzer Added to Doling Line-Up

SPRINGFIELD, Mo., March 29.—Two new rides, a Laugh-in-the-Dark and a Waltzer have been added to the ride line-up at Doling Amusement Park here by the W. W. Morrisons, lessees.

Other improvements include new concrete sidewalks, remodeling of the rink and a new vibrato on the Hammond organ. Spot bows for the season April 1.

Vancouver Buys Train

VANCOUVER, B. C., March 29.—A miniature train, complete with locomotive, cars and 600 feet of track, has been purchased by the park board for installation in Stanley Park. Train was built by John Armstrong, of Victoria, who has had the train operating thru his home and grounds in that city.

San Antonio Spot Bows

SAN ANTONIO, March 29.—Playland Park here bowed for the season Friday (14). Spot is open daily from 6 p.m. to midnight week-days and from noon to midnight on Sundays. Park has a new Tilt-a-Whirl and work on the new Roller Coaster continues. Hopes are it will be completed before the season ends.

New Building for Ideal

JOHNSTOWN, Pa., March 29.—One new building is among the major improvements at Ideal Park here, owned by Milan Diklich. Spot opens for the season May 30. Diklich says 11 picnics have been signed so far.

While Strolling Thru the Park

A cow anoa (pigmy buffalo) at the San Diego Zoo gave birth to its sixth calf recently, raising the zoo's anoa population to seven.

A two-year-old, 455-pound Kodiak bear has been placed on exhibition at the Bronx Zoo, New York. Bear was obtained from the Chicago Zoological Park and is expected to weigh between 700 and 800 pounds when it matures in two or three years. Also placed on exhibition for the first time were five elk recently received from Wyoming.

New arrivals at Washington Park Zoo, Milwaukee, include a male water buffalo and twin caracul lambs. The zoo has seven newborn caracul lambs, including another set of twins. The zoo already has three other water buffaloes and an adequate number of caracul sheep, so the newcomers will be sold or traded, after they are weaned, for types of animals the zoo doesn't have.

The pony ride at New York's Bronx Zoo was patronized by a record 2,500 kids March 16.

Harry Francis Storin Jr., son of Ed Carroll's right hand man at Riverside Park, Agawam, Mass., will be married in St. Thomas Church in West Springfield, Mass., April 7 to Claire Elaine Hebert.

Inspecting parks on both sides of the continent on successive days was the odd feat accomplished by Ed Carroll. He toured San Francisco park and beach areas March 14, flew out at midnight, and the next afternoon was inspecting his Riverside Park, Agawam, Mass., following his six-week vacation. Accompanied by his wife, Carroll visited recreation areas in Nevada, California and Mexico. He also was a guest at several Hollywood studios.

Columnist Ed Sullivan of *The New York Daily News* devoted his Sunday (23) piece to George A. Hamid and his Steel and Million-Dollar piers in Atlantic City. Reporting the falling off of grosses now that lush spending is over Sullivan wrote: "Show business has to return to the Steel Pier basis, which is pure show business; give the people what they want and dress it up in attractive packaging."

Norman (Nam) Cox, one-time swimming director at the New York Athletic Club, Columbia University and the Chicago Amateur Athletic Union, who invented the water game, aquabolo, is at present on a tour in the interests of his game. He will be guest of honor of the American Association for Health, Physical Education and Recreation in Seattle, April 21-26.

At the fifth annual general meeting of the Amusement Rides Association at the Queen's Hotel, Manchester, England, recently, these officers were elected for 1947: A. Bates, president; J. C. Proctor, vice-president; Harold Moody, secretary, and John Farrar, treasurer.

Dionisio Installs New Rides at Laurence Harbor

LAURENCE HARBOR, N. J., March 29.—Nicholas Dionisio, who purchased Laurence Harbor Amusement and Beach facilities here last year has installed a Dodgem, Lindy Loop, Merry-Go-Round, Chair-o-Plane, Plane, kiddie rides and Whip and a miniature golf course.

In addition to the new rides, Dionisio has built a new tavern and beer garden. Walter Kross' orchestra has been booked for the ballroom.

Suburban Will Open For Week-Ends May 3

MANLIUS, N. Y., March 29.—Suburban Park here will open May 3 for week-ends only and will move into daily operation May 24, Fred W. Searle, manager, announces.

Spot plans two additions this year, with a new kiddie ride and a shooting gallery on order. All other rides and buildings are being repaired and repainted. Suburban will operate eight rides: Roller Coaster, Auto Skooter, Merry-Go-Round, Roll-o-Plane, Miniature Steam Railroad, Airplane Swing, Chair-o-Plane and Kiddie Autos.

Outside of fireworks on holidays, no special events are planned, Searle said. In the ballroom, local bands will be used on week-ends only.

In addition to Searle, the executive staff includes Ruth A. Searle, treasurer, and Carl Mowers and Harold Hadley, ride mechanics.

Fireworks and Free Acts To Be Lake Ariel Features

LAKE ARIEL, Pa., March 29.—Free acts and fireworks are planned as features on Sundays and holidays at Lake Ariel Park and Beach here. Week-end opening is skedged May 30, with daily operation to get under way June 1, Bert Derby, manager, says.

Derby says he has signed 18 picnics to date, which means things in this department are running about even with last year. Spot has nine rides: Roller Coaster, Kiddie Coaster, Heyday, Pretzel, Merry-Go-Round, Miniature Train, Funhouse, Kiddie Auto and Kiddie Boats and nine concessions.

Forest Park Installs Cement Picnic Tables

CHALFONT, Pa., March 29.—New cement picnic tables have been installed at Forest Park here and spot will open Decoration Day. Richard F. Lusse, owner, and George Raley, superintendent, announce. Spot, which has four concessions and 13 rides, plans to feature the Philadelphia Mummies' string bands on Sundays and holidays.

Rides include Merry-Go-Round, Skooter, Whip, Roll-o-Plane, Octopus, Miniature Railroad, Swan Ride, Frolic, row boats and a kiddie park with four rides.

Board Denies Application For Richmond Park, Pool

RICHMOND, Va., March 29.—Henrico County Board of Zoning denied the application of Emmett E. Perkinson, Richmond councilman, for a zoning of a 32½-acre tract near Stop 20, Nine Mile Road, for establishment of a swimming pool and amusement park.

Refusal to rezone the property from agriculture to business was due mainly to a petition signed by property owners in the area, who contended the rezoning would be detrimental and injurious to their property.

Caterpillar, Kiddie Ride New Idlewild Additions

LIGONIER, Pa., March 29.—Two new rides, a Caterpillar and a Kiddie Auto Ride; a new popcorn stand and lunch stand are among the improvements at Idlewild Park here for the '47 season, A. R. Shirey, assistant general manager, says. C. C. MacDonald is vice-president. Spot will open May 18.

Shirey says plans are to have radio artists on several occasions thruout the season and fireworks will be featured on the three national holidays—Decoration Day, July 4 and Labor Day.

Gosh Biz on Upgrade

GULFPORT, Miss., March 29.—Business is on the upgrade for the Byron Gosh *Hit Parade*, tent show, after a spotty run in Georgia. Org is scheduled for an early engagement in the downtown American Legion Park, Biloxi, Miss., sponsored by Legion Post No. 13. Show features Dick Carson and the Prairie Partners, the Gulf Coast Buckeroos and others. Gosh states that Tex Ritter is scheduled to appear with the company soon.

Kirtley Canvas Destroyed by Fire

PATRICK, S. C., March 29.—Patrick Tent Theater, a 16mm. pic show which had been operating here for 16 weeks, was destroyed by fire recently. It was owned and operated by Lloyd and Ethel Kirtley, well-known vaude, tab and rep team of 20 years ago, for 22 years associated with Jethro Almond.

The Kirtleys have bought the lot where the fire occurred and construction has started on a concrete block theater, with a balcony for colored people.

Do You Remember?

By Ralph E. Nicol

When C. S. Primrose, in later years press agent for Cole Bros.' Circus, owned, operated and booked five to six one-night stands out of La Crosse, Wis.

Sam Flint and Dick Elliott, now in pictures, were considered among the best in the rep and stock field.

Claude D. Pelham and Kitty Armyne operated the Kitty Armyne Stock Company thru Pennsylvania, featuring Kitty in *Peck's Bad Boy?*

Roy E. Fox, of Lone Star Minstrel fame, had one of the best all-around acting repertoires shows in the business, with concert band and orchestra, traveling on three private cars, with one of the best dining car services in the business, playing from one to three-week stands, with every play mounted with special scenery. In the cast were Ida Courtney and Jack Gates; Ed, Nellie and Paul Thardo; Jack Hunt and Jessie Troy, Orville Matthews and Cecile Elliot, Charles Stoddard and Jess (Buddie) Zink, Jack Griffith and Mabel Hazen, Roy Fisher, Harry and Mae Lorch, Bert Leslie, Margaret Hall, Tim and Tot Lester, Gabe Garrett, Hazel Seymour and brother Billy, Eddie Holland, Harry Germaine, Leon Bostwick and the writer. If I missed some, I am sorry.

Griff Barnett, who shared honors with Olivia DeHaviland in *To Each His Own*, was one of repertoire's best actors.

Latimore and Leigh were featured in their trunk mystery with the Myrtle-Harder Stock Company.

Lotta and Harvey Haverstock were a household word thru Oklahoma and Texas with their repertoire show.

Carrie M. Stanley featured herself in *Monte Cristo*.

Chester DeVon played the *Ten-Ton Door*.

Lou Echols, who has appeared in a number of Broadway shows, was the heavy man with the writer's repertoire organization.

Harley Sadler, now a member of the Texas Legislature, was a featured performer on a showboat.

Monroe and Lola Hopkins did their Pullman act over the best vaude time.

When the following were members of the J. Doug Morgan Stock Company, playing the Chamberlin-Harrington-Kindt Circuit thru Iowa: Gene and Lulu Touhy, J. Doug and Elsie Morgan, Blanche Henson, Dolly LeFever, Jay Cogshall, Ralph E. Nicol, Charlie Coons (former partner of Monroe Hopkins, when team was known as Coons and Hopkins), Alyce Griswold, Bill Stremmel and Archer and Garlow.

Rep Ripples

ORVILLE SPEER, formerly with the Chase-Lister Show, is now residing in Clinton, Ind. . . . Musical Tweedys are set indefinitely at the H. & S. Restaurant, Columbus, O. They will be with an outdoor show starting June 1. . . . M. L. Minsky has a film show in the Derby (Conn.) area. . . . Wallace and Raymond Beutelle have been showing pix under auspices in the Glens Falls (N. Y.) sector. . . . Fanning's Show, vaude-films, is in East Tennessee. . . . Roy Wallington writes from Reubens, Idaho: "I have finished 10 weeks of pix in Eastern Washington and Idaho and am leaving for Colorado Springs, Colo., to prep for the under-canvas season. Will play two-week stands. William Achorn will assist with vaude." . . . Verdor's Players have closed their indoor season and will open under tent near Baton Rouge, La., in three weeks. . . . Manager L. L. Cline and wife are in Tallahassee, Fla. . . . Louis R. Griner writes that his Variety Show will open under canvas in Maryland as soon as the weather permits. He will present rep bills and 16mm. pix, using eight people.

ELIZABETH PRATHER, who with her late husband, Henry W. Prather, operated the *Honeymoon, Ltd.*, tab over the Sun and Spiegelberg circuits a few years back, is now assistant medical librarian at St. Elizabeth's Hospital, Dayton, O. . . . Wilbur Tyler will have a small flesh trick in Northern New England within a few weeks. He has been playing schools with a solo show the past six weeks. . . . Townsend and Clever have a 16mm. film show playing auspice dates in the Hornell, N. Y., area. . . . Leslie Graham writes from Bartow, Fla.: "I will soon leave here for Northern Michigan, where I will open with a hall show. Have played a few church and auspice dates in Florida since the first of the year. . . . Carol Players, colored, are around Anniston, Ala. . . . Strout's Colored Minstrels will play dates in Northern Alabama before going on a carnival for the season. . . . Florida Blossom Minstrels open at Brunswick, Ga., April 2. Hortense Collier Sapp, Emerson Sapp and A. L. Gaines are the owners and Leon Long is in advance.

LaTier Back on Road; Harry C. Under Knife

GRIGGSVILLE, Ill., March 29.—LaTier Players' banner will again fly after five years' absence, during which time Harry Jr. and Maurice LaTier were serving Uncle Sam. Preparations are being made at quarters here for opening the middle of May. Org will have a 60 by 120-foot top and will play in Illinois territory. It will be a 12-people org, including orchestra.

Harry C. LaTier, who recently underwent a major operation, is slowly regaining his health. He owned and operated a show, *Hello Bunch*, for 40 years.

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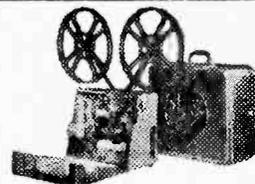
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Orchids Go to "Rhythms," New England RSROA Polio Benefit in Boston Garden

Healthy Gross Indicated Despite Slightly Lower Gate

BOSTON, March 29.—With attendance slightly off from 1946 figures, *Roller Rhythms of 1947* drew more than 6,000 people into Boston Garden Monday (17) to watch 500 amateur skaters turn in a top show on behalf of the National Foundation for Infantile Paralysis. The drop in attendance was in line with general business here, but choice of St. Patrick's Day evening to present the show could have been partly to blame. The city goes all-out for fun from noon on in the name of St. Pat and Evacuation Day on the same date.

The sock show presented under sponsorship of the Roller Skating Rink Operators' Association of the United States in conjunction with the United States Federation of Amateur Roller Skaters easily topped the 1946 show for production and over-all fine skating. Altho figures were not available, figuring the take of 6,000 persons at \$1.20 to \$3 per ticket plus proceeds from the 25-cent souvenir program book, the polio fund should net a tidy sum.

The program was divided into 14 acts, but individual acts were also divided so that spectators got approximately 40 individual and ensemble turns. Organ music, effectively amplified, provided ample background music.

A clever opening number by Roll-Land Figure Skating Club of Norwood, Mass., titled *All America Skates* and created by Nora Gould got the show off to a fast and well-applauded start. Music by Ann McGowan. Feature of the second act, *The Rodeo*, by Webster Square Figure Skating Club, Worcester, under the direction of Vi and Pat Lupien, was *The Lone Cowboy*, skated by Robert Tatro. Music by Ernie Metcalf.

Wallace a Highlight

One high spot of the first half was the skating of Margaret Wallace, U. S. intermediate ladies' figure skating champion, in *A Symphony on Wheels*, presented by Park Circle Figure Skating Club of Brooklyn.

We and Our Girls by the fours of Eli Figure Skating Club, New Haven, Conn., under the direction of William Lenox, was clever and imagin-

ative in presentation. Following was a lavish production by Riverdale Figure and Dance Club, Natick, R. I., titled *Fiesta Time*. The mood and customs of Latin America were skillfully blended with good skating, with the promenade, the dancers and a colorful whirl of action. This production was directed by Ray Lentz, assisted by Dick Stubbs, with music by Amidee Peltier.

Flashing Skates by Norman Latin, U. S. intermediate figure skating champion, rated a sock hand for fine skating. Park Circle Figure Skating Club presented this number.

"Carnival" Spectacular

Finale of the first half was spectacular and effective. *A Carnival in Toyland* introduced the St. Patrick touch and was lavishly done by the Fred H. Freeman Figure Skating Club of Medford, Mass. Fine skating by Massachusetts intermediate ladies' figure champion Fay Johnson and State novice men's figure skating champion Thomas White highlighted the excellent production.

The second half of the show opened with *Hat Box Revue*, presented by Rex Roller Club, Lowell, Mass., and devised and directed by the Marshall sisters, with music by Ann McGowan. The three-part revue carried out the Easter theme.

Highly effective was the next act, *Dancing Capers*, showing the beauty of the waltz as contrasted with the flash of hep dancers. Presented by Chez Vous Figure Skating Club of Boston, with music by B. Aucoin, the act was outstanding for quality of skating and precision. Hep Eleanor Nevulis and William J. Sgrow won a solid hand for their skating.

Plenty of comedy was added in the next number, presented by Eli Skating Club. *Out of This World in Ballet* featured a laugh-winning burlesque on a ballet class, with men dressed as ballerinas doing fast and funny falls.

Another elaborate and effective act, *A Gypsy Melody*, followed to good applause. Presented by Co-Ed Figure Skating Club of Boston, it was colorful and effective. Music by Roger McGee.

Margaret Wallace and Norman Latin, U. S. intermediate pair champions, skated to a tremendous hand in *Ambassadors to Great Britain*, to celebrate their recent triumphant tour of the British Isles.

An imaginative and unusual act followed, *The Fountain of Happiness*. A girl on her wedding eve enters a garden to wish on the moon. The moonbeams, hearing her plea, take her to the fountain of happiness where the king and queen of flowers grant mortals their wish. Against this story background, the number was well presented and well received. Presented by Whalom Roller Dance and Figure Club, Fitchburg, Mass. Music by Arthur Dupaw.

Rates Orchids

The finale, a super production, blended the high spots of the show well and closed to an excellent hand. In general, the caliber of *Rhythms* was tops. Productions, lighting and handling all rate orchids. Fred H. Freeman, president of the New England chapter of the RSROA, who directed and emceed the show, also earns a good palm for the quality and pace of the show.

New England members and par- (*Orchids to "Rhythms", opp. page*)

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**Brett Leaves Flint Spot
To Lease Detroit 'Drome**

DETROIT, March 29.—George Brett, who recently took over Flint Park Rink, Flint, Mich., has returned to Rouge Park Roller-drome on the West Side here, as lessee. Brett opened the spot as manager about eight years ago. He is now leasing from Alpha J. Arney, Elbert E. Roberts, and Joseph Fair Jr., who have been operating it in recent seasons.

William Holloman, former manager, has returned to the performing side of show business, forming the Star Lite Trio, currently playing a local night club.

Earl King, long associated with the staff of Arena Gardens here, has taken over the Flint Park rink.

RSROA Mass. Contests Set

WORCESTER, Mass., March 29.—Massachusetts championship of the Roller Skating Rink Operators' Association of the United States will be held in Webster Square Arena here April 15 and 16. First, second and third-place winners will be eligible to compete in the RSROA North-eastern Regional, to be held in Eastern Parkway Roller Rink, Brooklyn, May 13-15.

Hinchcliffe Skating Club, of Wal-Cliffe, Roller-drome, Elmont, N. Y., has changed its name to Wal-Cliffe Figure and Dance Club.

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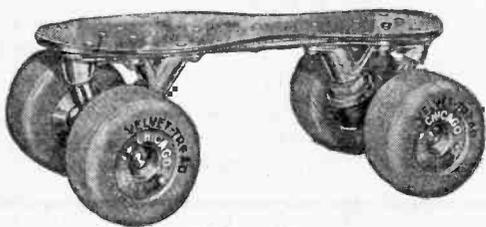
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Old Man Weather Crimps Sefferino 'Carnival' Benefit

CINCINNATI, March 29.—A wind-storm of gale proportions, accompanied by snow, cut into gate receipts of the 10th Anniversary Carnival staged Monday (24) at William F. Sefferino's Roller-drome here for the benefit of the Roller Skating Rink Operators' Association of the United States, a disappointing 900 persons turning out for the show. Proceeds will be used to help stage the association's national championships at Oakland, Calif., in June.

This year's presentation was the finest yet staged at the 'drome, the kids performing in a style that spoke volumes for the many hours of rehearsal they had undergone. Opening with an overture, the 90-minute show under the capable emceeing of Operator William F. Sefferino got under way with the Sefferino Patrol, 45 girls in a precision number. Succeeding numbers were *Falling in Love With Love*, a pair routine by Shirley Reiner and Kay Patton; spins by Eileen Holzer and Jack Merrick; *Hungarian Dance* by Ted Weikel, and *Mazurka* by Doris Jean Kelsch, junior free stylists; *Rhapsody in Blue*, pair skating by Gussie Lasita and Bob Reinhardt; dance exhibitions by Jane Greenebaum and John Greiser and Bernice Oehler and Bob Stewart; *A Pretty Girl is Like a Melody*, free skating by Arnette Glover; *Humoresque*, Doris Jean Kelsch and Ted Weikel in a pair routine; *My Gal in Calico*, jitterbug novelty with Kay Patton, Al Havlis, John Greiser, Bob Stewart, Shirley Reiner, Ellen Mae Roth, Jane Greenebaum and Bernice Oehler; *The Breeze and I*, free skating by Marian Fortunato; *Six Lessons From Madame Lazonga*, a comedy turn featuring C. V. (Cap) Sefferino, assisted by several floor guards; a waltz number, *Anniversary Song*, with Jane Greenebaum, Ellen Mae Roth, Bernice Oehler, Jane Nieman, John Greiser, Bob Reinhardt, Bob Stewart, Kay Patton and Eleanor Neugent, and the finale with the entire cast.

Given special praise by the management for the smooth production effort were Mrs. Arline Poland, Roller-drome pro; William Perry, associate pro; Peter James Poland, president of the Sefferino Dance and Figure Skating Club, who had charge of tickets; organist Melba Maringer, who played accompaniments; A. Harry Pugh, club sponsor; Wesley Gear, patrol drill master; Mrs. Effie Harvey, who supervised costuming, and Cap Sefferino, always in the background but never too busy to encourage skaters, congratulate a parent on her kid's performance, or adjust a skate.

ORCHIDS TO "RHYTHMS"

(Continued from opposite page)
icipating rinks included Freeman, Bal-A-Rue Rollerway, Medford, Mass.; John Walsh, Co-Ed Roller-drome, Boston; Edward H. LaVenture, Whalom Park Rink, Fitchburg, Mass.; Ernest Young, Riverdale Rink, Natick, R. I.; Leo Doyle, Rialto Rink, Springfield, Mass.; Benjamin Morey, Eli Skating Club, New Haven, Conn.; Edward J. Carroll, Riverside Rink, Agawam, Mass.; Maurice Whitney, Rex Rink, Lowell, Mass.; Irving Richland and Harry Neches, Hartford (Conn.) Skating Palace; John, Peter and Charles Santoro, Roll-Land, Norwood, Mass.; Bernard Leventhal, Chez Vous, Dorchester, Mass.; John Collins, Lincoln Park Rink, Riverside, R. I.; Charles Kronson, Crescent Park Rink, Riverside, R. I.; Edward Ferris, Joyland Rink, Woonsocket, R. I., and Edmond D. Allard, Recreation Center Rink, Manchester, N. H.

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Portable Rink, 44x88 Maple Floor, 34 pair Shoe Skates, 50 pair Clamp Skates, P.A. System, Repair Parts, Tools, 2 P.A. System Cabinets, 2 Skate Counters, 2 Shoe Skate Racks, Parts Cabinet (all chrome trimmed), 4 Fans, 2 Heaters. All complete and now in operation. Price \$5,900.00.
TUPPER'S SKATELAND, Covington, Louisiana.

FOR SALE
Masonry building, 112'x44'. Round self-supporting roof. Building is suitable for Skating Rink, Bowling Alley, Garage or Dance Hall. Located on Highway in city of 3,000.
GIL TEMPLE
ALEDO, ILL.

WANTED
COMPLETE PORTABLE ROLLER RINK
No junk accepted, everything must be like new. Rink must be 40x100 or over. In first letter, give all details and what equipment included deal. Also state what cash price or if one-half will be accepted.
FRANK BOG
229 W. Grand Ave. HOT SPRINGS, ARK.

No. 321 DUSTLESS FLOOR DRESSING
Cleanses the air, providing a snug grip with less cone wear and lower maintenance cost. \$4.00 per gal., \$3.75 per gal., in 5 gal. containers. Terms: 25% with order, balance C. O. D.
GAGAN BROTHERS
448 Second St. Everett, Mass.

FLOORS & RINKS FOR SALE
New sectional hard Maple Floors built to order. 33/32 Flooring. 90¢ square/foot, F.O.B. Factory. Also complete Rinks.
BILT-RITE FLOORS & RINKS
TYLER, TEXAS
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America's Fastest Growing Recording Co.
wishes to thank all
RINK OPERATORS, SKATERS AND PROS for your continued purchases of our product.
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MIDWEST RECORDED SPECIALTIES presents for your "SKATING AND LISTENING" pleasure our APRIL Release, consisting of Twelve Records (all ASCAP), including
"How Are Things in Glocca Morra" "Heartaches"
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Our selection of tunes are abreast of the times and WE DON'T CLUTTER UP YOUR LIBRARY WITH SELDOM CALLED FOR MUSIC.
THAT IS WHY OUR RECORDS RETAIN THEIR POPULARITY NIGHT AFTER NIGHT.
NEW AND BETTER SKATING RECORDS
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LIVE ORGAN QUALITY FROM DISCS
1. Our records retain the quality, range, volume and balance of the "LIVE" Hammond Electric Organ.
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ALL RECORDS ARE UNCONDITIONALLY GUARANTEED.
SEND FOR OUR COMPLETE LISTS. Both BMI and ASCAP numbers in stock.
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ROLE RITE
A PLASTICIZED SURFACE
for
Roller Skating Floors
NO DUST, NO DIRT, NO SLIP.
Eliminates further sanding. Easy to keep clean. A glamorous surface that wears and wears and wears.
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WHY? BECAUSE
They are the finest skating records produced today. Timing, rhythm and quality of tone is the best and second to none. Also Skating Rhythms Recording Company is the only company today producing skating records under supervision of men who are actually in the skating rink business, enabling them to better understand the skater's requirements with regards to music. Our musical talent is the finest and most experienced available.
SEND FOR TRIAL ORDER TODAY
MONEY-BACK GUARANTEE ON ALL ORDERS. FOR BETTER SKATING MUSIC BUY
SKATING RHYTHMS RECORDS
P. O. BOX 1838 SANTA ANA, CALIF.

WANT MANAGER
For New Portable Rink 45x90. Must know Portable business and how to take care of Tent and Floor, take charge and operate. Prefer man and wife who are reliable. Must furnish reference. Will operate in small towns. Will open about April 15. Have one complete Portable Rink For Sale.
LACY MYERS
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THE BETTER SKATING SHOE
NOW AVAILABLE
2727 Milvia Street Berkeley, Calif.

IDEAL SPOT
FOR PORTABLE ROLLER RINK
50x150 OR SLIGHTLY LARGER. IN TOWN OF 20,000. WRITE
235 PINE LAKE AVE., LA PORTE, IND.

SKATE CASES AT A NEW LOW
★ STEEL CASES—Assorted color combinations. Finest make. \$32.28 Doz. Sample \$2.69.
★ ALL ALUMINUM CASE—"The Feather-weight Champion." Light, sturdy, with satin finish. Former OPA ceiling \$6.50. NOW \$38.00 Doz. Sample, \$3.00.
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7019 N. Glenwood St. Chicago 26, Ill.

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NYLON OR SILK HOSIERY, Firsts. Full Fashioned, 2 Pairs Ranges, Dozen Pair, \$15.00 \$16.50
HOSIERY, Rayon, Firsts. Full Fashioned, Dozen pair, \$12.00
MEN'S HOSE, Top values, 3 Pairs Ranges, 10 Dozen, \$23.50, \$28.50
POCKET COMBS, 5 Inch. First quality, 10 Gross, \$22.50
ASH TRAYS, Big Value, 2 styles, Gross, \$3.60, 7.20
METAL ASH TRAY STAND, Complete with 3 Ash Trays, Gigantic value, Dozen stands, complete, \$12.00
PAY STATION TELEPHONE BANKS, Exact replica, Attractive plastic, Big value, Gross, \$144.00, Dozen, \$13.20
TOY DEAL, Pull Toys, Mechanical motion, Assorted styles, Dozen assorted, \$4.50
POKER CHIPS IN RACK, Compressed Paper, 100 assorted Chips to a Rack, 10 Racks, complete, \$2.50
RAZOR BLADES, 5 in a box, 1,000 Blades, \$4.75
SIDE LINE MERCHANDISE, A best seller, 10 Gross, \$25.00
OLD ACQUAINTANCE PERFUME, With Bud Vase, Gross, complete, \$54.00, Dozen, \$4.80
GAY POSIES COLOGNE, In basket, with handle, Finely boxed, Gross, complete, \$54.00, Dozen, \$4.80
SHELTERED TREASURES PERFUME, With miniature parasol, Gross, complete, \$54.00, Dozen, \$4.80
OLD BROCADE COLOGNE, Individually boxed, Retail \$1.00, Gross, \$15.00
BATH SALTS, Talcum Powder, Toilettries, Nicely packed goods, Retail to \$1.00, Gross, assorted, \$30.00
TOOTH POWDER, A.D.S. Brand, A big 2 1/2 lb. box, Gross, \$8.45
TOOTH BRUSHES, Nylon, Cellophane wrapped, Gross, \$7.50
SACCHARIN TABLETS, We have them in all packings, 1,000 to a bottle, \$1.60
BRUSH SETS, 3 Piece, 2 Brushes and Comb in an attractive box, Retail \$1.50, Dozen Sets, complete, \$5.40
INK WRITING TABLETS, Excellent quality paper, Retail 10¢, Special buy, Gross, \$3.95
BOBBY PINS, 24 on attractive card, Black or brown, Gross, \$4.45
HAIR PINS, Invisible type, Display carton, Retail 10¢, SPECIAL, Gross Boxes, \$4.45
ELECTRO IRONS AND TOASTERS, AC-DC, Complete with cord, Dozen, \$33.00
LIGHTERS, Closeout, Gross, \$18.00, \$36.00
25% deposit with order. Act fast. Free Catalogs.

MILLS SALES CO. Cut-Rate WHOLESALERS Since 1916 901 BROADWAY, New York 3, N. Y.

SACCHARIN U.S.P. 1/4 Grain Tablets. (One tablet equal in sweetening power to one teaspoonful of sugar). 100's \$15.00 Per Gr. 5-Gross Lots 14.40 Per Gr. 10-Gross Lots 13.75 Per Gr. 25 Gross or More 13.10 Per Gr. Cash with order. All sent prepaid (U. S. only) DYER DISTRIBUTING COMPANY P. O. BOX 1687 KNOXVILLE, TENN.

NOTICE! A NEW DEPARTMENT IN The Billboard DEVOTED EXCLUSIVELY TO SALESBOARDS NEWS FEATURES ADVERTISING SEE PAGES 94-96 OF THIS ISSUE

OPPORTUNITIES

A Display-Classified Section of Business, Sales and Employment Opportunities RATES: Display 70c an agate line . . Minimum 10 lines . . Maximum 1/2 Page Classified 12c a word . . Minimum \$2.00 . . Maximum 50 words IMPORTANT—All Classified Advertisements Must Be Accompanied by Remittance in Full FORMS CLOSE THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office in Cincinnati, 2160 Patterson St., early in the week.

ACTS, SONGS & PARODIES

- A GREAT WESTERN SONG (GOING BIG)— "In the Valley of Contented Cowboys." Prof. copies free. Liberty Music Co., 612 E. 11th St., New York 9. ap12
ACTS—FULL ARRANGEMENTS MADE OR Missing Parts Replaced with Aid of Piano Copy, etc. C.O.D. or cash in advance. Guaranteed. Write Russ Drain, care of May's Paddock Club, Savanna, Ill.
CLEVER COMEDY MONOLOGUES AND TEAM Acts, \$25.00 for sole rights. George Praechtl, 82 Avery, Pine Hill, Buffalo, N. Y.
NEW SONG PARODIES—DIFFERENT SITUATIONS. Can be used anywhere. Good socko endings. 1947 list on request. Manny Gordon, 819 W. North Ave., Milwaukee, Wis. my10
PARODIES, SPECIAL SONGS, COMEDIAN'S Material. Free list. Professional's Introductory Packet, \$1.00. Kleinman, 25-31 30th Rd., Astoria 2, N. Y. ap19

AGENTS & DISTRIBUTORS

- A BEAUTIFUL ASSORTMENT OF MOTHER Pins for Mother's Day, \$4.00 dozen. William Kellerman, 2082 Davidson Ave., New York 53, N. Y. ap12
AGENTS—SCOOP THE MARKET. SELL PERSONALIZED Men's Leather Jewelry. Smart, new, and made of genuine leather. Be our sole representative in your locality. Three ideal gift items: Tie Clip, Cuff Links, Key Chain. Run your own business. No investment. Free details. Berkeley Leather Products, 19 W. 44 St., New York 18, N. Y. ap5
AGENTS—TO SELL FOUR GORE LACE TRIMMED Ladies' Slips. Samples available. Pied Piper, Inc., 328 W. Superior, Cleveland, O. ap19
AGENTS, DEMONSTRATORS — \$10.00 TO \$25.00 daily possible selling Seafoam Auto Shampoo, \$6.00 doz. Sample, \$1.00. Remo Co., Box 527, Bridgeport 1, Conn.
AGENTS—MAKE BIG MONEY FROM NOW on selling the sensational new low priced transparent Plastic Table Cloth Cover. Saves on laundry bills. Every woman a prospect. Sample swatches free. Carwell Products, 33000 S. Wells, Chicago 6.
AGENTS, DEMONSTRATORS—MAKE QUICK-mend Solder. Mends everything with match without skill. Women wild about it. Cost, 1c stick; sells 50c. Sample, 25c. Western Chemical, Salem, Ore. ap12
BUBBLE GUM — BEST IMPORTED, 120 count, individually wrapped, \$12.50 for 10 boxes. Also Candy and Merchandise Deals. Variety Sales, 1058 N. Rockwell St., Chicago 22, Ill.
CASH IN WITH NEW NOVELTY CIGARETTE Dispenser. Sells on sight. Generous profits. Retail \$1.50. Reed Brothers Wood Products Co., Dept. B4, Thomaston, Me. ap12
DOUBLE-DUTY SHOPPING BAG—ZIPS OPEN. Instantly changes from small to large size. Lightning seller. Samples sent on trial. Kristee 134, Akron, O.
EX-SERVICEMEN, HANDICAPPED VETERANS. Tremendous sales new colorful 25c seller. Almost 400% profit. Sample, 10c silver. Dozen Testing Sales, \$1.00. Description free. Lakeside Corporation, Milwaukee 3. ap12
FAST SELLING NOVELTY—COSTS PENNY, big profits. Samples, prices, 10c. Here's another. Every car owner a prospect. Costs 50c, retails \$1.50. Sample, prices, 50c. Barkley Co., Dryden 1, Va. ap5
FREE DETAILS—NEW ITEM SELLS ON sight for \$1.00. Amazing profit. R. O'Brien, 804 Park Ave., Omaha 5, Neb.
"GLAMOROUS HOUSECOATS"—BOTTOM swing ten feet, price \$5.00 plus 10c postage. State size, height. M. Frost, 2111 S. 59th Court, Cicero 50, Ill.
INCENSE, PERFUME BUDS, SACHETS—LOW jobbers' prices. Particulars free. Starter's stock: 25 Buds, dozen Sachets, dozen Incense, \$1.00. Retail \$5.45. Mission, 2328 W. Pico, Los Angeles 6, Cal. my31
LIL BRINGS PROFITS—11 INCHES OF HYE-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
MAKE A BIGGER PROFIT! LET US TELL you where you can buy 800,000 articles direct from manufacturers, save middleman's profit. Write for information today. Glass Pub. Co., Ellwood City 7, Pa.
NEW LEDGER AND BINDER HOLDER— Holds pages open flat for better work. Bookkeepers, store clerks, stenographers, packers, shippers. Plain and magnifier models. Holds all types binders. Baukus Research Laboratory, Saginaw, Mich.
SALESMEN, SALESWOMEN, AGENTS—SEE our display ad for agents in Merchandise Section. Glass and Brass Miniatures. Sells on sight. RB, Box 531, RPK Station, Detroit 32, Mich. my24

MEXICAN DESERT RESURRECTION PLANTS.

Special for making money, \$10.00 thousand; \$2.00 hundred; 12 samples, 50c. Mexican Clay Novelties, Armadillos, Turtles, Alligators, \$2.40 gross assorted. Mexican Black Spiders, long wire legs, \$15.00 gross; \$1.75 doz. Mexican Guadalajara Pottery, gross assorted, in crate, \$36.00. General Mercantile Co., Laredo, Tex.

SELL FINE USED CLOTHING FOR ENTIRE family. Sample bundle, 8 useful garments, \$2.00. Resale value, \$6.00. Marlin, Ashland, Mass.

SELL GREETING CARDS—EVERYDAY, Birthday, Humorous, Easter Assortments, Wrappings, Stationery, Correspondence Notes. Over 100 money-makers. Special offers. Fast sales, big profits, extra bonus. Experience unnecessary. Request \$1.00 Everyday Assortment on approval. Hedekamp, 343 Broadway, Dept. A-41, New York 13.

SELL NATIONAL CARDED HEAVY METAL Chip Combs, etc. Fast sellers. Large profits. List free. National Specialty Sales, 15 E. 3rd, Cincinnati 2, O.

SELL HONOR SCROLLS—RETAILS \$1.00. costs 20c. \$20.00 daily easy. Order 10 to 1000. Rush name for sample. Burns Co., Luzerne, Johnstown, Pa.

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

WANTED—AGENTS FOR HOUSE-TO-HOUSE selling of plastic products including tablecloth covers. Write for free details sample, \$1.00. House of Schiller, Dept. B, 180 N. Wacker Dr., Chicago 6, Ill.

WE PAY YOU \$25.00 FOR SELLING FIFTY \$1.00 Assortment Birthday, All-Occasion Cards. Tremendous demand. Sell for \$1.00—your profit, 50c. It costs nothing to try. Write for samples. Cheerful Card Co., 67 White Plains, N. Y.

ZIRCONS—THE DIAMOND'S ONLY RIVAL again available. Expert Watch and Jewelry Repairing. All makes reconitioned Watches, no pin levers or cylinders. Catalogue free. Blumenthal Jewellers Exchange, 2500 Carter, Ft. Worth 3, Tex. ap12

200 MONEY MAKING DEALS—PLANS, UN-usual Items, Rare Formulas, Ideas, Schemes. Folio free. Formico KA, Box 572, Dayton, O. ap19

ANIMALS, BIRDS, PETS

A FINE STOCK OF SOUTH AMERICAN BOAS, Agouties, Squirrels and Birds. New shipments monthly. 40 years' prompt reliable service. Snake King, Brownsville, Tex. ap19

AMERICA'S FINEST POISONOUS AND NON-poisonous Snakes, all species and sizes. South American Boas, 5' to 10'. Pythons from India, 9' and 10'. Rock Pythons from Africa, 5' and 6 1/2'. Dens shipped immediately. Live delivery and satisfaction guaranteed. Ross Allen's Reptile Institute, Silver Springs, Fla. ap19

BABY BEAR CUBS, LION CUBS, PUMAS, Monkeys, Wildcats, Squirrels, Coatis, Agoutis, Ringtail Cats, Raccoon Coyotes, White Fox, Red Fox Pups, Prairie Dogs, Porcupine Eagles, Pheasants. Charone Animal Ranch, Burlington, Wis.

FOR SALE — BROWN BEARS, LIONS, Aoudads, Monkeys, Black Bears, Sika Deer, Sloths, Peccaries. Send for price list and state your needs. R. Neil Altenburg, 3404 W. Wells St., Milwaukee 8, Wis.

LEOPARD, 1 1/2 YR. OLD: ONE LEOPARD Cub, 6 mo. Perfect specimen, Water Buffalo Calf. Charone Animal Ranch, Burlington, Wis.

GIANT JUNGLE RATS, MONKEYS, SQUIRRELS, Woodchucks, Raccoons, Agoutis, Pacas, Coati-Mundies, Kinkajous, Skunks, Wildcats, Pumas, Goats, Deer, Snakes, Boas, Pythons, Owls, Hawks, Swans, Pheasants, Pigeons, Hamsters; White, Colored and Waltzing Mice and Rats. John Thiele, 106-18 86th St., Ozone Park 17, New York.

MONKEYS—RHESUS, RINGTAIL, SPIDER; Parakeets, Lovebirds, Canaries, Finches, Doves. Write for list. Southern California Bird Pet Exchange, Dept. B, Box 7, Bell, Calif. ap19

NOW BOOKING ORDERS FOR EARLY SPRING delivery Black Bear Cubs, Prairie Dogs, Kangaroo Rats, Mother Monkeys with Babies, Lion, Leopard and Tiger Cubs. John Thiele, 106-18 86th St., Ozone Park 17, New York.

PUPPIES FROM TRAINED DOGS FOR SALE— Trained dogs usually on hand. Write P.O. Box 34, Dubuque, Iowa.

RATTLESNAKE DENS, HARMLESS SNAKE Dens, Mixed Harmless and Poisonous Snake Dens, \$25.00 up. Poisonous Snakes fixed or hot. C.O.D. shipments if preferred. Best stock, fastest service. Satisfaction and live arrival guaranteed. Wire Showmen's Snake Supply, Cottulla, Tex.

SNAKES, ALLIGATORS, SPIDER MONKEYS, Fox, Raccoons, Sloths, Trained Goats, etc. Dou Compton, Box 93, Mt. Vernon, Ill.

TAME LIVE ARMADILLOS—SPECIAL FOR making pets, \$7.00 pair; \$36.00 doz. Whistling Squirrela, \$7.00 pair. General Mercantile Co., Laredo, Tex.

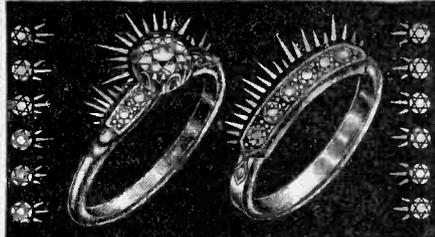
THE WORLD'S FINEST SNAKES ARE FREE— If you can find them. Present stock is as complete as any in America today. "Unmilked" poisonous or better-than-usual run of harmless in accordance with your pocketbook. Telephone, wire, write, or see "Brad" Bradford, Davisboro, Ga., if you really want snakes.

BIGGEST RING VALUES BEST SELLING STYLES Write for Ring Circular



Sterling No. 2R203 \$5.25 Doz.

Sterling No. 2R193 \$5.25 Doz.



Gold Filled No. 2R223 \$6.00 Doz.

Yellow R.G.P. No. 2R309 \$5.25 Doz.



Sterling No. 4R10 \$9.00 Doz.

Sterling No. 4R26 \$12.00 Doz.

HARRY RAKULA & CO. 5 N. Wabash Av., Chicago 2, Ill.

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Czechoslovakian Bead Necklaces, different styles and colors; also Plastic Chokers. Assorted. 9 Dz. Bead Necklaces } Per Gross 3 Dz. Plastic Chokers } \$16.00 10 Gross—\$150.00. Sample Order—3 Dz. Assorted, \$4.50. Deposit \$2.00, Balance C. O. D.

MAGIC NOVELTY CO. 132 W. 21st St. New York 11, N. Y.

FOLDING CHAIRS PROMPT DELIVERY



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LOWEST PRICES NYLONS

FIRST QUALITY—ALL NYLONS 45 Gauge 30 Denier \$12.50 Doz. 51 Gauge 30 Denier 15.50 Doz. 51 Gauge 15 Denier 17.00 Doz. (Equivalent to one thread) 54 Gauge 20 Denier 18.00 Doz.

RAYONS 45 Gauge \$ 7.00 Doz. 51 Gauge 8.50 Doz. ORDERS SHIPPED SAME DAY. Small Deposit with Order—Balance O. O. D. FREEDMAN & CO. MILL DISTRIBUTOR 612 Metropolitan Bldg., Detroit 26, Mich. Phone: RAndolph 4436

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Sensational New ROLLIT RETRACTABLE POINT BALL PEN

The biggest Retractable Point Ball Pen value in the low-priced field! Precision built for effortless, easy ball point writing. Attractive design, rugged construction for years and years of constant use.

- No Cap or Ink to worry about
- No Smear, No Scratch, No Leak
- Ink dries instantly as it writes
- Writes clearly through 6 or more carbons
- Smart plastic barrel with metal cap

Amazingly Simple to Use Retractable Point—Press and Turn . . . It's Out! Turn . . . It's In!

WRITES UP TO 3 YEARS WITHOUT REFILLING (with average use)

CHOICE OF SEVERAL COLORS

List price, \$1.00.
 Dealer's price, **\$7.20**
 Lots of Doz. or More—Doz.
 Less Than Doz. Lots, Ea. \$1.00
 25% With Order—Balance C. O. D.

Write for Literature and Prices on our new 1947 line of Cameras, Shavers, Lighters, Binoculars, etc.

MUTUAL DISTRIBUTING CO.

801-803 Milwaukee Ave. Dept. B-5, Chicago 22, Ill.

BUBBLE GUM

IMPORTED

Biggest prize and the best-selling item of the year.

120 Count, \$1.50

50% deposit with orders; money order or certified check only.

HARRY FRIEDMAN

1065 Mission St. San Francisco, Calif.

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- IMMEDIATE DELIVERY!
- ELECTRIC FLASH BOARDS
 - RUBBERIZED and WIRE CAGES
- WIRE OR WRITE FOR CATALOG

John A. Roberts

235 HALSEY ST • NEWARK 2 • N. J.

- #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 . . . 9.50
 - #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.

Cathode Worker Write SHIPMENT—DATE ORDER RECEIVED. Terms—1/3 down with order, balance C. O. D.
PETER HERMAN
 118 W. BURNSIDE PORTLAND, ORE.

RATTLESNAKES, \$3.00 UP, ACCORDING TO size. Green Rattlers, \$5.00 up. Giant Blue Bulls, \$7.50 up. Armadillos, \$2.50. Kangaroo Rats, \$2.50 pair. Mexican and South American Bats, \$7.50 up. Coyotes, \$10.00. Wildcats, \$15.00. Peccaries, \$15.00. For Poisonous Snakes, specify fixed or hot. C.O.D. shipments. Wire Showmen's Snake Supply, Cotulla, Tex.

TWO BLACK SHETLAND TWO-YEAR-OLD registered Stallions, thirty-five inches high, \$250.00 each. Write Heyl Pony Farm, Washington, Ill.

WANTED—OSTRICHES, OLD OR YOUNG. Prefer some trained. Give prices, ages, sizes. C. H. Haskell, Box 39, San Diego 9, Calif. ap5

WHY NOT BUY YOUR ANIMALS AND BIRDS from a showman? No order too large or too small. Years of experience in the animal show business gives you a better deal on your purchases. Rex M. Ingham, Ruffin, N. C.

WILD LIFE OPERATORS—HAVE SMALL animals for immediate sale. Ideal for your exhibits. Send for price list and state your needs. R. Neil Altenburg, 3404 W. Wells St., Milwaukee 8, Wis.

BUSINESS OPPORTUNITIES

A BUSINESS OF YOUR OWN! GO INTO business for yourself. Start at home in spare time. We can help you! Details free. Rennolet, 1022-D 9th St., Rock Island, Ill. ap26x

ARCHERY RANGES—FOR PARES, 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, Dept. R-622, Loveland, O. jv5

EARN \$78.00 WEEK—SPARE TIME AT home. Rush \$1.00 complete plans. Don't delay. Taafe, 42A, Lowellville, O.

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

FREE RENT—WANT PORTABLE RINK. Highway 19, 21, 460. Outside city limits. Need 200 Skates. Choice 800-ft. lot. Write, see or wire R. No. 2, Box 296, Bluefield, W. Va.

GET 200 MONEY MAKING DEALS—BUSI-ness Plans. Unusual Items, Quality Formulas, Schemes, Folio free. Formico Mil., Box 572, Dayton, O. ap5

LET "HOW TO BUILD YOUR OWN MAIL Order Business" show you how to get the money by mail! 25c prepaid. Send for your copy of this eye-opening book now. Baker, 319E Tazewell, Knoxville 18, Tenn.

LOOKING FOR A JOB? CHOOSE THE JOB you want and land it. We show you how. Free information. Dee Enterprises, 3360 Sims, Overland 14, Mo.

MAIL ORDER SELLING MADE EASY—WRITE Mathieson, 2611 Dumaine St., New Orleans 19, La.

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

MAKE MONEY AT HOME—DECORATING Plaques and Figurines. Samples, assorted dozen, \$6.00. Order today. Francine Novelties, Lake Milton, O.

RECORDS—COMMERCIAL PRESSINGS MADE from your own recordings. Labels printed in your name (details). Urab EB, 245 W. 34th St., New York 1. ap26

RESEMBLES \$300.00 MAN'S DIAMOND RING. Sterling silver, \$15.00 dozen. Jewelers, 264 5th Ave., New York. ap12

SELL PIN-EARRINGS SETS, NOVELTY JEW-elry. \$2.50-\$5.00 sellers. Order assortment, \$15.00 dozen. Manufacturer, 264 5th Ave., New York. ap12

SIGHTSEEING AND SPEED BOAT CONCES-sion, Lake George. Exceptional opportunity. Investigate. Box C-176, Billboard, Cincinnati 22, O.
SOUND TRUCK—FOR SALE OR HIRE. IT'S a honey. For details write Box 182, Princeton, Minn.

SPECIAL!!! INCH DISPLAY ADVERTISE-ment "Mail Order World," year, \$24.00. Wood's Popular Advertising Service, Atlantic City, N. J. ap5

"THE MAIL ORDER NEWS" (54TH YEAR)—Shows you money making opportunities in every issue. Sample copy, 25c. Veterans Business Publications, Charleston 5, Ill. ap26np

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. ap5

WHY WORK FOR OTHERS? MAKE AND sell own products. Bigger profits. Free literature. Jackson, Box 111, Newberg, Ore. ap26

YOU MAKE \$2,000.00 IN THREE MONTHS—Everybody helps. Details free. Give name of county. C. Maguire, Cannon Ave., Lansdale, Pa. ap26

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE—Only advertisements of used machines accepted for publication in this column.

A-1 CIGARETTE AND CANDY VENDING MA-chines. All makes, models, lowest prices. What have you to sell? Mac Postel, 6750 N. Ashland, Chicago. my17

A-1 STAMP MACHINES FOR SALE. WE BUY and sell. Multiply Folders. Write U. S. P., 100 Grand, Waterbury 5, Conn. ap5

AIR RAIDER, 2 KNOTTY PEEKS, 2 LOVE Nests, 2 Cockeyed Circus, \$500.00 each or all 7 for \$300.00. Ace Bomber, \$100.00. Baffleball, Pikes Peaks, \$25.00 each. Texas Leaguer Deluxe, Flip Skills, \$35.00 each. E. W. Schnepel, Box 32, Columbus, Miss.

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—SMALL ORDERS WELCOME. NO limit. 25-lb. and 35-lb. cartons. 1/2" 140 to 1b. 70c/lb., or 50c per 100. \$17.50 for 25-lb. case. Boston Baked Beans, 32c/lb., 35-lb. cases. 50% deposit or pay with order. English Music Co., Box 71, Sta. E, Toledo, O. ap12

BARGAINS—MILLS 10c Q.T., \$62.50. PACE 5c Rocket, \$87.50. Mills 10c Blue Front, \$87.50. Columbia GA Cig. Reels, slick, \$32.50. 1c and 5c Marvel and Mercury, \$17.50. 5c American Eagle, \$17.50. Imps 1c, \$5.00. 1/2 deposit. Owl Distributing Co., 108 E. Sycamore St., Independence, Kan. Phone 531.

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. ap19

BUBBLE GUM—10 GUMBALL MACHINES (Advance) in good condition, globe capacity app. 950 balls, and 9500 Bubble Gum Balls, \$110.00. 1/2 deposit, balance C.O.D. Also smaller Globes (P 35) for Advance machines, 50c each. Bergen Vending Mach. Co., Englewood, N. J.

"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

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. ap26

FOR QUICK SALE—FOUR MOTOSCOPE SKY Fighters, two Keeney Air Raiders, \$100.00 each. Fastin's Ride Center, Savannah Beach, Ga.

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—ONE DRY REFRIGERATED 5c 1/2-pint Milk Dispenser, manufactured by Ideal Dairy Dispensing Co. Also 24 Northwestern Model No. 39 Peanut Dispenser and 2 Northwest Model 33. The peanut machines are new and in the original shipping case. H. D. Dwyer Co., Marion, Ind.

FOR SALE—SANTA FE, IDAHO, COVER Girls, \$75.00. Midway, \$50.00. Canteen, Surf Queens, Suspense, Big Hit, \$125.00. Dynamite, Fiesta, Big League, \$150.00. Soft Ball Queens, Bubbles, \$100.00. Club Bells, Sun Ray, High Hand, \$75.00. Super Ball, \$125.00. Keeney Super Bells, \$500.00. Mutoscope Voice-O-Graph, \$1,000.00. O'Brien Music, Newport, R. I.

FOR SALE—3 PIKES PEAKS, \$12.50 EACH. 1 Kicker Catcher, \$15.00. 1 Texas Leaguer, \$25.00. Good condition, ready for location. 1/2 down, balance C.O.D. Mr. Steele, 712 Tappan, Maumee, O.

FOR SALE—35 CANDY VENDING MACHINES, used. Rows, Nationals, DuGreniers, Stoners. Will sell any part of lot. All in A-1 condition. Located New York State. Box 184, Billboard, New York City. ap26

FOR SALE—THREE TURRET GAMES, COM-plete. In operation. \$2,500.00. Times Amusement, 1663 Broadway, New York City.

GRIPPERS WANTED—GRIPPERS: WANT three hundred Penny Grippers. Advise make, condition and best price. Deposit by return mail if offer accepted. Coin Machine Corp., 980 Fairground Ave., Greensboro, N. C. ap19

MARBLES—USE IN PLACE OF BALL GUM IN machines. Highly profitable. Size 9/16", case of 7000 for \$8.75. Full cash. Variety Sales, 1058 N. Rockwell St., Chicago 22, Ill.

NEW CHAMP \$30.00. FIVE, TEN, TWENTY, \$65.00. Glamour, \$25.00. Crossline, \$25.00. Majors, \$29.00. Horseshoe, \$25.00. Sea Hawk, \$25.00. Flicker, \$25.00. Defense, \$25.00. Score Card, \$15.00. Gold Cup, \$25.00. One, Two, Three, \$20.00. Pre-Flight Trainer, \$350.00. Elite Amusements, 619 Alexander St., Grand Rapids, Mich.

NINETY (90) ALUMINUM "RADIO" PEANUT Vendors. Used short time. Want Norris Combination one and five-cent Vendors. LeRoy Hogeboom, 266 Washington St., Binghamton, N. Y.

PAGE DIME B.F. JACKPOT BELL, F34072M, \$39.50. 5 Wings Penny Cigarette Reels, \$10.00 ea. 4 new Mills Vest Pocket Bells, \$67.50. 8 Vest Pockets, used, \$59.50. Duvy, Childersburg, Ala.

PENNY ARCADE USED EQUIPMENT FOR sale. Esteamet 150, 1c, 5c Coin Machines. Sell for actual value. R. C. c/o Box 9133, West Huntington 4, W. Va. ap19

REBUILT POPCORN MACHINES FOR SALE—Fully guaranteed. Priced from \$150.00. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. my31

THREE PANORAMS (TWO CONVERTED) IN A-1 condition, with Film, \$295.00 each. Raymond Thayer, Gassaway, W. Va. ap12

WANTED—A-1 JUKE BOX AND PINBALL Mechanic. Must be sober. State salary expected. Paul Macelli, Frontenac, Kan.

WANTED: DIGGERS—ERIE, PANAMAS, Iron Claws, Mutoscopes, Merchantmen. Any quantity, any condition. Also parts. National, 4243 Sansom, Philadelphia, Pa.

WELL ESTABLISHED SCALE ROUTE IN Southern Florida resort city. Two hundred Watlins and Kirks. Owner retiring. Box C-169, Billboard, Cincinnati 22, O. ap5

WURLITZER NO. 41 COUNTER MODEL JUKE Box, \$135.00. 1c Weighing Scale, 4 ft. tall, \$20.00. Rosenberg Fist Striker and Shoulder Tackle Machine, \$25.00. 5 arcade machines: Victory Defense Gun, Gypsy Fortune Teller, Hindoo Fortune, two 5c Picture Machines, need small repairs, close out all 5 for \$35.00. Leftroy Itchner, Macon, Mo.

3 EXHIBIT STREAMLINED CARD VENDERS with Bases for \$100.00. Chicken Sam, Play Pool, \$50.00 each. Rapid Fire, \$60.00. Mills Owl Lifter, \$45.00. Anti-Aircraft Gun, \$25.00. 1/2 deposit, balance C.O.D. Wm. Schnepel, Box 365, Red Bud, Ill.

6 POKERINOS, LONG RANGE SHOOTING Gallery, Pel. y Arcade or any of its machines. Send for list. Chet Nowok, 78 Littlefield, Buffalo, N. Y. ap5

9 NORTHWESTERN DELUXE PEANUT VEN-ders in very good condition, used little, \$16.00. Send \$5.00 deposit. Robert Rondeau, 905 Hosiner St., Marinette, Wis.

15 VICTORY STAMP MACHINES—NEARLY new. Never been on location. First \$200.00 buys the lot. V. B. Lough, 1106 5th Ave., Huntington, W. Va.

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

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3800 N. 8th St. Philadelphia, Pa.

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.
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In printed envelope, all silver Balloons, Inflate to 40 inches, complete with cabin and fins. 4 Gross in Carton—\$14.40 Gross. All Silver Workers, Inflate 4 feet, with order only—50c Each.
 Metal Western Jewelry Pins—\$2.00 Dozen. \$22.50 Gross. Balloons, all sizes in stock.
 #14 Kathed Balloons with Ears—\$10.50 Gr. Chinese Balloon Sticks, red, 3/16x24 inch—\$1 Gross, 10 Gross Lots.
 Flying Birds with Whistle—\$12.00 Gross. Chenille Monkeys, wooden head and body—\$2.50 Dozen. \$28.80 Gross. Spanish Hats, all red—\$30.00 Gross. Running Mice, all metal—\$15.00 Gross.
 1/3 Deposit With Order.

Park Row Novelty Co.
 139 Park Row New York City 7, N. Y. Tel.: Beekman 3-9461

MUST BE SOLD 1,000 GROSS COSTUME AND NOVELTY

JEWELRY

FORMERLY SOLD UP TO \$1 EA. RETAIL. NOW . . . \$14.40 GROSS, IN GROSS LOTS! \$12.00 GROSS, IN 10 GROSS LOTS!

ACT AT ONCE!
L. H. G. COMPANY
 19 E. 16 ST. NEW YORK, N. Y.

ATTENTION! DEALERS! JOBBERS! SALESBOARD OPERATORS! STREAMLINER PIPES

Nationally advertised pipes, now available to you for the first time at these amazing low prices!

- Genuine Brlar Bowl Insert
Duralumin Shell-Hard Rubber Bit
Individually Boxed
Guaranteed



\$24.00 Doz.—F. O. B. Chicago

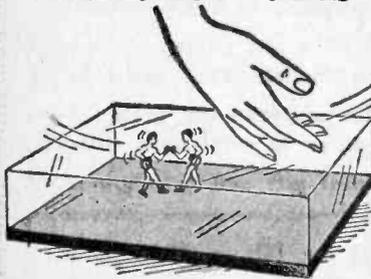
Sample Postpaid \$5.00

Jobbers \$18.00 Doz.

F. O. B. Chicago—Minimum Order, 12 Doz.

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Amazing-Mysterious electronic forces make this sensational toy perform like human boxers. Sells on sight, easy to demonstrate. Operates by merely sweeping the hand over the top of the specially processed cover.

\$5.04 Dozen

25% With Order, Balance C. O. D. Jobbers—Write for Special

Quantity Prices

Send for Sample—Postpaid \$1.00 Ea. (Also made up with Doll Dancers)

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WHOLESALE PRICES IN SMALL QUANTITIES. More than 400 different cards—8 samples, 25¢. 32 for \$1. 4-page folder furnished dealers. We fill orders direct under your label if you wish. List Free. LEWIS NOVELTIES CHICAGO 15, ILL.

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ALL-BRAIDED CELLOPHANE WAISTBAND Hula Skirts, with Leis, \$7.50. Oriental and Strip Costumes, \$12.50. Net Chorus or Strip Pants, \$1.35. Bras, 75¢. 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.

ASSORTED BUNDLES OF COSTUMES, GOWNS, Trimmings, etc., \$5.00. State for men or women. Other costumes and gowns from \$2.50. C. Conley, 308 W. 47th St., New York.

BROWN VELVET CURTAINS, 7x58, \$40.00. Red Band Caps, Chorus Costumes, Wigs, Evening Gowns, Rhumbas, Orientals, Rhinestone G-Strings, Orchestra Coats, Bally Capes, Clowns. Stamp brings lists. Wallace, 2416 Halsted, Chicago.

CHORUS AND PRINCIPALS' COSTUMES—Used one season. Approximately two hundred in excellent condition. Sets ranging six to eighteen. Will sell entire lot for \$500.00 for quick disposal. Reasons for selling: no room for storage. Leo Grund, 10 Rockefeller Plaza, New York.

CLOWNS' AND BURLESK COMICS' PROPS and Accessories. Free lists. (Assortment, \$5.00.) "Happy" Morgan's Clown Headquarters, 2404-N Fifteenth, Philadelphia. ap26

SINCE 1869—COSTUME BARGAINS. CHORUS, dollar up; Principals, three up. No catalogue. State wants. Guttenberg, 9 W. 18th, New York 11, N. Y. my31

RHINESTONE SETTING PUNCHES, \$5.00. Rhinestones with Settings, \$1.60 gross. Elastic Net Opera Hose, \$4.35; Nylon Opera Hose, black or flesh, \$4.50. Metal Spangles, Rubber Busts, \$2.50. Theatrical Eyelashes, \$1.35. Other accessories and costumes. Folder, Evelyn Rowe, Box 233, Station G, New York 19.

FOR SALE SECOND-HAND GOODS

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

AGAIN—ALL-ELECTRIC POPPING UNITS. Gasoline Poppers, Geared Aluminum Kettles, Peanut Roasters, Display Cases. Northside Co., Indianola, Iowa. ap5

COLEMAN HANDY GAS PLANTS, BURNERS, Tanks, Tubing, Fittings. Complete line, 20% discount. Northside Sales Co., Indianola, Iowa. ap26

FOR SALE—1 3-PHASE PORTABLE SWITCH Board (4 wire), 12 60-amp. Outlets; 12 5000-watt Dimmers, 12 6-way Plugging Boxes; 50 Hanging Hoods with Color Frames; 5000 ft. No. 14 Cable; 700 ft. No. 6 Cable. Cost \$3,500.00. Sell \$1,500.00. Riverside Stadium, Washington 7, D. C.

POPCORN MACHINES—BURCHES, MANLEY'S. Bargain prices. Wilhoit's Popcorn Concessions, 703 N.E. 60th Ave., Portland 16, Ore. ap5

SHORT RANGE TARGETS—\$5.00 PER 1,000 (new price). 12 samples free. Wooley, 115 Donald, Peoria, Ill. ap5

SIX ALL-ELECTRIC DOUBLE HEAD FLOSS Machines. Perfect condition. 1/2 h.p. ballbearing stainless steel pan. Allied Candy Machine Manufacturers Co., Mill-Railroad St., St. Clair, Pa. ap26

TANGLEY CALLIOPE—COMPLETE WITH Delco power unit. Good condition. Make a reasonable offer. Shown by appointment. Consumers Service & Supply Co., 4636 N. Francisco Ave., Chicago 25, Ill. Phone Keystone 0779. ap19

TARPAULINS, WATERPROOFED AND FLAME-proofed, made of 12-ounce twill or duck, 10x12', \$9.60; 12x15', \$14.40; 15x20', \$24.00. Other sizes at 8¢ per square foot. Sidewall any length or width. Canvas and Leatherette by yard. Deposit of 25% required with order. Satisfaction guaranteed. Michigan Salvage, 417 W. Jefferson, Detroit 26, Mich. my3

USED FLOSS MACHINE—DOUBLE SPINNER-heads. Model No. 100, 1946. Used once, A-1 condition, \$180.00 F.O.B. Toledo. 25% deposit required. Immediate shipment. Also new Floss Machines, Kettle Poppers, other money-makers. Concession Supply Co., Box 133, Sta. B, Toledo, O. ap5

WE SPECIALIZE IN TRAILERCOACHES AS hundreds of your friends will testify. Large selection of leading makes from old established manufacturers. New and used. We handle financing and insurance and are anxious to serve you. Rogers Trailer Ranch, Rantoul, Ill. Phone 393. ap19

NATCO AND AMPRO DEMONSTRATORS—like new. Substantial discount. Delta Visual Service, 815 Poydras St., New Orleans, La. ap12

22 SHORTS—10 CASES FEDERALS, \$70.00 case. Another shortage this summer. Order now. McGuire, 313 N. Santa Ana, Bellflower, Calif. ap26

35MM. SOUND FILMS—WESTERNS, FEATURES, Shorts. Bargain list free. C. H. Rogers, Box 26, East Atlanta, Ga. ap19

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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. Russa Film Exchange, Friendship, O. my31

A BIG NEW SELECTION OF 35MM. SOUND Films now available. Send stamp for list. Standard Film Service, Box 782, Charleston, W. Va. ap26

BALROOM LIGHTING EFFECTS—CRYSTAL Showers. Spotlights. Motor Driven Color Wheels. New only. Newton, 253 W. 14th, New York, N. Y. ap19

BARGAIN—30 BY 80 PUSH POLE TOP FAIR shape, sidewall like new, \$200.00, or will trade for Tame or Wild Animals. Will buy Animals, what have you? Write or wire Alton Davis, 2404 E. 14th St., Chattanooga, Tenn.

COMPLETE R.C.A. 16MM. AUTOMATIC SOUND Projector with self-winding reel. A-1 condition. \$275.00. R. Thayer, Gassaway, W. Va. ap12

COMPLETE BABY EXHIBIT—UNUSUAL REAL specimens with Banners. Well's Curiosity Shop, 20 S. 2nd St., Philadelphia, Pa. ap19

COMPLETE PENNY ARCADE—WITH 35 Different amusement games. Also Mangels Shooting Gallery, 12'x25', with moving targets, five guns, 11 cases ammunition. Also Safe, Cash Register, Wurlitzer Juke Box. Must leave building. Will close at sacrifice, \$2,500.00 F.O.B., New York. L. Nelson, 42 Bowery, New York City.

CONCESSION TOP—12x12, OPEN FOUR sides, bally awnings, \$30.00. Baker Wheel and Post, \$125.00. Large Color Percentage Wheel, several Wheels 15 to 240, low prices. Loose Pin Concession Frames, 8x10. Flys for Tops, 16x20 Top. Pea Pool Table, complete, \$25.00. Ben Morrison, 2539 Woodward, Detroit. Telephone Cadillac 4443.

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

DEVRY 16MM. SOUND PROJECTOR—GOOD shape, \$275.00. Tim McCoy in "The Traitor," \$48.00. "High School Girl," excellent condition, \$75.00. Holland, Ivanhoe, N. C.

DUE TO SICKNESS—MY COMPLETE 35MM. Roadshow, \$425.00. 7-reel feature, new! 2-reel medical, 500 contracts. 1-2-3 sheets, 500 heralds. Deluxe screen trailer. Earn \$400.00 to \$1,000.00 a week! Booking theaters. \$50.00 town, \$375.00 C.O.D. D. W. Carroll, 1052 W. Main, Decatur, Ill.

EVANS COUNTRY STORE WHEEL, WITH BOX Cover and Legs, \$75.00. Electric Popcorn Machine, on wheels, with Gasoline-Operated Peanut Roaster, \$95.00. LeRoy Itchner, Macon, Mo.

EVANS WALKING CHARLIE—SIX FIGURES, new 1943, used one year. Best offer. W. C. Gerbig, 403 Market St., Chattanooga, Tenn.

FOR SALE—GRIND SHOW. DUE TO OTHER business interests I will sell good money maker consisting of Midget Herford Bull, 23 inches high, 140 pounds, four years old; and six Giant Jungle Rats, Banners, Public Address System and new 18x18 Tent. E. J. Kelley, Box 12, Ceresco, Neb.

FOR SALE—PAIR POWERS' 6-B'S. COMPLETE with RCA Sound with GE 900-watt lights. Also pair Model 40 16mm. Victors, with Dual Speakers and Change-Overs. Priced to sell. Liberty Circuit, Warner, Okla.

FOR SALE—EIGHT STRUCTO DIGGERS IN good working condition. One extra machine for parts. \$800.00 cash. Box 606, Cushings, Okla.

FOR SALE—FOUR YOUNG TRAINED DOGS, also 4 kw. Light Plant. Obert Miller, Hugo, Okla.

FOR SALE—35MM. SERIALS, FEATURES, Westerns, \$10.00 to \$125.00. Excellent RCA Photophone 16mm. Sound Projector, \$325.00. Allen Tarkington, Warper, Okla.

FOR SALE—10-CAR OSCILLATING KIDDIE Elephant Ride, in operation at "Punkin Center," Vallejo, Calif., \$800.00. J. H. McClelland, 1036 Highland Ave., Vallejo, Calif.

GOVERNMENT SURPLUS THEATER SOUND Projectors, Arcs, Rectifiers, Chains, Drapes, Screens. Catalog mailed. S. C. S. Cinema Supply Corp., 449 W. 42d St., New York 18. my17

KENTUCKY DERBY GAME—12 UNIT MONEY maker in any park. Priced reasonable. P. D. Porter, 1011 Casade St., Erie, Pa.

LEAPING LENA—FOR SALE. \$2,000.00 cash or will trade for small Merry-go-Round. Address J. G. Steblar, Gen. Del., Bamburg, S. C. ap12

MODERN THEATER AND BOOTH EQUIP-ment. Used 4 mos. Including 248 beautiful Deluxe International full padded back Seats. Latest model 35mm. Projectors. Automatic Rewinder and all accessories. Pearl Hamm, Gratis, O.

NEW 8-CAR KIDDIE AUTO RIDE FOR SALE. \$750.00. Includes Lights, Box Office and Motor. Ready to go. E. H. Overman, 903 N. 7th St., Springfield, Ill.

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ONE EVANS HIGH STRIKER, \$75.00. ONE Girl-in-Fish-Bowl, \$35.00. ONE Duck Pond, new canvas, \$225.00. ONE eight-foot Evans Shooting Gallery, \$200.00. Leo Suga, Box 431, Norfolk, Va. ap5

PUBLIC ADDRESS SYSTEM, 110; 2 U. S. Speakers Turntable, used 16 weeks, \$130.00. Evans Devil's Bowling Alley, with Balls, good motor, \$110.00. 24 Cuddly Dolls, \$20.00. 24 2-one Dolls, \$30.00. Chuck-Luck, 3 Dice, Cage, \$30.00. 50¢ deposit. John Schwartz, 603 Midland, Syracuse 4, N. Y. Phone 3-2389.

R-C-A SOUND PROJECTOR—16MM, TWO 12-inch Speakers, three 1600-ft. Reels, Rewind. Extra set of Tubes, 4 Exciter Lamps, extra 750 Lamp, 8 reels of Sound Films, including Lena Boy, "Book of Woogy Dream" Cash, \$300.00. No C.O.D. Jack Robinson, 508 Louisiana St., Palestine, Tex.

SACRIFICING \$7,000 WORTH 16MM. MOVIE Equipment. Films. Sound Projectors, \$175.00 up. Lists, 25¢; refunded with order. Movie Service, 3335 Madison, Indianapolis, Ind.

TENTS—ONE 40x100 PUSH POLE, NO POLES, \$600.00. One 40x60 Round End, Bail Ring, no Poles, \$150.00. Write to Tents, 419 Kelly St., S. E., Atlanta, Ga. Phone Jackson 5174-R.

TRUNKS—FIBER, SAMPLE, NEW. \$15.00, size 44"x14"x26". F.O.B. Allentown. Write W. Lesser, 2419 Van Buren, Chicago.

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Worth Covered Baseballs. Doz. \$ 2.20
French Weighted Darts. Doz. 1.50
Dart Balloons—Oak Brand. Doz. 2.10
Medium Size Leis, Bright Colors. Gr. 3.75
Comlo Hat Bands. Per Thousand 16.00
Comic Buttons. Per 100 1.65
Red, White & Blue Batons With Bell. Gr. 18.00
Circus, Park, Rodeo Pennants. Per 100 13.00
Assorted Metal or Plastic Animals, Lg. Sizes. Gr. 1.25
Daly 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.

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Table with 4 columns: Watch Band Type, Sample Price, Dozen Price, Gross Price. Includes Stainless Regular, Gold-Plated, Deluxe Flat-Ground, and Deluxe Gold-Plated.

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- freshwater pearl
gold rolled plate wire
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STOCK NAMES \$25 Per Gross (Mother, Sister, Sweetheart, Wife)
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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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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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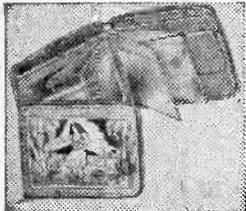
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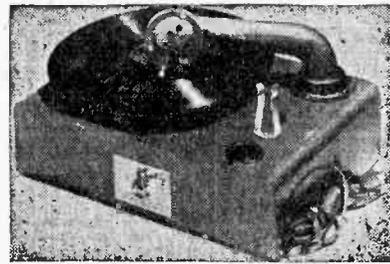
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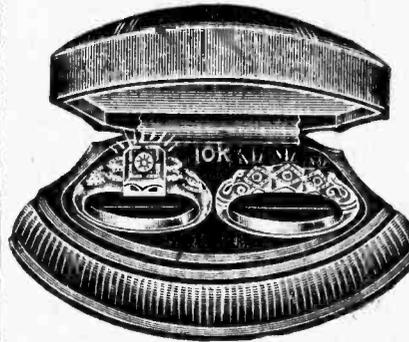
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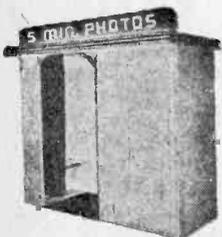


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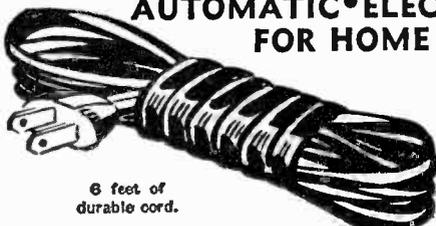
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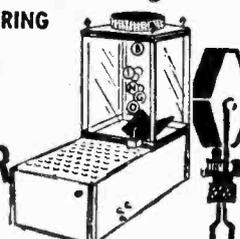
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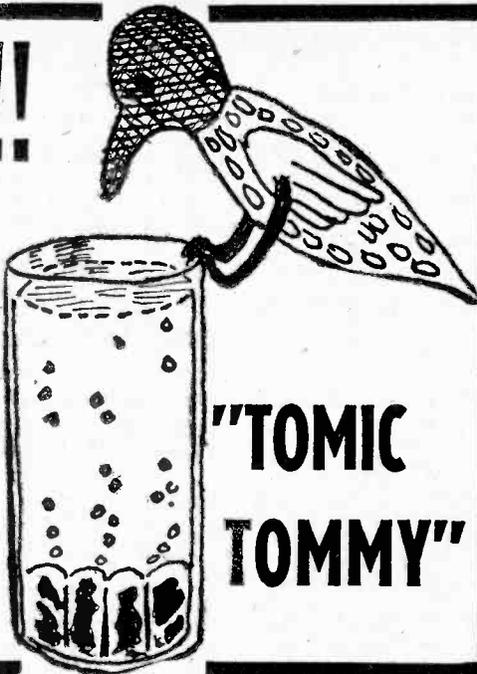
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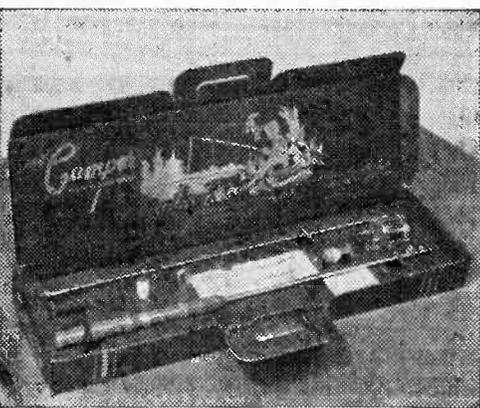
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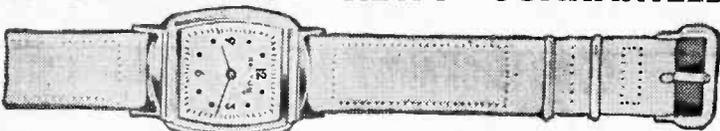
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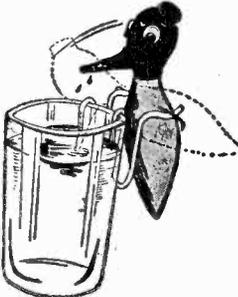
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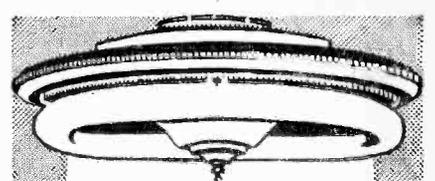
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Balloon Sticks, 24", Per Gr. 1.00	Glove Monkeys, Doz. 4.80
Celluloid Sunvisors, Per Gr. 27.00	Sun Hats, Assorted Colors, Doz. 6.00
Sabers, Large, Fancy, Per Dz. 3.50	Tropical Helmets, Doz. 6.00
Lash Whips, Per Gr. 12.50	Toss-Up Balloon Stand, 22" High, Three-Color Print, Gr. 19.00
Baton, RWB with Bell, Per Gr. 16.50	Special #30 Targets, Ea.10
Swagger Sticks with Silk Tassle, Per Gr. . . . 10.50	Cloth Bow Flags, Gr. 1.25
Pennants, 6x27, Per 100 7.00	U. S. Flags, 6x9 in., Cloth, Gr. 4.00
Pinwheels, Per Gr. 9.00	Flying Birds, the Best, Gr. 11.50
Miniature Metal Gun and Hoister, Per Gr. . . 2.00	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.

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BUTTONS OR PENNANTS MADE TO ORDER

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This beautiful, highly polished Brass Microphone Shaped Electric Lighter is a smart, useful utility for every conceivable part of the home or office. Press the button and you have an instant light. AC or DC.

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#3 BIRD, Complete,
\$14.75 Doz.
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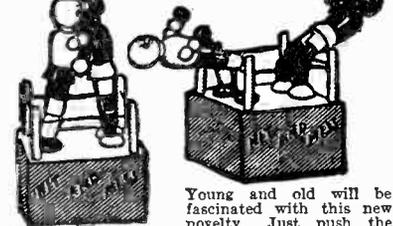
IMMEDIATE DELIVERIES—25% Deposit.
3/4-Lb. Boxes Party Pecan Candy, Doz. . . \$ 6.00
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BEACON BLANKETS, Indian Design . . \$ 3.75
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18" Clown and Doll.
Made of assorted cretonne and chintz.
Cotton \$8.00
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We have other Toy Items from \$9.80 gross to \$48.00 doz.
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You can learn how to make fast selling Wire Novelties; Names, Bracelets, Earrings, Swords, etc. Copyrighted instruction booklet with over 200 diagrams only \$1.00. Write today.
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They'll all want these quality fishing articles . . . the finest reels . . . vanadium steel rods . . . irresistible lures . . . spinners . . . packs of pure nylon line . . . carbon steel scale knives . . . skidding baspoons . . . cigarette lighters . . . pocket flashlights . . . everything the fisherman needs.

2000 Hole—5¢ Play Board Takes in \$100 Pays Out \$12 COST PER DEAL . \$36 Net Profit \$ 52	2000 Hole—10¢ Play Board Takes in \$200 Pays Out \$24 COST PER DEAL . \$36 Net Profit \$140
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Pipes For Pitchmen

By Bill Baker

STANLEY NALDRETT . . . left Birmingham last week for Rome, Ga., where he opens April 6 for a week's stand.

LAURA McCURRY . . . is working a new item in Milwaukee's F. W. Grand store, having switched from her usual foot products.

THE MOFFETTS . . . Charles and Mary Lou, visited with Bill Gardner, candy pitchman, in Milwaukee recently.

LET'S HAVE SOME . . . pipes from Randy Carruthers, George E. Brown, Ted Travis, Billy Rose and Jack and Bert Currant.

LEE GIESE . . . well known to pitchmen making Milwaukee and stopping at Wisconsin Hotel there, has been named manager of the newly remodeled Towne Hotel in the city's downtown business section.

MILWAUKEE'S . . . Home Show cut down drastically on space allotments to pitchmen, giving it to local exhibitors instead. Working the event, however, were Meyer Eglash, peelers; H. O. Erlacher, candy, and W. G. Barnard, health foods.

BOB POSEY . . . cards from Darien, Wis., that as yet it's too early to head North, but adds that the early spring sales are not too bad if worked inside. Bob says he's building a new layout for his season which opens early in April.

ST. PATRICK'S DAY . . . parade on New York City's Fifth Avenue proved a red one for all who made the event, Sol Addis reports. Sol says the parade corralled over 1,000,000 people, and street workers went away with a huge bundle of (See Pipes on opposite page)

Now! Blow them Up with HY-BLO

ONE-STROKE BALLOON INFLATOR



INFLATE YOUR OAK-HYTEX BALLOONS EASIER—FASTER

HY-BLO's smooth action inflates No. 8 balloons with one stroke. Light weight, compact, easy to carry. Nozzle fits all sizes from 4 to 16 P. Ask your jobber to show you HY-BLO.

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 216 S. Sycamore St., Ravenna, Ohio



GORGEOUS

- Full Cut Dress
- Rayon-Satin Flash Colors

\$39.00 Doz.

Samples, \$3.75 each

Packed Two Dozen to a Carton.
 25% Deposit With All Orders,
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WE ALSO HAVE:

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 Catering to Concession Trades
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MEET Miss Carnival and our Circus Clown

Designed by Dahl

DIRECT FROM THE NEW YORK TOY FAIR

TRULY THE DOLL SENSATION OF THE YEAR

NEW—DIFFERENT—UNIQUE

Sanitary — All Plastic — All Washable — Miss Carnival, 20" High \$12.95 Doz.
 Comes in Various Assortment of Colors. | Circus Clown, 14" High 9.50 Doz.

G. F. DAHL, 57 E. 8TH ST., NEW YORK 3, N. Y. 25% Deposit, Balance C.O.D., F.O.B. N. Y.

Genuine Old-Timer

By E. F. Hannan

IN THE old med days there wasn't a worker who had anything on Dr. Preston Sweet, who came from a family of physicians and turned to advertising and med show practice. He was a full-page advertiser in local papers and employed a manager and press agent. He was in the money at one time to the extent that he could offer \$10,000 for the champion pacing horse, John R. Gentry.

My acquaintance with Sweet came after his heyday when his trip to Moneyville was over and he was on his way back. One day he came into Wilbur Tucker's Boston booking office and inquired about Frank Clayton, a popular performer of the day. When asked what he wanted Frank for and after being told that any message for Clayton would be delivered if he came around, Sweet said: "I am the once-renowned Doctor Sweet, and I wanted to separate Frank from enough to get a good meal and a shave. I have news of a job in an uptown med office."

He obtained the price of a meal and shave and when Clayton was told about it he remarked: "He has spent enough on others in his lifetime to buy thousands of meals and shaves, but ole man Barleycorn has been shadowing him, and has about caught up with him. The life of Doc Sweet would make interesting reading."

LOW-PRICED ENGRAVING JEWELRY!

UNUSUAL BARGAINS! ATTRACTIVE STYLES!

Suitable for RESORTS, FAIRS, STORES, Etc.
 Send \$5.00 for samples.

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GET YOUR SUPPLY OF OAK HYTEX BALLOONS AND FREE CHANGE APRON FROM

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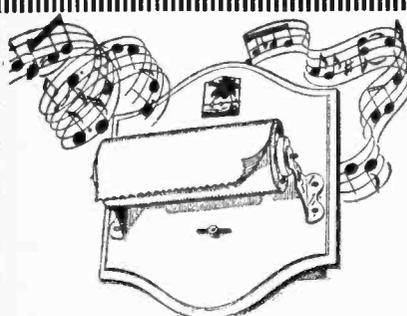
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Music Works Made in Switzerland

\$5.50 Each. 25% With Order, Balance C. O. D.
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SIESTA NOVELTY
 P. O. BOX 1204
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Just pull the paper and listen to the music

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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.

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Write today for prices on our Laxative Tonics, Herbs, Liniments, Salves, Corn Medicine, Tablets, Soaps, etc. 1 day service. (Products Liability Insurance carried.) Manufactured by a Registered Manufacturing Pharmacist.

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 1016 Central Ave. Dept. B-9 Cincinnati 2, O.

Strictly Personal

By Thos. J. Kennedy

STORER KEEPERS, from the corner grocer to the department and chain store operators across the country, are already feeling a recession. This is an absolute fact, despite reports one hears to the contrary. The same thing applies to the tap-rooms and other drink emporiums.

During the past few weeks the writer has received a dozen or more letters from different demonstrators operating in chain and department stores in various parts of the country. All the letters voice the same complaint regarding the business slump. They point out that public spending is off 40 to 50 per cent

compared to what it was a year ago.

In Birmingham recently a chain store manager said his business was the poorest he had experienced in nine years. Yet the town has two theaters, offering flesh shows, and customers stand in line to get to the b. o. In Memphis business is way off from what it was in boom times, having dropped about 30 per cent in the past six months. Yet most of the hotels are playing to capacity, with many people being turned away nightly. You can get a room if you get in early in the morning. Most single rooms are out, but you can register for a double and pay the price. This condition prevails not only in Memphis, but in Dallas; Kansas City, Mo.; St. Louis; Birmingham; Grand Rapids, Mich., and points west. It was about the same a year ago, only now that rent ceilings have been removed they have upped the ante. Hotel ops are having a field day. You can pay what they ask and like it. But who likes it? It's either that or you can flop in your car. If you haven't a car, then try the bus or railroad terminals.

Tavern and night club biz has dropped also, but don't ask why. There is only one night club operating in Peoria, Ill., while a year ago the town had three. The Talk o' the Town has shuttered and the Subway has been converted into a buffet lunch parlor. Nick Lucas was one of the last acts to play the Subway. The Faust is still operating with six vaude acts, but biz is nothing to write home about.

Half the beer parlors hired three or four musicians for the after-dark trade, so Rosie the Riveter could dance with the guy who worked next to her in the war plant. Beer was upped a nickel a glass, which helped pay the windjammers, and one could stay as long as he could buy beer or his ears could stand the raucous noise that passed for music.

These places are mostly deserted now except on Saturday and Sunday nights, when the farmers come to town to mingle with their city cousins, drink beer and play the juke boxes.

Peoria theaters haven't had a legit show in years. It is one town where the natives are hanging onto their kale—or what they have left of it.

PIPES

(Continued from opposite page)

hermans. Flags, buttons, balloons, paper flowers and various other novelties sold like hot spuds.

"MADE THE PARADE . . . in South Boston March 17 and business was fair," scribbles C. W. Hurley from Springfield, Mass. "John Looney, who had the novelties on Bradley & Benson Circus last year, was there. He recently purchased a new truck and may return to the same shows this season. My wife and I plan to join Coleman Bros.' Shows when they open their season in Middletown, Conn., April 17. We'll work novelties."

Among the exhibits at the annual show of the American Hobby Federation in New York was a five-minute miniature circus, built by ex-army sergeant William Brinley, of Meriden, Conn., and valued at \$50,000.



BIG PROFITS—FAST SALES

CAP GUNS—ROLL CAPS

- FLIPP-O-REPEATER—Newest Sensation Doz. \$9.00
- G-BOY REPEATER GUN Doz. \$7.50
- BANG-O REPEATER GUN Doz. \$8.00
- SPIT FIRE REPEATER GUN Doz. \$6.50
- "25" JUNIOR REPEATER GUN Doz. \$4.50
- HERO—SINGLE SHOT CAP GUN Doz. \$3.00
- ROLL CAPS—(60 boxes to carton) Ctn. \$2.40

TERMS: F. O. B. Chicago, Ill. Net 10 days to rated firms. Unrated firms, 25% deposit, balance C. O. D. (No C. O. D. shipments without deposit.)

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- 5 SWISS WRIST WATCHES
In clean cases, 6½, 6¾, 10½L and baguettes, requiring repairing . . . \$15.00
- In yellow cases \$25.00
- 10 SWISS POCKET WATCHES
All sizes, needing some repairs . . . \$33.00

Highest Allowances made on gold or filled scrap and diamonds . . .
Write for
FREE SHIPPING CONTAINER

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HOLLAND BLDG. ST. LOUIS 1, MO.

LATEST WINNER!
THE NEW SHIPPING LABEL PINS
24 DIFFERENT KINDS
675¢ GROSS Retail Price 10¢
ON FLASHY COUNTER CARDS
Send 2¢ FOR 2 SAMPLE COUNTER CARDS
24 PINS ON EACH CARD
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715-E WALNUT ST. - MILWAUKEE, WIS.

SPECIAL JOB LOT PRICES FOR CARNIVALS—CIRCUSES—PARKS

- Paiker Silent Flame Lighters . . . \$17.80 Dz.
- 105-15¢ Asst. Pocket Combs . . . 4.50 Gr.
- Whips, Long Lash 16.00 Gr.
- Has Bands, Fine Grade 18.00
- All Metal Yo-Yos 7.20 Gr.
- New Whistling Birds 13.75 Gr.
- Children's Metal Watch Fobs and Wrist Watches 7.20 Gr.
- Metal Police Badges 3.50 Gr.
- 3-Pc. Wood Dresser Sets 9.00 Dz.
- Children's Plastic Safety Scissors, Assort. Colors 10.50 Gr.
- Hum-a-Zoos, Plastic 12.00 Gr.
- Jumbo Grayons 7.20 Gr.
- Carnival Paint Books 7.20 Gr.
- Singolas 6.00 Gr.
- Balloons—Dolls—Cologne—Toys—Mirrored Vanities.

25% Deposit on All Orders, Balance C. O. D.
FRANK STEIN JOBBING
2437 W. Washington Blvd., Los Angeles 7, Calif.

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GENERAL MACHINE WORK
Earwires—Pin Backs—Joints and Catches—Brass Chains—Stone Settings—etc.
THESE ARE A FEW OF THE ITEMS WE MANUFACTURE.
Manufacturers' Representative.
TBB DEPT. 6828 Kenwood Ave Chicago 37, Illinois

THE ORIGINAL WONDER MOUSE



The Original and the New Wonder Mouse is back on the market and is sweeping the country. Not made of wax but plastic. Every one is a worker and no larvae.

\$10.80 GROSS Send \$1.10 for 1 Doz. as Trial Order. We Will Mail Prepaid.

Don't fall asleep on this hot one. Everybody can work this item and cash in on this hot one. 50% Deposit With Order, Balance C. O. D. Money Refunded If Not Satisfactory. Immediate Shipment. No Delay In Orders.

WM. BROAD SALES 315 MACOMB, DETROIT 26, MICH. Phone: CADillac 1677

Best Wishes
We Want To Wish You All a Very Pleasant and Successful Season!
SUPPLY HEADQUARTERS FOR PARKS, CARNIVALS AND FAIRS.
SEND FOR FREE PRICE LIST Please state your type of business and your permanent address so that we can supply you with our latest Bulletins.
THE JOHN ROBBINS CO.
340 Third Ave. COurt 5445 Pittsburgh 22, Pa.

Park and Carnival Specials

SLUM LIST	Per Gross	BALL GAME STOCK	Per Gross
White Paper Flag Bows	\$.60	Wood Milk Bottles, Each	\$.50
Engraved Band Rings75	Aluminum Milk Bottles, Each	1.50
2" Paper Squawkers, Per 10075	¾" Comic Buttons, Per 10090
Small "Pin Up" Plaques, Doz.85	1¼" Comic Buttons, Per 100	1.75
Large "Pin Up" Plaques, Doz.	2.00	18" Comic Hat Bands, Per 100	1.65
Black Paper Domino Masks	1.00	Worth Base Balls, Dozen	2.15
Plastic Thimbles	1.00	Lancaster 36" Swaggers, Gross	10.50
Stone Set Rings	1.00	Crook-Handled Plastic Cane, Per 100	15.00
Plaster Dogs, Ducks, etc.	1.25	Lancaster Batons, with bells	18.00
Rayon Flag Bows	1.25	Flying Birds	\$12.00 to 18.00
27" Shoe Laces	1.44	Fur Tails, Per 100	\$6.00 to 35.00
Tape Measures	1.50		
Glass S & P Shakers	3.00		
Miniature Glass Mugs	3.50		
Steamboat Whistle, carded	3.50		
Mirror Memo Books	3.75		
Colored Books, stiff covers	3.75		
Enameled Tin Cig. Case	5.10		

C. O. D. Orders Must Be Accompanied by 25% Deposit. Other Articles of "Wanted Merchandise" Are Shown in Our Latest Early Bid Catalog—Write for Your Copy Today.

LEVIN BROTHERS Established 1886
TERRE HAUTE, INDIANA

EAGLE CLOCK

#1105 self-starting Sessions electric movement. Hand-rubbed walnut finish case and base. Eagle and bezel finished in gold plate. Height 10½", width 6¼".

\$8.65 Each

IN LOTS OF 3 OR MORE
Samples, 30¢ Extra
Write for our catalogue of other sales tested items



GOLDEN GIRL ELECTRIC CLOCK

#1009 self-starting Sessions movement. Hand-rubbed walnut finish case and base. Metal figure and clock bezel finished in 22-karat gold plate.

Height 13¼" width 11¼"
\$10.05 Each IN LOTS OF 3 OR MORE
Samples, 30¢ Extra

25% with order, balance C. O. D., F. O. B. Cincinnati, Ohio

PEERLESS DISTRIBUTING CO., INC.
302 W. FIFTH ST. CINCINNATI 2, OHIO

Montana Bill To License Boards Signed Into Law

HELENA, Mont., March 29.—A new law, providing for the licensing of punchboards and other devices, was signed into effect March 20 to become one of Montana's new laws. The measure places a 3 per cent tax on the value of the total number of punches or tickets.

For the interest it has to the salesboard industry, it is reprinted here in full:

AN ACT providing for a license tax on trade stimulators including punchboards, pull cards, and similar devices; fixing the amount of such tax, prescribing the method of administration by the State Board of Equalization, defining the terms used herein, the disposition of the revenue from said licenses, providing penalties for the violation of this Act and repealing all Acts and parts of Acts in conflict herewith.

Be it Enacted by the Legislative Assembly of the State of Montana:

Section 1. The words and phrases used in this act shall be given the following interpretation:

1. The word "Board" unless otherwise designated, means the State Board of Equalization of the State of Montana.

2. The word "person" includes every individual, partnership, corporation, association, or organization.

3. The word "trade stimulator" means any device or object housing, containing or enclosing, or having as a part thereof numbered tickets, variegated symbols and tokens or any pull board, ticket board or sales board or their equivalents, any one or more of which announces that an award will be made to a purchaser thereof in terms of merchandise or other things of value, but does not mean a slot machine of mechanical device.

Section 2. From and after the effective date of this Act, it shall be lawful for any person as defined herein, to exhibit for use and for sale and to exhibit, sell, and use trade stimulators, which, for the purposes of this Act, shall be considered any device or object housing, containing or enclosing, or having as a part thereof numbered tickets, variegated symbols, and tokens, or any pull board, ticket board, or punch board, or their equivalents, any one or more, of which announces that an award will be made to a purchaser thereof in terms of merchandise or other things of value, upon the exhibitor permanently affixing to such trade stimulator a Use Tax Stamp of the value hereinafter prescribed, and which Use Tax Stamp will plainly show that a special tax has been paid thereon at the true rate hereby levied and imposed, viz., the sum of 3 per cent (3%) of the value of the total number of such tabs, tickets, pellets, punches or similar things on the board or the full cash return of such trade stimulator to the exhibitor, as computed by the purchase price posted by the exhibitor as the going price of each numbered ticket, variegated symbol, token or its equivalent; that Use Tax Stamps shall be affixed by the exhibitor to any trade stimulator at the time the same is purchased or otherwise acquired and received by him at his place of business. Said Use Tax Stamps shall, at such time be simultaneously canceled by the exhibitor indicating by unerasable writing over the face thereof, identified by his initials and the date of the cancellation on each stamp. Failure to affix and/or cancel such Use Tax Stamps, re-use of a canceled stamp on other than the original trade stimulator, or permitting minors to patronize a trade stimulator, shall be a misdemeanor and shall be punishable by a fine of not to exceed One Hundred Dollars (\$100), for each separate offense.

The State Board of Equalization is hereby authorized, empowered and directed to provide such Use Tax Stamps, in such design, title, forms and denominations as will be appropriate, and to collect the moneys thereof, and shall every thirty (30) days, remit the proceeds from the sale of such Use Tax Stamps to the State Treasurer for credit to the State General Fund, provided, however, that out of said proceeds there shall be paid, on claims regularly presented against the State, and approved by the State Board of Examiners, the costs of enforcing and the expenses of administering the provisions of this Act. The State Board of Equalization is hereby authorized, empowered and directed to supply Use Tax Stamps upon direct application from exhibitors and pay-

SALESBOARD SIDELIGHTS

New York:

Nathan Katz, of N. F. Katz Specialties, is on a two or three-week vacation. . . Profit Manufacturing Company, a new salesboard manufacturing firm, has opened at 41 West 23d Street. . . Hyman Abramowitz, partner in U. S. Printing & Novelty Company, reports business at a standstill now. Firm is celebrating its 26th year in the same location. Benjamin Bluss is the other partner. . . Many salesboard operators in this area seem to be held back by merchandise delivery dates.

Robert Cummings, Atlantic City operator, reports cash board season about to begin and merchandise salesboards on upswing. . . Richard Hitter, A. N. S. Sales, Inc., of Elmira, N. Y., reports that he is now in the general manager's chair. . . Otto Goldman, general sales manager of Globe Printing Company, Philadelphia, left March 26 for a three-week trip around the country. Globe will celebrate its 35th year next month.

Jack Singer, Richard Trent, Ltd., reports interest high in watch premiums. . . Hy Greenglass, Greenglass Sales Company, reports that business can jump to any heights now—he just got delivery on new typewriters.

Chicago:

All employees at Bee-Jay Products were given shots of flu vaccine recently by the company doctor at company expense. Suggestion of the inoculations came from C. C. Stubbard, production superintendent, who was a pharmacist's mate in the navy. Reuben Berkowitz, manager of the firm, says the shots have cut absenteeism 25 to 30 per cent. At the suggestion of Miss M. O. Johnson, firm's oldest employee, the Chicago Health Department's mobile unit will shortly visit the plant to give every employee an X-ray.

Superior Products is in its new building on Fulton Street. Jack Morley, formerly with the Container Manufacturing Company, St. Louis, is Superior's new president. Max Sax is now chairman of the board of directors. Superior is out with what it calls a "multi-join" board, which has six tickets in each hole. It permits 200 plays, the equivalent of 1,000. Joe Brodsky, formerly Western sales manager for Superior, is now sales manager for the entire country, working under Seymour S. Trott, director of sales.

ment to the Board; and for the convenience of purchasers and users of such Use Tax Stamps, the State Board of Equalization may deposit such stamps with the County, and it shall be the duty of the County Treasurer to accept payment for said stamps and remit thereof to the State Board of Equalization at intervals fixed by said Board, or at any time on demand of said Board, and the County Treasurer shall at all times be liable to the State Board of Equalization for the value of any such stamps so deposited with him. The said State Board of Equalization shall cause to be set up appropriate records to reflect the supply, deposits, purchasers, purchases, and movements of such Use Tax Stamps and payments therefor. The State Board of Equalization, or any authorized representative thereof, the County Treasurer in any County of this State, the Sheriff (including under-sheriff and deputies), and County Attorney of any county in this State shall enforce the provisions of this Act, and for such purposes may inspect and search any premises whereon or wherein said trade stimulators are kept, or any persons having custody (See Mont. Okays Boards on page 96)

Majority stock in Jay-Bee Products, Inc. (not to be confused with Bee-Jay) has been purchased by Smith's Novelty Company, of Wheeling, W. Va. George Elam is now in Chicago to manage the company, which is pushing jar games.

Manny Gutterman, director of sales for Harlich Manufacturing Company, has returned from a coast-to-coast business trip. Gutterman brought back a promising report of business. His report will be the signal for stepped up production at Harlich.

St. Louis:

A-P Distributing Company moved to a new office and headquarters at 2220 Market Street March 25. Firm was formerly the Ideal Sales Company, located at 2823 Locust Street. Art Paule, general manager, changed the firm name because it often was confused with the Ideal Novelty Company. Firm handles all types of salesboards, bingo tickets, jar deals, etc.

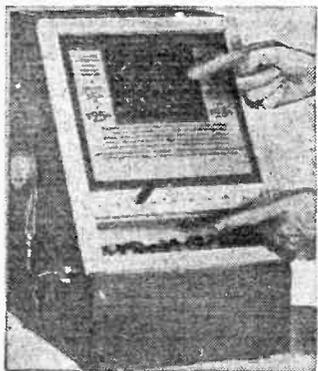
Al Decker, manager of Missouri Novelty Company, national sales representative of the Tri-State Corporation, Bristol, Tenn., manufacturers of ticket deals, is on a trip thru Southern Illinois, contacting salesboard operators in that territory. Decker, before leaving, reported good business at his office.



WHILE THEY LAST

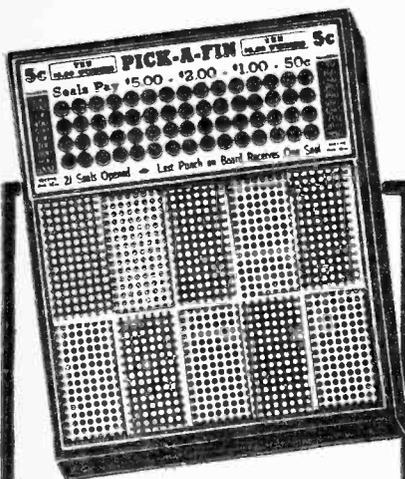
Sample Dozen \$11.52

A Trial Order With Full Information Will Convince You.



NO MORE CHEATING
WRITE FOR FULL INFORMATION
SALESMEN WANTED

THE NEW DEAL MFG. CO., INC.
411 North Bishop Dallas 8, Texas



1200 Holes—Avr. Profit. \$33.05
60 Sewed Seals

Ten Spots 5c
1200 Holes—Avr. Profit. \$31.16

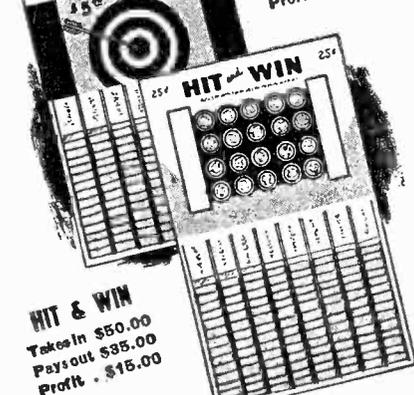
\$25 Special \$25
1200 Holes—Avr. Profit \$137.07

SUPER CHARLEY 25c
1200 Holes—Avr. Profit. \$84.50

CROWN PRODUCTS
322 E. COLFAX AVE.
SOUTH BEND 24, INDIANA



SURE SHOT PROFITS
Takes In \$50.00
Pays Out \$35.00
Profit . \$15.00



JAY-BEE PRODUCTS, INC.
184 North Franklin Street, Chicago 6, Illinois State 6816

SALESBOARDS

IMMEDIATE DELIVERIES—25% Deposit

Holes	Name	Profit	Price
400	5¢ S Board (Thick)	Der. \$ 7.00	\$ 5.75
300	25¢ Kolor, X Tk.	Der. 15.00	.78
800	25¢ Charley, Tk.	Der. 28.00	.88
600	25¢ Charley, Tk.	Der. 51.00	.78
1000	1¢ Cig. Board Girle, 25 Pk.		.78
1000	5¢ Charley Board	Der. 17.00	.98
1000	25¢ Charley (Semi)	Der. 50.00	.88
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. Avr.	52.08	1.35
1000	10¢ J.P. Ready Money	50.70	1.78
1000	5¢ J.P. Win a Fin, Jumbo	24.80	1.78
1200	25¢ J.P. Texas Charley, Seal	102.28	1.88
1020	25¢ J.P. Block Buster, Tk. Avr.	81.56	2.88
1000	5¢ J.P. Girle	Avr. \$28.00	\$2.88
1800	5¢ J.P. Lulu, X Thick	31.75	2.88
2400	5¢ J.P. Barrel	Avr. 46.32	2.98
2400	10¢ J.P. Barrel	Avr. 92.65	3.98
1664	5¢ J.P. Slot Symbols	46.55	3.98
1484	5¢ Jumbo Tens, Thick	Avr. 33.00	2.88
2160	10¢ Rd., Wh., Bl. Sgls. Tickets	\$72.00	\$1.48
2172	5¢ Rd., Wh., Bl. Sgls. Tickets	36.00	1.48
2280	5¢ Comb. Tickets	36.40	1.88
120	Tip Ticket Books, \$21.00 Gr. Doz.	1.98	
2520	5¢ J.P. Ticket Deal	Avr. 48.00	2.75

Grand Extra & Pearl McCoy Boards. Send for Cat.

WORLD'S BEST BOARDS, TICKETS, CARDS
DELUXE MFG. CO.
Deluxe Building Blue Earth, Minn.

LIFT YOUR PROFITS WITH a New FREE PLAY Glamour Board



**ORDER AS:
NO. 1000
FREE HOLE
FUN**

★
**THICK
SLOT SYMBOL
TICKETS
5c SALE**

**166
FREE PLAYS**

**KEEPS 'EM
COMING
AVERAGE
PROFIT**

\$28.04

Gardner & Co.
2222 S. MICHIGAN AVE. CHICAGO, ILL.

AVAILABLE AGAIN

Skip-number Push Cards with major winner under Master Seal in 4-16¢, 1-29¢, 1-33¢, 1-39¢, 1-49¢, 1-59¢ and 1-99¢ in 12, 15, 20, 24, 30, 35, 48 and 66 Holes, with take-ins from \$3.00 to \$25.32.

Skip-number Push Cards with every push a winner in 1-29¢, 1-39¢, 1-49¢, 1-59¢, 1-69¢, 1-79¢, 1-89¢ and 1-99¢ in 12 and 24 Holes, with take-ins from \$3.10 to \$21.50.

Other styles and sizes from 10 to 600 Holes, including Put & Take Cards, Cigarette Cards, etc. Write for Free Jobbers' Catalog.

W. H. BRADY CO. Mfrs.
CHIPPEWA FALLS, WIS.

SALES BOARD PROFITS

NATIONALLY ADVERTISED FISHING TACKLE DEAL

3 Rods—3 Reels—37 Prizes

—DEAL—

2500 Hole Board—5c Sale

Takes in \$125

Pays Out:

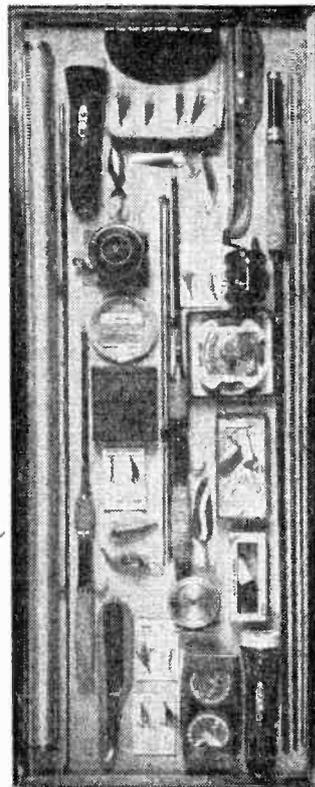
- 1—3-piece Fly Rod, 9 ft. long for Last Sale.
 - 1—3-piece Steel Casting Rod, 5 ft. long.
 - 1—2-piece Split Bamboo Casting Rod, 4½ ft. long.
 - 1—Automatic Reel
 - 1—Level Wind Reel.
 - 1—Aluminum Fly Reel
 - 31 other valuable and useful pieces of tackle.
- Value of Merchandise pad and board over \$90.00.

Complete Price	Definite Profit
\$49.95	\$75.05

**OPERATORS AND JOBBERS, WRITE TO
DEPT. B FOR PRICES IN QUANTITY**

Send in your order with \$5.00 check or money order, balance C. O. D.

Write Dept. B for catalogue of high profit deals and salesboards



DEAL #520

We are the only firm in this business that has been operating continuously and successfully for over 20 years.

A. N. S. Sales, Inc.

312 E. Market Street Elmira, N. Y.

WANTED: Jobbers—Distributors—Operators

STEP UP VENDOR
STEPS UP PLAY

We are exclusive manufacturers of the original Fair Play Tab Tickets, easy to open, easy to handle for fast play. Every operation is made on high speed automatic machines. All tickets are guaranteed.



POPULAR JAR DEALS



RED, WHITE & BLUE 1940-2040-2160
2170-2180-2200

BINGO 1000-1050 TICKETS
1200-1250

TIPS-BASEBALL 120-136 and
153 TICKETS

COMBINATION FROM 120 TO 3036 TICKETS

ALL TICKETS AVAILABLE IN SINGLE or 5 SINGLE TICKETS PER PACK
WRITE FOR PRICE LIST AND SAMPLE TICKETS
FOLDED AND BANNED TICKETS AT LOWEST PRICES

WORTHMORE 1825 S. MICHIGAN AVE. A, CHICAGO, ILLINOIS

SALESBOARDS— All Orders Shipped Same Day Received

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	\$ 7.00	\$.85
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	80.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.60
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	8.00

WRITE FOR OUR LATEST PRICE LIST

Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢ stating your requirements. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

PROVEN SALESBOARD VALUES

Holes	Net	Profit
240	25¢	\$ 28.50
2400	5¢	44.44
1440	25¢	124.88
500	50¢	77.50
120	25¢	12.00
1000	5¢	27.50
400	5¢	7.00
400	7-11	11.16
1000	25¢	52.00
1000	5¢	28.25
1840	5¢	33.31
1200	5¢	32.45
1500	5¢	36.75
1196	5¢	31.50
1500	5¢	37.54

PAD DEALS

1000 TICKETS	GRAB-A-FIN	5 for 25¢	2.00	24.00
1200 TICKETS	GRAB-A-FIN	6 for 50¢	2.50	46.10

WE SHIP IMMEDIATELY UPON RECEIPT OF ORDER.

A. M. COMPANY

1608 GRAND AVE.

KANSAS CITY, MO.



SALESBOARD OPERATORS

SUNGLASSES—Regulation "C.I." Aviation Style. Approved for military use. Pink gold plated frames, pearl sweat bar, ground and polished lenses.

Deal consists of 12 pairs Sunglasses, 8 wild, 4 for section prizes. Cigarette pay out, 40 packs. 5¢ per sale, 2000 hole board. Cost to Operators, \$38.50. One pair Sunglasses mounted on board.

Wholesale only, \$36.00 per dozen Sunglasses. Sample, \$3.50. Reference: Dun & Bradstreet.

25% down, balance
C. O. D.

THE GIFT HOUSE
120 25TH ST. OGDEN, UTAH

Write today for
quick profits

Tough Breaks Plague Beatty; Look to L. A. To Bust Jinx

(Continued from page 51)

is darkened except the overhead flood and the colored lights.

While the arena is being struck, Bobbie Peck and Geebee Engesser work elephants in the rings. Trampoline turns to fill in follow with the Dons (Escalantes) and the Genders performing. Clown walk-around adds to this comedy turn.

For the concert, Billy Hammond, Jeanne Statz, Leslie Swanson, Geegee Engesser, Rosie Lamont, Nida Brooks, Red Hobias, Charlie Lamont and George Royce are on the track in front of the grandstand. Jack Joyce, pinch-hitting as announcer until Norman Carroll joins in Los Angeles, makes the concert openings.

Show takes to the air with Jo Ann Day and Jean Sleeter doing cloud swings over Rings 1 and 2 and Jeane Evans over the center ring in a trapeze turn. Morales Dogs take over center ring with Johnny Cline and Jack Joyce directing five-pony drills in the end rings. This turn pleases both kids and adults. Clowns follow in the center ring with a "stomach pump" routine that tickles.

The Olvera Company, high perch, with Anita Olvera on the climb, takes over the center ring. Jeane Evans and Bobbie Peck hold the spot with their high school horse routine. Riding in this turn are Martha Joyce, Golda Grady, Geegee Engesser, Jean Sleeter, Jo Ann Day, Rosie Lamont, Janie Statz, Nida Brooks, Melonga Cline, Johnny Cline and Jack Joyce.

Jack Joyce, attired in rose colored cut-away coat and top hat, wins applause with his horse, War Cloud. Cloud is exceptionally well trained

and expertly groomed for the occasion. Clowns take over the track in front of grandstand for the fire-cracker gag.

Wire acts featuring Louis (Babe) Velarde and Phil Excalante in the end rings and Billy Powell in center, are on. Powell takes the spot with his foot-to-foot backward somersault.

Riders Pack Flash

The eight-elephant group is broken in half with Miss Engesser and Miss Evans handling them in the end rings. Top mount and march on the track wind up routine to good hand.

Mark Smith, who joined the show in San Antonio, presents his six white horses and all-girl riders. Gals are clad in colorful short wardrobe. Finish with Skeeter Knudsen doing a back flip to a moving horse. Act takes on new flash with the girl riders. Another after show opening is worked in here with Hammond making an appearance.

The aerial ballet has been moved from the quarter poles to the ring centers. Joining the Menage Girls in this turn is Anita Olvera. Working to Tchaikowsky's *Concerto*, the gals make a neat display with their web work. Eight girls work the act.

Jack Joyce takes Ring 1 with his Liberty group and Cline has the former Christy Calicos in Ring 3. Liberties work well, with the ring curb walk getting the biggest hand. A clown walk-around follows.

Flying Concellos Closer

Winding up the show are the Flying Concellos with Toughy Genders supervising. Fliers are Jeanne Sleeter, Jo Ann Day and Billy Warner. Dick Anderson is catcher. Eldon Day is out of the act temporarily because of a neck injury.

Show runs one hour and 45 minutes. Joyce does an outstanding job of announcing. Music by Vic Robbins and group is most satisfactory.

Band members are Willard Isley, Lloyd Watson, Carmine Petrarca, trumpets; Russell Harrison, Earl Hamel, trombones; Amos Thompson, snare drums; Albert Yoder, bass drum; Joe Lawrence, tuba; Percy Cayuga, baritone, and Fred Mullen, calliope.

Clowns are Hughey Curtis Trio; Mel Renick; Bozo Lamont, Lou Walton, George Barnabee, Scotty Davis, Jack Haines and Art Larue. Harlan Dewitt, retired member of the Los Angeles fire department, joined show in El Centro and will continue thru the season in charge of the fire protection group.

Irene McAfee and Her Hollywood Dogs join the show in Los Angeles.

Sky Boy, giant; Seal, seal boy; Prince Buddha, magician; Harry Lewis, ossified man; Ophella, pin head, and Frances Dean, nurse; Eddie Chaulsett, mechanical man; Frances O'Connor, armless girl, featured act; the Great Alberto, anatomical wonder; European Punch & Judy; Hugh Ward, tattooed man; Bob Wallace, Popeye the Sailor, and Sam Alexander, man with two faces.

Side Show managerial staff: Pete Kortes, owner-manager; Marie Kortes; secretary-treasurer; George Atcheyman, tickets; Pop Jones, ticket taker; Bingo Hinkle, sound technician; Charles Cox, lecturer; Blaine Young, first talker; Ray Sheldon, second opener; Charles Rudy, annex tickets; Paul Collins, front door tickets.

MONT. OKAYS BOARDS

(Continued from page 94)

of the same, and inspect any such trade stimulators, and the stamp supplies of exhibitors, proceeding with or without search warrant in circumstances required by the applicable statutes of the State of Montana; all exhibitors shall, upon demand of said officers or representatives, or anyone or more of them forthwith display any and all of such devices, or stamps, canceled or uncanceled, in their custody or on premises.

Section 3. All Acts and parts of Acts in conflict herewith are hereby repealed.

Section 4. This Act shall be in full force and effect from and after its passage and approval.

Approved,
March 20, 1947

Y-P DISPLAYS

(Continued from page 51)

tight wire over center ring. They build to a neat finish with a hoop walk in the final stages.

9—Clowns. In Ring 1, they offer the aged hair-growing routine. Gets the kids tickled.
10—Landon's Midgets. Two dwarfs, a midget and an adult in head balancing and tumbling. Act is fast and gets a good hand.

11—Foot juggling. Gus Lind in Ring 1 with his feet tossing a barrel-sized dummy. Winds up with a bar moving in a circle with a dog on one end and a doll on the other in "airplanes." Turn gets a good hand.

12—Clowns. In center ring are Grace Fairburn and Gus Lind doing the picture-taking gag. Use a teen-age girl, sitting her in the exploding chair. Audience participation to a slight extent and getting laughs, but some ugly repercussions could come from it.

13—Wire act. Johnny Gutierrez in Ring 1 and Maurice Marmelejo in center ring on the slack wire. Both are good performers until they hit the imitation of the drunk with the serape. As this trick is now in its 85th year, they ought to think of something else in its place. They're capable of doing it.
14—High school horses. Ed Ballard and Danny Daniels put their horses thru routines in Rings 1 and 2. Animals are well trained and groomed. The horses work with ease. Good hand.

15—Elephant act. Anna Metcalfe working "Shirley Temple." Because only one is used, the routines are limited. However, pedestal stands and walkovers get a good hand.

16—Clowns. Gus Lind, Koko and Grace Fairburn doing the breakaway dress trick.
17—Auturo Gutierrez on the bounding rope.

Does swings and crotch catches. Still in his teens, performer shows promise of being a humdinger on the hemp.

18—Prize fight. Landon's Midgets put a new twist on an old routine. This act actually puts the customers in the aisle.

19—Clowns.
20—Liberty act. Fred Bowery and six Liberty horses and Shetland offer a well-studied routine. All except the lead horse are Liberty.



IT'S FUN AMUSING

No. D2. Sells out fast in taverns, cigar stores, clubs, pool halls, liquor stores, fairs, bazaars, etc. This stupendous deal consists of 70 assorted and frequently changed surprises in packages. Each contains a good 10¢ value. (shipped by express or freight, collect.) Wt. 13 lbs.

COSTS YOU \$3.50 Lots of 14 **\$3.35 ea.**

SPORS CO., 4-47 Lamont, Le Center, Minn.



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!
PROFIT MFG. CO. 39 W. 23rd N. Y. 10

TICKET DEALS
SEE OR WRITE US FOR QUALITY TICKET DEALS AT LOWEST FACTORY PRICES!

Tips, 2-, 3- or 4-Way Baseball, any size Spldte, Jar or Combination Deals. Latest money-making hand-stamped Pad Deals.

Wire, Write or Phone, Either

MISSOURI NOVELTY CO.
"National Sales Representatives"
3032 OLIVE ST. ST. LOUIS 3, MO.
(Phone: Jefferson 2857)

OR

TRI-STATE CORPORATION
"Manufacturers of Fast Ticket Deals"
201 8TH ST. BRISTOL, TENN.
(Phone: 356)

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
is Always First
with the BEST

HARLICH MANUFACTURING COMPANY
1200 NORTH HOMAN AVENUE CHICAGO 51, ILLINOIS

SPRING SPECIAL

Featuring

- OUTDOOR EQUIPMENT REVIEW
- 1947 FAIR DATES
- AMUSEMENT PARK LIST
- FAIR BOOKING OFFICES
- SEVENTEEN SPECIAL ARTICLES

NOW ON SALE!

If Your Newsdealer Is Sold Out ORDER DIRECT, 25c

The Billboard
Circulation Department
2160 Patterson St.,
Cincinnati, Ohio

Enclosed is 25c in coin for which please mail a copy of the BIG 272-page SPRING SPECIAL to

Name

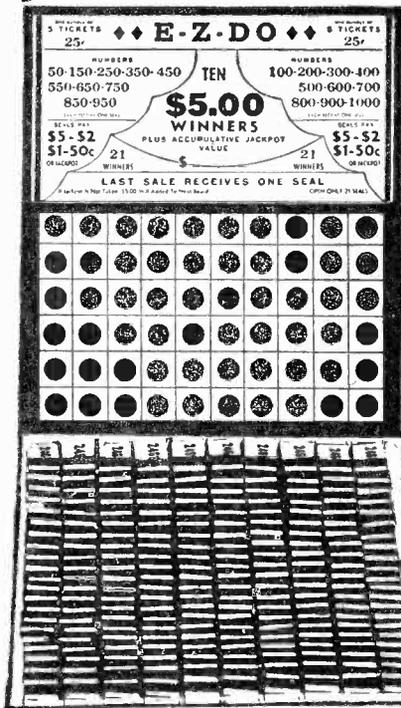
Address

City State

Subscription Rates: One Year, \$10; Single Copy, 25c

ANOTHER SMASHING HIT!

By the Creators of Fast-Action



Style Tickets

Jackpot Cards, Hand Stamped. No two cards ever alike. Flash—5 colors—Bound with bright colored tape. 4-piece construction laminated to give you the sturdiest, best made deal on the market.

OUR NEW MACHINE-MADE TICKETS ASSURE YOU OF FINER QUALITY

If You've Tried Win-A-Fin You'll Be Sure To Like

"E-Z-DO"

FASTER PLAY JACKPOT FEATURE

1200 Tickets folded 5 in a bundle. Tickets are numeral style 1 to 1200. 20 numbers and last sale advance to seal section which contains ten \$5.00 winners, one \$2.00, one \$1.00, forty-seven 50¢ winners and one Jack Pot winner. Jack Pot is started with \$5.00 and \$5.00 added to each card consecutively until it is hit and then started again with \$5.00.

1200 TICKETS at 5 for 25c Takes In.....\$60.00
AVERAGE PAYOUT 29.00

AVERAGE PROFIT\$31.00

Order No. CID \$3.75 Sample Deal — \$37.50 Dozen — \$360.00 Gross

WRITE FOR NEW 1947 CATALOG — 20 NEW DEALS

WE MANUFACTURE A COMPLETE LINE OF TICKET GAMES

MUNCIE NOVELTY CO., INC.

2704 S. WALNUT ST.

MUNCIE, INDIANA

Everybody's Happy

WITH

SPIN-N-WIN COUPON GAMES

BIG PROFITS
Fast Playing and Quick Repeating. Pile-Up Game Profits.

NO REFILLING OR ASSEMBLY

Each Game is Complete. The Triangular Shaped Shell Requires No Easel.

HIGHLY COLORFUL AND DECORATIVE

AN OUTSTANDING ATTRACTION ON EVERY COUNTER

SPIN-N-WIN GAMES
Are Profitable To Everyone.



ONE-PIECE PRODUCT
Spindled Coupons Are Mounted Secure in Solid Shell.

NON-COMPETITIVE
No Other Manufacturer Makes SPIN-N-WIN And Distributors Are Not Price-Cutting.

GOOD GAME PLAYS
Conventional Style. Arrangements Like Sales Boards.

"TRIPLE TEN"
Is Only One Of A Large Assortment.

"TRIPLE TEN"
1386 TIP STYLE COUPONS—5¢ PLAY
79 WINNERS
Takes in: 1386 @ 5¢\$69.30
Pays out: 79 Awards (Avg.) ... 35.27
PROFIT (Average)\$34.03
Retail Price, \$6.06—Actual Size, 14"x9"



MUNCIE MADE GAMES HAVE ...

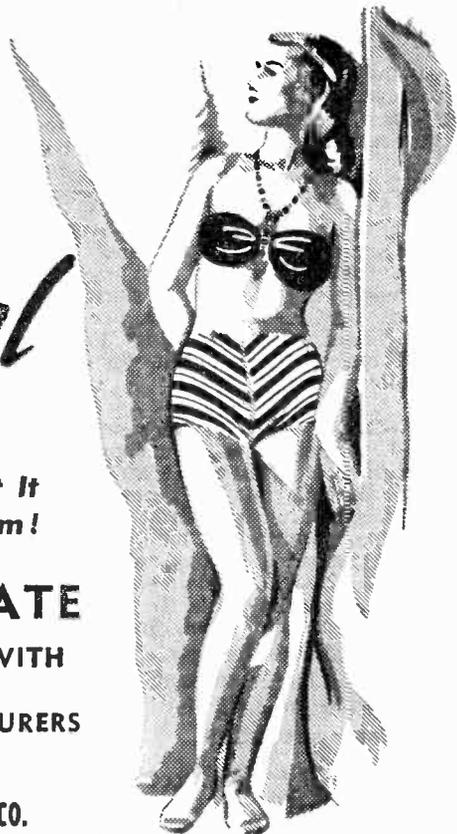
Eye Appeal

And That's What It Takes To Sell 'Em!

CONCENTRATE

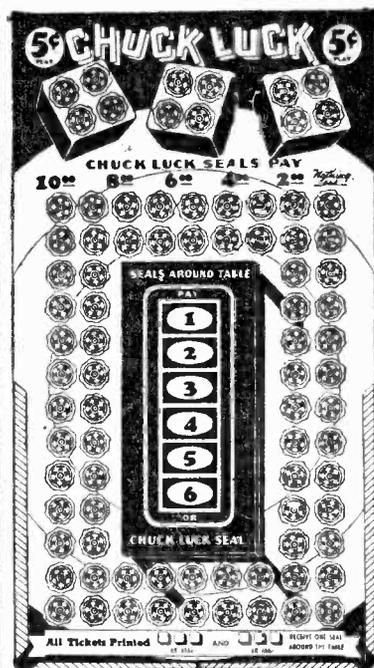
YOUR PURCHASES WITH THESE MUNCIE MANUFACTURERS

- GAY GAMES, INC.
- COMMERCIAL PRINTING CO.
- A. B. C. NOVELTY CO.
- NOEL MANUFACTURING CO.
- WERTS NOVELTY CO., INC.
- MUNCIE NOVELTY CO.
- HOME TALLY CARD CO.



EXPERIENCE COUNTS
MUNCIE HAS BEEN THE CENTER OF THE TICKET GAME INDUSTRY FOR A QUARTER CENTURY

THE WERTS LINE IS TOPS



WATCH YOUR PROFITS MOUNT WITH

CHUCK LUCK

DICE GAME
1296 OR 2592 TICKETS

This card has 72 seals in lower section paying \$1.00 to \$6.00 and 12 advance to upper section containing 12 seals paying \$2.00 to \$10.00.

12 seals open in lower section when using the 1296 size and 24 seals open when using the 2592 size.

Actual size of card is 9 by 16 inches.

	5c Play Size 1296	5c Play Size 2592
Dice Game Tickets Take in	\$64.80	\$129.60
Jar Label Pays Out	\$22.00	\$43.00
Card Pays Out Avg.	\$19.80	\$39.60
	\$41.80	\$82.60
Average Profit Per Deal	\$23.00	\$47.00

Order Chuck Luck Card and 1296 or 2592 Dice Game Tickets

WERTS NOVELTY CO., Inc.

920 PERSHING DRIVE MUNCIE, INDIANA

COIN BIZ BOOMS IN MEXICO

Virgin Area For Industry

Monterrey distributor has great optimism in future of trade south of border

By Robert M. Seals

CHICAGO, March 29.—Mexico, virtually virgin territory for the coin machine industry, is rapidly becoming aware of the possibilities of business and within a few years will have as many machines, comparatively speaking, as the United States.

This was the opinion expressed this week by Frederico Torres, partner and general manager of Empresas Aguila, the only coin machine distributing firm in Monterrey, during a visit to manufacturers here.

Torres expressed unlimited optimism for the business, in spite of high import duties and stiff income taxes on machine profits. Duty on machines varies from 20 per cent to one-third of the valuation, while the Mexican federal gross income tax on machines on location now stands at 10 per cent. Operators also must pay city taxes and license fees, which vary from city to city. In addition, the banks, which are controlled by the Bank of Mexico, are restricted in the amount of credits they may extend to businesses of all types.

Distributes Several Makes

Torres's firm is national Mexican distributor for all ABT products, especially their Challenger target pistol and coin chutes adapted for Mexican coins; Marvel Pop-Ups, and the Arist-O-Scale and Mir-O-Scale. Torres expressed interest in obtaining other distributorships in lines which will not be in competition with machines he already handles.

Torres is convinced that the coin machine industry is destined for phenomenal growth in Mexico within the next few years.

"Mexico is virgin territory for coin machines," he said. "This is demonstrated by the fact that I am the only distributor—with the exception of a few men who handle juke boxes exclusively—in the city of Monterrey. I have no idea how many machines there are, but I know that the market has barely been touched. You will find a machine in one block and maybe go two blocks before you will see another one."

Invariably, Torres said, location owners who have had no experience with coin machines of any kind will eye them with great skepticism until they are finally persuaded to give them a try. "They usually change their minds entirely within 24 hours," he declared.

Cites Example

As an example, he cited one instance where he had great difficulty in getting a location owner to consent to try a target pistol. The coin chute was adapted to 10-centavo pieces, which are the same size as an American quarter and are worth 2 cents in American money.

"I sat there and drank coffee for (See Coin Biz Booms on page 126)

Calendar for Coinmen

- 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 5.—Ohio State Phonograph Owners' Association, annual convention, Carter Hotel, Cleveland.
- 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

LEGISLATION—Lawmakers' eyes are turned homeward, and most legislatures are primarily concerned with adjournment. Most remarkable bill to be introduced this week was one in the Pennsylvania House to tax retail sales of records. The measure would also license all wholesale and retail record dealers. For complete details see the Music Machines Section.

SELECTIVITY—Telephone music men have been quietly working with selective systems for many months. In Kansas City, Mo., this past week a new firm made its bow with a selective phone set-up which permits the customer to "talk back" to the operator in the central studio. Mechanical selectors will also be on the market for telephone music installations before too many months. For details of the talk-back selector see the Music Machines Section.

PRODUCTION—Indication of increasing production on all types of coin machines can be seen from the latest report of the Bureau of Internal Revenue. Report shows receipts from the federal tax on coin machines up for the month of February.

EXPORTS—Mexico will, within a few years, have as many coin machines, comparatively speaking, as the United States. That's the prediction made by a Monterrey coinman in Chicago this week. Stiff income taxes and high import duties on some types of machines are the Mexican trade's biggest headache. For a complete report of the Mexican coin machine business see story elsewhere on this page.

SUGAR—Vending machine operators, who were afraid of the consequences of immediate decontrol of sugar, could breathe easier this week.

Congress extended industrial inventory controls to March 31, 1948. Under terms of the bill passed this week administration of the controls is taken from the office of temporary controls and placed in the hands of the Department of Agriculture.

GAMING—Minnesota's anti-gaming bill gets a hearing by the House Appropriations Committee March 31. Hearing was called when the chairman of the committee pointed out that passage of the bill could mean heavy loss of revenue to the State's local governments.

ASSOCIATIONS—Trend in the news these past few weeks indicates local and State trade associations are becoming increasingly active. Many of them are launching their first intensive membership campaigns since before the war. All of them are most concerned with one thing: to tell their story to the public thru good public relations.

PLAY—Still waiting for the much publicized recession, coin machine operators in most parts of the country report that play on all types of equipment is holding up. Operators are particularly optimistic on many of the new games. Juke box operators in some areas have managed to trim location commissions as the first step toward balancing their books. When presented with the facts, showing receipts and increased costs, most locations will understand the necessity for lower commissions.

GUM—Wrigley announced this week that production will be limited for the time being to the two brands concern is now producing. Even tho the gum makers will be getting more sugar after April 1, the supply of chicle and other ingredients necessary for good gum are still scarce commodities.

Minn. Gaming Ban Bill To Get Hearing

Scheduled for March 31

ST. PAUL, March 29.—H. F. 698, the administration's anti-gaming bill which has been described as one of the most stringent in the nation, will be subjected to "full and complete hearing" by the House Appropriations Committee March 31.

Hearing was ordered by Rep. Claude Allen, appropriations chairman, after a three-man subcommittee, headed by Rep. Larry Haeg, brought in a report that upwards of 50,000 licenses issued by the State conceivably could become involved under the proposal and that a number of municipalities face heavy loss of revenue if pinball games are outlawed.

At the same time several members of the appropriations committee criticized the House general legislation committee for rushing a new bill thru committee in one hour without giving members a chance to study it, without subcommittee hearing and without public hearings on the revised measure.

Similar Senate Bill

Companion bill in the Senate, a mended to correspond with the House measure, gained slight advantage this week in the general legislation committee of the upper house. Senate sponsors succeeded in placing it on the general orders calendar "without recommendation" and returning the subject matter to committee for consideration. Sen. James Carley, committee chairman, promised the bill would be given thoro hearing before it leaves his committee.

General attitude of legislators this week seemed to be that some form of anti-gaming legislation would be enacted to "save face" for Governor Youngdahl, whose principal legislative efforts have been made along this line. However, individual lawmakers have expressed dissatisfaction with administration efforts and seem determined to extract most of the teeth from such bills.

Indicates Action

An indication of possible action was cited by Chairman Allen when he said perhaps one official, probably county attorneys, should be charged with the responsibility of representing State and local licensing authorities in license revocation proceedings. Under present terms of the bill, all licensing authorities would have to participate in such proceedings.

In the Senate there seemed to be a feeling that the bill should be rewritten so that violation of the provisions of the act would go directly to a court instead of the licensing authority, who would have the power to revoke licenses for a period of a year, after which appeal to the courts is possible.

Haeg, chairman of the House Appropriations Subcommittee, told the (See Minn. Ban Bill on page 125)

London Views Coin Machines In Trade Show

CHICAGO, March 29.—Coin-operated machines played an important part in the recent Amusement Trades' Exhibition held in new Royal Horticultural Hall, London, according to an article by Edward Graves in the British amusement trade publication, *The World's Fair*.

Pointing out that the showing did not draw as much attendance as in previous exhibitions because of the extreme economic and weather conditions during the London winter, Graves briefly scanned the exhibitors' booths and summarized talks by some of the leaders in the British amusement trade.

One speaker, Jack Shillan, who was representing the exhibitors, told about his experiences in selling British coin machines in America. "Whilst ride manufacturers," he said, "had a fair opportunity for selling abroad, the makers of automatic machines found it a much tougher proposition. In America, for instance, the automatic machine manufacture was on such a vast scale as to make any 'invasion' by British producers a very hard proposition."

Siros Mfg. Co. Has Two Conversions for Penny Counter Game

HOUSTON, March 29.—Siros Manufacturing Company here has introduced two new conversions for its 1-cent counter game, according to Bill Siros, head of the firm.

Siros said that the conversions, called *Poker Jr.*, and *Beat the Dealer*, are on printed forms and can be installed on location. They are made for firm's *Pitchem* counter game. Conversion, it is said, leaves the basketball game intact except for fresh interest provided by the new names.

Small Biz Lacks Low-Cost Credit

WASHINGTON, March 29.—From one-third to one-half of the smaller businesses in good financial condition are unable to get adequate capital or credit from private sources, William C. Foster, undersecretary of commerce, told the Senate Banking Committee this week.

Foster also claimed that small business must pay too much for its credit compared with big business. "The differences exceed the margins needed to cover additional costs for serving small loans as compared with large loans," he said. According to his statement, small borrowers whose total assets were under \$50,000 paid an average interest rate of 5.5 per cent in the spring of 1942. This was about three times the rate paid by large borrowers with assets in excess of \$5,000,000.

St. Petersburg Springs Co. Issued Charter in Florida

TALLAHASSEE, Fla., March 29.—St. Petersburg Springs Company, St. Petersburg, amusements, has been issued a charter by the Secretary of State. In its application firm listed 2000 shares, \$100 par value, and Walton Hall Smith, Hal Messinger and W. D. Snyder as officials.

Philly Operators' Group Starts Membership Drive

PHILADELPHIA, March 29.—Campaign to bring operators of all types of coin-operated amusement machines into membership of Amusement Machine Association of Philadelphia (AMAP) was launched here this week by Joseph Silverman, association's business manager.

Declaring that organization advantages are obvious to most coinmen, Silverman revealed that the object of the membership drive at this time is in the nature of completing the first step in what is to be the most ambitious public relations campaign that the trade has experienced here.

Must Reach the Public

"The public must be made to realize," Silverman said, "that we have something special to offer them to fill their needs for wholesome amusement. What is more important, we have a form of amusement that has as much appeal to a person who has only a nickel in his pocket as for one with \$5. Moreover, it is a form of amusement satisfying those of all age levels and in all classes."

Silverman also pointed out that before amusements can be sold to the community the industry must first concentrate on selling itself to the public. "The best way to do that," he continued, "is to follow the example of other stabilized industries that are performing a notable job of public service. Seeing what it has meant to so many other fields, I feel certain that a live and vital public relations program can be the strongest selling point our industry can make to the public. Naturally, a united effort, as expressed thru a 100 per cent membership in a representative association can best perform public service for both the industry and the community."

A Broader Scope

Association's business manager stressed the fact that AMAP's intensive public relations program is not a new step by his organization but merely a widening of the scope of interests developed four years ago when the association first embarked on a public program service. He added that the AMAP had already achieved a good measure of success, especially in improved relations with the local press. "It was but a short time ago," Silverman recalled, "that the press turned toward the pinball trade when front-page news lacked sensationalism, and it was only thru an educational public relations program that the newspapers were able to glean a better understanding of the industry."

Silverman said that he was sure the trade would support a constructive public relations program as evidenced by the fact that during the war years the local association contributed so much in behalf of the war effort and helped to bolster the morale of men and women in uniform.

Post-War Committee

Silverman announced that he has organized a Post-War Service Committee in the association. Following

up a war effort, the association is sending cigarettes to the men still in uniform with industry compliments. Silverman has already received letters of appreciation from boys both overseas and at veteran hospitals here, all happy to know that the Amusement Machines Association has not forgotten them. Every one of these boys, said Silverman, becomes a booster for our type of amusement.

Plans in the making call for total industry participation in community charity drives, particularly the Community Chest, American Red Cross, Allied Jewish Appeal and the Salvation Army. Attention will also be directed to the many youth centers, orphan homes and hospitals in the city to provide them with automatic amusements of one type or another. "The sales message in all such promotional activity will be the 'automatic amusement' rather than the 'machine,'" said Silverman.

In addition, Silverman's broad program of public relations also calls for active association participation in all civic improvement programs, as well as the city-wide observances, particularly in connection with patriotic celebrations. While many of the operators are individually active in such endeavors, Silverman wants to make it the collective voice of the entire industry.

Canadian Operator Converts Yacht to "Floating Arcade"

ST. JOHN, N. B., March 29.—J. B. Jones, owner-manager of Jones Electric Supply Company, Ltd., is planning to convert the lower deck of a recently purchased 500-ton motor vessel into a floating arcade. Jones, one of the larger Maritime coin machine operators, intends installing a variety of amusement machines and games on the 196-foot deck.

Ship, when completely outfitted, will be illuminated with fluorescent fixtures and outlined with neon. As the boat will be operated week ends on excursion trips to Gondola Point, second deck will be complete with tourist accommodations and dining room, and will feature free movies. Jones operates a dance pavilion on the Point.

Jones Electric was recently appointed distributors for Shipman Company, Los Angeles, stamp vending machine firm, thruout the Maritime provinces, Ontario and Quebec. Firm also is distributor for Aireon automatic phonographs.

British West Indies and Nova Scotia, where W. L. Currie is a partner and manager with offices at Halifax, are also operating localities for the company.

February Federal Tax Report

WASHINGTON, March 29.—Report just issued by the Bureau of Internal Revenue shows February federal tax collections on coin-operated equipment amounted to \$18,344.89 more than February, 1946, collections. Bureau report stated February, 1947, collection on coin machines brought in \$320,260.09.

This tax report bears out the industry's gradual but steady production growth. Comparison of 1945-1946 figures shows that federal revenue on coin machines amounted to nearly \$3,000,000 more in 1946 than in 1945. 1945 collections amounted to \$17,789,542 as compared to \$20,549,793 in 1946.

Vince Murphy Globe Distrib Sales Manager

CHICAGO, March 29.—Vince Murphy, formerly sales manager for Monarch Coin Machine Company, has joined the Globe Distributing Company as sales manager. Murphy came into the coin machine industry in October, 1945, when he joined Monarch. Prior to that he had been in allied fields, particularly musical instruments.

Born in Boston, Murphy attended Brown University, Providence, R. I., where he was active in athletics. Eight years ago he joined the Continental Music Company, a band instrument concern, acting as New England representative. After two years with Continental, Murphy joined the Rudolph Wurlitzer Company's band instrument division in New York.

Commenting on his appointment, Murphy said that Globe will now offer a complete rebuilding service for all types of coin-operated equipment.

Mo. Fair Trade Action Delayed

JEFFERSON CITY, Mo., March 29.—Committee on criminal jurisprudence at the Missouri House of Representatives this week delayed action on a proposed fair trade law until opponents of the measure could be heard.

Altho between 40 and 50 business men from Kansas City, St. Louis and other Missouri towns appeared before the committee to argue for the bill, members of the committee said they desired to hear opposition to the measure before taking action. No opposition, however, appeared at the hearing held March 26.

Randall Kitt, of Chillicothe, Mo., former House member who led arguments for the fair trade law, pointed out that similar statutes have been adopted in 45 other States. Only Missouri, Vermont and Texas have failed to adopt such measures, he said.

Chief aim of the bill, he explained, is to put the independent dealer on the same basis as the chain store by outlawing "loss leaders" and "tie-in sales" of nationally trade-marked merchandise. Proponents of the bill denied that it would stifle free enterprise.

Kansas Citizens speaking for the measure included Richard Jensen, of the Tavern Owners and the Retail Package Liquor Dealers Associations; Ray Lloyd, of the Automobile Trades Association, and C. R. Stromberg, of the Retail Grocers Association.

Pending bill, which is similar to one defeated in the Senate last year, permits manufacturers to fix a definite price on nationally trade-marked articles in contracts with jobbers and retailers. It also prohibits retailers from selling such merchandise under the price fixed by the manufacturer at less than cost. Kitt declared that a survey showed that the law has resulted in some price reductions in States where it has been adopted.

Nathanson Venezuelan Rep

WASHINGTON, March 29.—Embassy of Venezuela announced the appointment, effective immediately, of Win Nathanson and Associates, Inc., New York, as public relations agent of the Venezuelan government in the United States. Firm also handles coin machine accounts.

More Assemblies Adjourn, Cutting Flow of New Coin Legislation to a Trickle

Minnesota Administration Pushing Anti-Gaming Law

CHICAGO, March 29.—With most regular sessions limited by days or by salary appropriations, legislatures are adjourning or winding up current business as fast as possible. Summary of legislative action since the last report (*The Billboard*, March 29) follows:

ARIZONA—Regular session of the Legislature adjourned March 20, will not reconvene until 1949 unless a special session is called.

GEORGIA—A bill which would have increased fees on all types of coin-operated machines (Senate Bill 124) was reported unfavorably in the Senate. Legislature adjourned March 22, with no report of final disposition of the bill.

ILLINOIS—Legislature has recessed until April 1.

IOWA—Iowa seems certain to pass House Bill 419, an anti-slug proposal similar to one in Nebraska which provides for heavy penalties for the users of slugs in either coin machines or pay telephone stations.

MARYLAND—House Bill 389, which would place a \$10 annual tax on music machines, plus an additional tax of \$1 on each separate coin-operated speaker, was given its second reading. This would seem to mean the low-level type of music

Philly Coinmen Have Gala Assn. Dinner

PHILADELPHIA, March 29.—For the first time since before the war, members of the Amusement Machine Association of Philadelphia, together with wives, ladies and friends, came together for a social evening. Event was held March 23 at the Latin Casino, center city supper club.

Program included a dinner, floor show and dancing. Sam Stern and Joseph Silverman, president and business manager, respectively, of the association comprised of pinball and all coin-operated amusement machine operators, officially greeted the group. Credit for the success of the dinner-dance goes to Mike Glickman, who was chairman of the banquet committee, together with his committee members including Eddie Richter and Joseph Silverman.

Ace Novelty Co., Distrib Firm, Issued Ky. Charter

FRANKFORT, Ky., March 29.—Ace Novelty Company, distributors of coin-operated machines, has been issued a charter by the office of the Secretary of State here. Located in Louisville, firm has an initial capitalization of \$6,000 and its officials are listed as Frank Willoughby, Charles C. Nolting and Leon J. Shaikun.

New Address!

The Billboard Publishing Company is now located in its new and larger offices and printing plant at 2160 Patterson Street, Station "B," Cincinnati 22, O. Phone: DUNbar 6450. Kindly direct all communications to the new address above.

system where music is piped in by telephone from a central studio. House Bill 548, which would license all types of coin machines in St. Mary's County, has been reported favorably after a second reading. This bill calls for \$100 tax on gaming devices. The bill would also limit the number of machines which any operator could have licensed within the year to 100. A Senate Bill (468) which would have placed a 2-cent-per-pack tax on cigarettes, a 1-cent tax on each 6-cent sale of soft drinks and a 75-cent-per-gallon tax on sirups was killed in the House March 21.

MINNESOTA — The Legislature's stiff anti-gaming bill (H. B. 698) is now in the House Appropriations Committee where it was sent last week. Since the Legislature is set to adjourn April 24, administration leaders are pushing hard to get action on the bill before that date.

MISSOURI—No bills other than appropriation bills may be introduced here for 120 days following March 28. The Legislature is already crowded with a record number of measures. Still under consideration is House Bill 246, which would tax coin-operated amusement devices \$10, place a 2-cent-per-pack tax on cigarettes, a tax of 10 cents per case on soft drinks in bottles and 25 cents per gallon on fountain sirup.

MONTANA—On March 20 the governor approved House Bill 268 which (See *Flow of New Coin* on page 126)

New Phone Music System Makes Formal Debut in Kansas City

KANSAS CITY, Mo., March 29.—A new telephone music system called Magic Music made its formal bow in Kansas City, Mo., this week as the product of the newly formed company, Modern Music, Inc., headed by Roy L. Simpkins, president; Norton H. Vance, secretary and treasurer, and Bert Smith and John Burnett on the board of directors.

Feature of the new system is a vocal selector wall box, with which the company has been experimenting for several months, and put quietly on test location three weeks ago. Vance predicted his firm will be into full production on these boxes within 60 days.

The new type wall box was developed by Smith, veteran Kansas City juke box operator and vice-president of Telemusic, Inc., Midwestern distributors for Teletone Corporation's Musicales, and Burnett, who operates a music route under the name Personal Music Company. Smith and Burnett have been experimenting with several types of telephone music here for a number of years.

Equipment Described

Wall box is small and compact with a five-inch speaker for music and a three-inch "talk-back" speaker. Only other equipment inside the metal case is the coin box and the contact bars controlling the speakers, and a lighting system used to let the customer know the box is in operation. Outside covering of the box is polished aluminum with six groove-like slits backed with aluminum. This leaves

Trade Directory

Following tabulation of trade reports received during the weeks of March 22 and March 29 is made for the convenience of the industry. The listings may be incomplete because of omissions, they are offered as an aid in revising trade files:

tion for the Aero Needle Company, Chicago.

New Firms

Automatic Washers, Inc., 3205 Broadway, Chicago. (Coin-operated laundry.)

Musical Sales Company, 2632 Olive Street, St. Louis. (Distributing firm.)

M & B Vending Company, Miami. (Operating firm.)

Kandy Korner, Chicago. (Operating firm.)

Address Changes

J. J. Golumbo & Company, 1119 Commonwealth Avenue, Boston.

Andrews & Company, 660 South Rochester Road, Clawson, Mich.

Branch Offices

Confection Cabinet Corporation, Newark, N. J., has opened a new Western branch office at 320 North LaSalle Street, Chicago.

Automatic Canteen Company of Omaha has opened a branch office in Lincoln, Neb., at 2707 Randolph Street.

New Machines

Bouncer (counter game). Skill Games Corporation, 1141 DeKalb Avenue, Brooklyn 21.

The Pioneer DeLuxe (hot nut vender). The Pioneer Corporation, 1115 Poplar Grove Street, Baltimore 16.

Tornado (pinball game). Williams Manufacturing Company, 161 West Huron Street, Chicago 10.

Sportsman Roll (roll-down game). Square Amusement Company, 453 West 47th Street, New York 19.

Pla-Mor Phonograph (Model 7). Packard Manufacturing Corporation, Indianapolis 7.

Grip-View (strength tester machine). Silver King Corporation, 622 Diversey, Chicago 14.

Mystery (pinball game). Exhibit Supply Company, 4222-30 West Lake Street, Chicago 24.

Personnel Notices

Sam Kraus, veteran New York coinman, passed away March 11 at his home in Manhattan.

Hiram P. Griffin has been elected president and a director of the Red Rock Cola Bottling Company of Connecticut, Hartford.

Harold Pearson has been selected president of Aireon Manufacturing Corporation, Kansas City, Mo.

E. J. Conlon has been named director of advertising and sales promo-

Pond Engineering Sold to American Time Corporation

SPRINGFIELD, Mass., March 29.—American Time Corporation, manufacturer of coin-operated timing mechanisms, has purchased the Pond Engineering Company here, according to Frederick H. Hunter, American Time president. New addition will be operated as the Pond Engineering Division.

Pond plant, formerly engaged in the manufacture of automatic controls for machine tools and special machinery, is being converted for the manufacture of reset time switches and other equipment.

Missouri Lawmakers Kill City Liquor Fee-Fixing

JEFFERSON CITY, Mo., March 29.—A bill proposing to make "the sky the limit" for cities and towns in fixing fees for taverns and other spots dispensing liquor by the drink was killed by the Senate Committee on Criminal Jurisprudence in the Missouri Legislature this week.

Measure was killed after several witnesses declared it would revive bootlegging. Bill had been backed by city officials from Kansas City and the Missouri Municipal League. Present State license for sale of liquor by the drink costs \$300 and cities are permitted to assess \$450.

Correction

Due to an error in transmission, it was reported in the April 29 issue of *The Billboard* (page 149) that Neill Mitchell was chairman of National Automatic Merchandising Association's Region III. Story should have read that B. W. Scheuer was the resigning chairman of NAMA Region III. At the same meeting in Hershey, Pa., Mitchell was re-elected chairman of Region A.

Behind the right hand grill is a similar red plastic disk which flashes a white "lines busy" sign when a selection is being made at another box. This disk is placed directly in front of the speaker and acts as an outlet for the music. Talk between a customer and the studio girl is heard only on the box where the selection is being made. Other boxes play the current selection.

To service the wall boxes, the operator merely removes the one-piece metal casing which is held in place by a two and one-half-inch screw with lock attachment. The screw must be unlocked before it can be (See *New Phone Music* on page 125)

TOBACCO MEN TO EYE VENDER

Red Venders Best

TRENTON, N. J., March 29.—Two newly painted cigarette vending machines placed side by side in a restaurant-bar here have proved to Harry Abrahamson, local cigarette operator, that red attracts sales. One machine was painted red, the other light blue. The red machine has taken in twice the gross of the blue for the past three weeks, altho both machines are of the same manufacture and the same vintage.

Soft Drink Tax Killed in Kansas

TOPEKA, Kan., March 29.—Bill to levy a tax of 6.4 cents per gallon on soft drinks in Kansas was killed early this week by the House of Representatives of the Legislature when the vice-chairman of the committee on taxation moved that the proposal be stricken from the calendar.

Two other House bills to increase State levies on cigarettes and beer to provide increased support for schools were killed temporarily in the Senate, then revived as the Legislature rushed toward adjournment.

It was believed unlikely, however, that the soft drink proposal would be revived so near the end of the session after Gov. Frank Carlson declared, "There will be no need for the added burden of a new State tax to finance the school program. The only increases needed are small raises on cigarettes and beer and a tax on cigars."

Bills to increase the cigarette and beer levies, which had already been approved by the House, were killed by the Senate Committee on Assessment and Taxation, but after three hours of hurried conferences, the committee chairman secured adoption of a motion to recall the measures, which had the effect of reviving them. House backers of the measures estimated that they would produce \$2,300,000 additional revenue annually. Bill boosting the cigarette tax would increase it from 2 to 3 cents per pack.

Sudden killing of the soft drink tax bill came as a surprise to legislative observers who had forecast that all three measures would pass in the effort to raise an additional \$12,000,000 for the Kansas school system. The bills allocating the funds to be raised by the proposed tax boosts, however, still have to go thru both houses—with the legislators impatient to get home.

Robert H. Cory, Head of Lamont, Corliss Co., Dies

NEW YORK, March 29.—Robert Haskell Cory, prominent figure in the candy industry as president of Lamont, Corliss & Company, died last week after an illness of several weeks.

Cory has been associated for 45 years with the firm, which is exclusive distributor for products of Peter Cailler Kohler Swiss Chocolate Company, including Nestle candy bars. Joining the company after his graduation from Yale University in 1902, he became its president in 1936.

NAMA Adopts Floor Plan for '47 Chi Show

CHICAGO, March 29.—National Automatic Merchandising Association's convention executive committee met recently to adopt a floor plan providing for 88 booths in the Exhibition Hall of the Palmer House, scene of the 1947 convention and show. Scheduled December 14 thru 17, meet will be NAMA's first exclusive merchandise and service vending machine exhibit.

George M. Seedman, general chairman of the event, drafted the floor plan which provides an average of 100 square feet per booth. He announced at the committee meeting that over half of the floor space had been spoken for by manufacturers of vending machines and suppliers of merchandise.

Exhibit will open December 14 at 2 p.m., it was stated. Daily exhibit hours are to be announced later. Opening of exhibits to general public for a certain period is also planned, but no definite date or time for this was established by the committee during their discussion.

NAMA's 1947 convention slogan, "If It's Automatic Merchandising—See You at the Palmer House, Chicago, December 14-17," was adopted by the committee and will shortly be available on colored stickers now being printed for use on letterheads and envelopes. They will be supplied to association members in the near future.

Name Meeks Nat'l Distrib for Scales; Plans To Add Lines

NEW YORK, March 29.—Hal R. Meeks, former general sales manager of Eastern Electric Vending Machines, has reopened his former offices at 55 West 42d Street. Meeks will be national distributor of several lines of coin-operated equipment, first to be announced being the R X personal weighing scale.

This scale, Meeks says, is a new model of a low-boy type which was in production when the war started. Production was discontinued by the Connecticut manufacturer at that time, but several hundred units have been kept in operation since.

Weekly shipments of the new scale will be started in April. A sales force from the New York office will cover Ohio, Pennsylvania, New York and the New England States.

Distributors in the West, Middle West and South will be named shortly.

Lewy Named Campaign Mgr. Of La. and Miss. Candy Drive

CHICAGO, March 29.—Stan Lewy has been appointed campaign manager in the Louisiana and Mississippi territory during the 1947 Council on Candy fund drive, according to W. C. Dickmeyer, national chairman. Appointment was made after the death of R. L. Hodges, March 3, left this position vacant.

Lewy is district sales manager for the Schutter Candy Division of the Universal Match Corporation, and has headquarters in New Orleans.

Power of Peanut

KANSAS CITY, Mo., March 29.—The power of the peanut—like the power of a woman, according to the ads—apparently is hard to overestimate.

At least that is the testimonial of a man picked up carrying a peanut vending machine as he walked along a street here this week. He had been released as a robbery suspect three days before for lack of evidence, but admitted taking the peanut machine from a filling station down the street.

His explanation: "I always have been fond of peanuts, and I was just looking for a place to eat them."

The nearly full machine, which contained only 11 cents in change, was valued at \$30.

Spotlight in Forum Talks

NATD Chicago convention expected to attract many from vending industry

NEW YORK, March 29.—"The Vending Machine Industry—Where Is It Going?" will be a chief topic at a round table to be conducted April 16 in the Palmer House, Chicago, by the National Association of Tobacco Distributors. Joseph Kolodny, managing director, says all coin machine manufacturers, distributors and operators present will be invited to join in the discussion.

The forum will be only one of a score of events to interest coinmen at the annual convention of NATD April 14-18 at the Palmer House. The 1947 Modern Merchandise Fair is another. Among the manufacturers exhibiting at the fair will be Rowe Manufacturing Company; National Vendors, Inc.; U-Need-a-Vendors and C-Eight Laboratories (Eastern Electric Vending Machines).

How We Can Best Adapt Our Business for Future Progress will be the subject of an address April 15 by E. D. Furlow, of S. H. Lynch & Company, Dallas, coin machine distributors. Same day A. H. Gregg, president of the Cigar Institute of America, will talk on *Increasing Cigar Consumption*.

Candy Business

The future of the confectionery industry will be examined by Phil Gott, president of the National Confectioners' Association, April 16. A discussion scheduled after the talk should hit upon many angles of interest to vending machine ops: Inventory policy, receiving and checking in of merchandise, zoning, how to clean out dead stock, etc.

A South American entertainment and dance will be held at 8 p.m. April 16 in the Grand Ballroom of the Palmer House. The NATD's 15th anniversary banquet will follow next evening. The Merchandise Fair begins at 11 a.m. April 14 and thereafter will run daily from 9 a.m. to midnight.

Sales Seminar

A large part of the last two days of the convention will be turned over to the fourth annual sales managers' seminar. Frank T. Roche, sales manager of the Lily-Tulip Cup Corporation, will lead a discussion of paper products at the April 19 session. Richard W. Clare, New England Confectionery Company sales manager, and E. A. Peyton, sales manager for Larus & Bros. Company, tobacco products, will lead other clinics.

N. Y. Gov. Signs Enabling Act for Added Tax Powers

ALBANY, N. Y., March 29.—An enabling act, which gives New York's counties, cities and towns broad tax powers, was signed Monday (24) by Governor Dewey, who said that the measure was being adopted to meet the rising costs of education and government. Under the act, counties may tax vending machines at \$10 each. Cities of 100,000 or more are empowered to make use of any taxes not enacted by the county.

Cig Tax Passes In Minn. House

ST. PAUL, March 29.—This State's proposal for a 3-cent tax on cigarettes made its first big hurdle in the House Thursday (27) when it was passed on the special orders calendar by vote of 81-38, with 12 members not voting. The measure will now be referred to the Senate.

Surprisingly, there seemed to be little opposition to the measure. One representative sought to tack on a 25 per cent levy on high-priced cars and fur coats, but the amendment was ruled out of order. Another solon argued that stay-at-homers sent millions of cigarettes to servicemen overseas, taught many how to smoke for the first time and now seek to tax them 3 cents per pack for the right to continue that habit. He pointed out that the measure, if passed, would place a 125 per cent Federal-State levy on cigarettes.

Observers expect that the proposal will encounter difficulties in the Senate because of the House provision that it be enforced by the State Liquor Control Commissioner who is given a \$5,000 annual appropriation to do the job. Senate sentiment seems to favor a new division in the State's tax department to administer the law. One representative warned that the small appropriation may force lax enforcement and result in cigarette bootlegging.

Leo Flowers Plans Detroit Distrib Biz

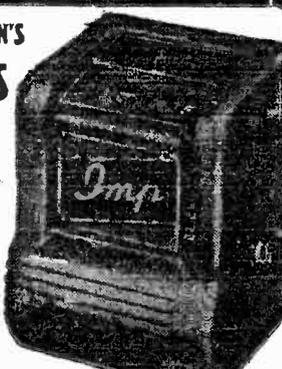
DETROIT, March 29.—Leo F. Flowers, vending machine operator here since 1926, is seeking a site for the venter distributing-jobbing business he will form soon.

Flowers recently disposed of his stamp vending machine route, but still operates scale and chewing gum venders. One of the old-timers in the coin machine trade in Michigan, he operated machines in Jackson, Mich., before coming to Detroit.

Cig Service Co. To Expand

CHARLESTON, W. Va., March 29.—Champion Cigarette Service Company here has received authorization from the municipal government to construct a \$9,000 addition to a business building at 700 Breece Street.

GROETCHEN'S
1¢ 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. Slugproof, compact, foolproof. Immediate delivery.
 Operator's Price
\$39.50



Jobbers interested in selling our Shipman Stamp Machine, write for details.

STAMP FOLDERS
 For Shipman, Schenack, 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.

BRAND NEW
 LATEST factory model Shipman Triplex Stamp Vendors. Vends 1¢, 3¢ and New 5¢ Air Mail. Compact size! Foolproof! Sold ONLY to operators.
 Price, \$39.50 each. **IMMEDIATE DELIVERY!**
 1/3 Dep., Bal. C.O.D. *Send for free leaflet*



R. H. Adair Company
 6924-26 Roosevelt Rd. Oak Park, Ill.
 Folders—New, time saving multiple type only \$16.75 for 25,000 which return gross profit of \$250.00 when sold thru the machines!

VENDING MACHINE OPERATORS

We are State distributors for Samuel Eppy's Plastio Charms and have them in stock at the following prices:

Assorted Charms. Per M \$4.00
 Alphabet Letters. Per M 5.00
 Wise Crack Buttons. Per M 6.00

We Pay Postage—Immediate Delivery.
 1/3 With Order, Balance C. O. D.

GEORGIA AUTOMATIC CO.
 P. O. BOX 223 DECATUR, GEORGIA

BALL GUM
 5/8", BEST Grade, Min. 370C to Case.
 Single \$22.75
 5 or More 21.00
 Approx. 220 Lb. Barrel (Avg. 149 Count)—80¢ Per Lb.

Individually Wrapped **BUBBLE GUM**, 120 Count, 36 Boxes to Case.
 Single \$33.50
 5 or More 32.25

Full remittance with order.
 Sample Box of 100 5/8" or 120 Bubble—\$1.00 Post Paid.

Ask for operator's quantity prices on **ADVANCE, COLUMBUS, MASTER, VICTOR, GUM MACHINES, ARIST-O WEIGHING SCALES.**

RUSSELL THOMAS
 Vending Machines and Supplies
 3285 Overland Pl. Memphis 11, Tenn.
 Tel. #4-7187

Release Text of Arkansas Bill Favorable to Vending Machines

LITTLE ROCK, Ark., March 29.—Official text of what is generally considered a favorable bill regarding the operation of automatic merchandising machines has been released here. Measure is Arkansas Senate Bill 131, which was passed March 7. The bill provides for a blanket license fee for those firms which operate vending machines, and a graduated scale for the operation of service equipment.

Text of the bill follows:
 Section 1. The annual license fee to engage in or conduct the business of keeping, maintaining and operating merchandise vending machines, operated or activated automatically by the insertion therein of a coin or token of value, for the vending and distribution at retail of goods, wares and merchandise, including, but not limited to, confections, gum, cigarettes, tobacco, foods, soft drinks, papers and other articles for human consumption shall be \$20.

List Fees
 Section 2. The annual license fee to engage in or conduct the business of keeping, maintaining and operating service vending machines, operated or activated automatically by the insertion therein of a coin or token of value, for the rendering of service, including, but not limited to, weighing machines, toilet locks, and parcel lockers for the checking or storing of baggage, parcels or other articles shall be as follows:

Less than 5 service machines at any one location: \$50.
 More than 4 but less than 10 at any one location: \$1.
 More than 9 but less than 15 at any one location: \$1.50.
 More than 14 but less than 20 at any one location: \$2.
 More than 19 but less than 30 at any one location: \$2.75.
 More than 29 but less than 40 at any one location: \$3.50.
 More than 39 service machines at any one location: \$5.

Section 3. Each merchandising vending or service vending machine shall be plainly marked by the owner thereof with the name and address

Sunshine Biscuits 1947 Gross Shows 25 Per Cent Gains

KANSAS CITY, Mo., March 29.—Despite rising wheat prices and shortages of flour, shortening and sugar, Sunshine Biscuits, Inc., here probably will show greater earnings in the first quarter of this year than in the corresponding period of 1946, which was a banner profit year for the firm, Hanford Main, president, reported this week.

He estimated that sales volume for the first three months of this year would run nearly 25 per cent above the same period a year ago and added the "general feeling" is that Sunshine Biscuits should do well the entire first half of this year.

The big problem, he said, is the supply of wheat flour and shortening, for the company has not been able to build up a large inventory of wheat and at present record prices it is buying only enough for its daily needs.

Higher sugar allotment which goes into effect April 1, however, should mean some increase in the production of candies, cookies and other sweet products which the firm merchandises thru vending machines.

of the owner and the number of the license issued under this act to the owner thereof.

Vendors Exempt
 Section 4. All persons, firms, corporations or co-partnerships licensed under this Act to engage in or conduct the business of keeping, maintaining and operating, bona fide merchandise or service vending machines which do not have amusement or gaming features shall be exempt from the payment of individual machine license fees.

Section 5. All municipal corporations may license and tax the devices regulated by this act, provided that the fee shall not exceed the amount of tax imposed by this Act.

Section 6. All taxes collected under the provisions of this Act shall be paid into the State treasury to the credit of the Equalizing School Fund.

Section 7. All laws or parts of laws in conflict herewith are hereby repealed.

Announce 2 New Advance Pencil Vender Designs

CHICAGO, March 29.—Advance Machine Company, manufacturers of various coin-operated vending and service machines, has designed two new models of its pre-war pencil venders. Due to lack of sheet steel, however, the machines may not be put into production until the end of this year, according to E. C. Travis, who with his father, C. C. Travis, heads the firm.

New pencil venders will differ in appearance and capacity from the older models, several hundred of which were produced prior to 1941. Both models of the new machine will hold 288 pencils, twice as many as did the former venders. Information as to their size, color and other details is not yet available. Pencils vended will be the conventional wooden, unsharpened variety. Machines will be equipped to handle either 5 or 10-cent sales; one model delivering one and the other two pencils for a single coin.

Both pencil venders will be sold thru established distributors.

Automatic Household Aids Seeks Charter

PHILADELPHIA, March 29.—Two new vending machine firms, Automatic Household Aids, Inc., of New York City, and the Vender Service Company, were set up here this week.

Automatic Household Aids, with its principal office at 597 Fifth Avenue, New York City, applied for a charter to operate in Pennsylvania. Application for a State charter filed by Harry Arthur Greenberg, local attorney, stated that the company will "manufacture, prepare for market, buy, sell, exchange, import, export, trade, deal in and operate the following: Automatic and non-automatic machines and devices in connection with vending machines, washing, drying, ironing and cleaning machines; machines to cook and bake, and for the preservation by refrigeration and/or freezing of food stuffs, candies, confectioneries and beverages."

Vender Service Company was established by Irving Konikow. Application for a certificate for the conduct of its business was made by Edward Watson, local attorney, representing the new firm.

"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

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

ORDER TODAY
 1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

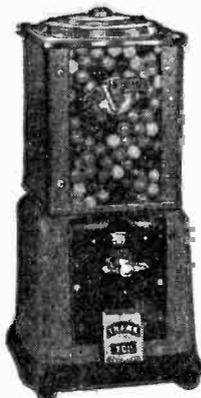
J. SCHOENBACH
 Distributor of Advance Vending Machines
 1647 Bedford Ave. Brooklyn 25, N. Y.

LUMILINES WESTINGHOUSE MAZDA

LUMILINES "Tops All" Westinghouse Mazda, 24 to carton—write. Big Lamps, Mazda, 10-15-25-40-60-100 Watt; also Fluorescents—write. Heavy duty Rubber Male Plugs, 8 1/2¢ each. Glass Fuses (auto type—approved 100 to pack), 10-15-20 Amp., 2¢ each; 1-2-3 Amp., 3¢ each; 1/2 Amp., 4¢ each (Little Fuse or Buss). 3 & 6 Amp. Plug Fuses (approved), 100 to pack, 6¢ each. Fusetats, 15¢ each. Universal Micro Switches, 75¢ each. Brand-new R.C.A. 6L6 Tubes, \$1.25 each. Small Bulbs, 51-55-63, 5¢ each; 50¢ per box. Small Bulbs, 44-46-47, 6¢ each; 60¢ per box. G.E. Mazda Gun Bulbs, 35¢ each; \$4.50 per box. 1000 Cotter Pins (assorted), 85¢ per box. Stove Bolts Kit, 1 1/4¢ each; all size assortment. Toggle Switches, single pole, single throw, 25¢ each. Single Pole Double Throw, 35¢ each. Rosin and Acid Core Solder, 35¢ per lb. Volume Controls, 75¢ each. Volume Control Keys, 2 1/2¢ each. Springs for General Games and Music use, 10¢ each; copper plated. Ever-Ready Flashlite, regular size battery cells, new fresh, latest date (48 in pack), 6 1/2¢ each. Heavy Duty Chrome Search Lights, 75¢ each. All size Seeburg, Wurlitzer Standard Size Castors, 4 for \$1.00. 25 ft. heavy duty Rubber Drop Light with switch and good solid guard, \$2.50. 50 ft. Drop Light with switches and guard, \$3.50 each.

Send Us Your Needs.
 1/3 Deposit, Balance C. O. D.
ARCADE BULB CO.
 56 W. 25TH ST. NEW YORK 10, N. Y.

"BUBBLE" BALL GUM



1/2 inch (170 count) Leaf Bubble Gum 95¢ pound

BUBBLE GUM SPECIAL

5 New Model V Cabinet Venders 100 lbs., 17,000 balls Bubble Gum all for \$150.00

BOSTON BEANS

30¢ lb. 35 lb. cases 1/2 Deposit, F. O. B. Brillion

FLOOR STANDS FOR ANY TYPE VENDER

- \$3.00 Each Unfilled (25 or more)
- 8.25 Each Filled with Cement (25 or more)
- 3.75 Each Single Stand Filled (Weight 25 lbs.)

Full cash with order on floor stands, F. O. B. Brillion.



L. M. BECKER VENDING SERVICE
105 DEWEY ST. BRILLION, WIS.

Norfolk Nehi Reduces Bev. Price to Ops

NORFOLK, Va., March 29.—Emphasizing that the soft drink market has changed from a sellers' to a buyers' market, the Norfolk Nehi Bottling Company, Inc., has reduced wholesale prices on its orange and cola beverages. This wholesale reduction will permit retail dealers and vending machine operators to hold the price line at a nickel. Most over-the-counter retailers have been selling the drinks here at 6 cents.

With this move, orange and cola drinks put up by the firm will sell at 80 cents per case of 24. This represents a decrease of 16 cents in price, brings the wholesale price down to the December, 1946, figure.

Thomas C. Clark, president of the firm, said that the price adjustment was based on increased production which will result from the increase in sugar quotas effective April 1. Clark also said that his firm has obtained a supply of seven-ounce bottles which will be used for its orange and cola drinks.

Norfolk Nehi has the exclusive franchise for bottling and distributing Nehi Corporation products in this area. But Clark pointed out that his action is an independent move, does not represent a new policy for the Nehi Corporation and is not indicative of a trend among other bottlers holding Nehi franchises.

Clark pointed out that this city has felt a noticeable decline in population, cutting down the market potential. He also added that his firm was "meeting competition."

Mid-West Vending Named Distributor For Lehigh's P-X

CHICAGO, March 29.—Mid-West Vending Service, 3634 West Fullerton Avenue, has been appointed distributor for Lehigh's P-X cigarette venders in this area, according to the firm's head, Dan Neidig.

Neidig said Mid-West will continue its used machine business as well as its painting and repair business for operators. At present the firm is setting up a process whereby it will be able to finish machines with a simulated wood grain instead of a straight paint job. It is also making 25-cent coin chute attachments for cigarette venders.

Neidig has just returned from a business trip thru Northern Illinois and Southern Wisconsin.

Thatcher Glass Dividends

ELMIRA, N. Y., March 29.—Thatcher Glass Manufacturing Company, Inc., makers of beverage bottles and other glass products, announced regular quarterly dividend of 60 cents per share on convertible preference stock, payable May 15.

Dividend of 15 cents per share, payable May 15, was also declared on common stock, with an additional 5 per cent stock dividend to common shareholders.

VENDORS PRICE LIST Salted Nuts

Spanish Redskins	23¢ lb.
Spanish Blanched	26¢ lb.
Virginia Blanched	27¢ lb.
Extra Lg. Virginia Blanched	31¢ lb.
Whole Cashews	55¢ lb.
Cashew Pieces	45¢ lb.
Mix 90% Spanish 10% Cashews	25¢ lb.
Mix 90% Virginia 10% Cashews	33¢ lb.

MIXES MADE TO YOUR ORDER
TERMS: Cash With Order, F. O. B. Evansville
ASTER NUT PRODUCTS CO., INC.
1004 Main St. Evansville 8, Indiana

Magistrate Sings

NEW YORK, March 29.—Mario Pepante landed in court Thursday (27) when he allegedly broke a BMT subway peanut vending machine after it failed to give him anything but a burp after accepting his penny. Taken before Magistrate Maurice Simmons, he was held "with regret" in \$100 bail for special sessions.

Seems Magistrate Simmons also had trouble with a subway vender and confessed: "When nobody was looking I hit the peanut machine as hard as I could—there was a buzz-z-z-z-z and the machine gave me back 11 pennies." At this writing the magistrate has not been the subject of legal action by the peanut machine operating organization.

Dan Emmet Named Western Sales Manager for Topps

BROOKLYN, March 29.—Dan Emmet was named this week as Western sales manager of Topps Chewing Gum, Inc.

Emmet, former manager of the firm's Chattanooga factory, will make his headquarters at the new Topps offices in Hollywood at 3491 La Sombrá Avenue.

IF YOU WANT A STEADY SUPPLY OF BALL GUM—CONTACT US VICTOR MODEL V FAMOUS PRE-WAR VENDORS

De Luxe Cab. net Type Model V capacity: 6 1/2 to 8 lbs. of bulk merchandise or 1250 to 1600 balls of gum. Vends 1/2", 3/4", 5/8" and gum. Model V Globe Type, \$14.75 Ea.

Model V De Luxe Cab. Type, \$13.75 Ea.

Model V Wall Bracket, Each . . . \$.85
Complete 1/4 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, Model V In Any Quantity \$14.75
M & M Candy Coated Chocolates, Pistachio Nuts, 60-Lb. Ctn. . . 50¢ Lb.
Salted Almonds, 25-Lb. Ctn. . . 65¢ Lb.
Virginia Peanuts, 30-Lb. Ctn. . . 85¢ Lb.
Spanish Peanuts, 30-Lb. Ctn. . . 26¢ Lb.
Salted Cashews, 30-Lb. Ctn. . . 21¢ Lb.
Boston Baked Beans, 45-Lb. Ctn. . . 32¢ Lb.

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y.
461 Sackman St., Brooklyn 12, N. Y.
Phone: Dickens 2-7892

GOLDEN STATE VENDOR ASSURES "GOLDEN FLOOD" OF PROFIT



An all-purpose, all-product Vender of unsurpassed beauty. Ruggedly constructed to give years of service.

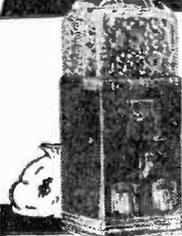
Hammerloid Enamel Finish. Trimmed in Stainless Steel. Aluminum Mechanism.

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.

Northwestern



Your Assurance Of Postwar Security

Time and time again Northwestern bulk venders have proved their worth as steady, dependable money-makers under any and all conditions. That's why so many operators, and others interested in a permanent income, are looking forward to the time when these machines will again be available. To make sure of your postwar success, plan now to invest in Northwesterns—venders built for operating. In the meantime, keep in touch with activities through our free monthly paper The Northwesterner.

THE NORTHWESTERN CORPORATION
5 EAST ARMSTRONG STREET, MORRIS, ILLINOIS

NORTHWESTERN VENDORS

De Luxe 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 3, MO.

ASCO VENDORS THE FINEST VENDORS MADE

Made of strong, highly polished aluminum castings. Crystal clear globe displays nuts appetizingly. Simple foolproof mechanism adjustable for all kinds of bulk product. Dispenses accurate portions of pistachio nuts, salted peanuts, mixed nuts, panned confections (with or without charms), almonds, cashews, etc. Capacity 6 lbs. 1c or 5c Play.

ASCO ALL-PURPOSE VENDOR \$29.50

ASCO HOT NUT VENDOR \$46.50

IMMEDIATE DELIVERY

Write for Special Operator's Quantity Prices DISTRIBUTORS! TERRITORIES AVAILABLE! WRITE!

ASCO ASCO VENDING MACHINE EXCHANGE
55-57-59 BRANFORD ST., NEWARK 5, N. J., Bigelow 3-7744-5

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
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 V, 7 Col.	54.50

LOW PRICED MACHINES
DuGrenier, Rowe and National, 150 Pack Cap. 32.50

CANDY MACHINES

Rowe De Luxe Model With Lights, 120 Bar Cap.	\$ 89.50
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!

UNEEA VENDING SERVICE
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET BROOKLYN 11, NEW YORK

NCWA Sponsors 4 New Candy 'Tables'

WASHINGTON, March 29.—Formation of four more local candy table organizations sponsored by the National Candy Wholesalers' Association was announced this week by C. M. McMillan, executive secretary. Groups are informal jobber gatherings, built around a monthly dinner meeting. There will be no bylaws, no officers, no dues and no program except that of building fellowship.

New organizations, with dates of formation, are Pittsburgh Candy Table, March 5; Ohio Valley Candy Table, March 4; Atlanta Candy Table, March 14, and the Columbus Candy Table, March 20.

Convention Profit Up in Chi for '47

CHICAGO, March 29.—Convention-goers spent \$4,500,000 in Chicago during February, an increase of over \$250,000 during same month in 1946, it was reported by the Chicago Convention Bureau this week. During February, 1947, there were 80 meetings and conventions, compared to 60 in February, 1946.

City business men expect to profit well over last year's convention spending, which totaled \$52,223,800, as Chicago's convention calendar is fully booked for the remainder of the year.

Candy Staff Claims 200 Yrs. Experience

CHICAGO, March 29.—Melville Confections, Inc., new manufacturing firm in the bulk and penny specialty lines, announced its nine-man sales organization, claimed for them a combined record of 200 years of candy-selling experience.

Sales Manager A. L. Manning in making the announcement referred to himself as the ninth man, listed the other eight with their territories, as follows:

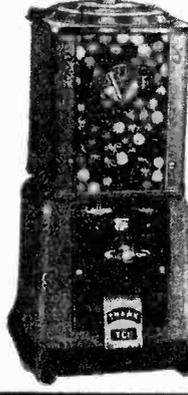
Charles Phillips, State Street, Chicago; Howard Snorf, metropolitan Chicago; A. C. Van Buren, Michigan; C. E. Sandstrom, Northern Illinois, Iowa as far as Des Moines; George Lefavour, Indiana, Kentucky, Western Ohio; R. A. Moore, Minnesota, North and South Dakota; Leonard C. Brout, Eastern Ohio, Western Pennsylvania, part of New York; Ray C. Sappington, Wisconsin and Upper Peninsula of Michigan.

Firm, which recently took over the Birk Candy Company plant here, expects eventually to accent sales to vending machine operators with specialized service, Manning said.

Adds Three Nickel Bars

BROOKLYN, March 29.—Three nickel candy bars have been added to the line of the Leading Candy Company, which has taken new headquarters at 638 Parkside Avenue.

EXTRA SPECIAL



BALL BUBBLE GUM

100 lbs. & 10 MODEL V ALL FOR **\$202.50**

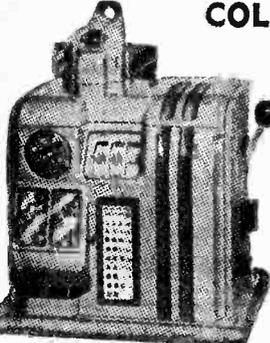
Rush cash with order. F. O. B. factory.

ROY TORR LANSDOWNE PENNA.

* 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.

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.



IMMEDIATE DELIVERY—NO WAITING!

Authorized Distributor
ABT CHALLENGER
\$65.00
Write for Quantity Prices.
CHALLENGER STANDS—\$7.50 EA.

Authorized Distributor
MARVEL'S POP-UP BAKER
KICKER & CATCHER
1c—\$49.75
SAMPLE, \$49.50.

GOTTLIEB GRIP SCALE
\$39.50
Slightly Used—\$22.50.

MILLS VEST POCKET BELL
\$74.50
Reconditioned Blue & Gold \$54.50
Reconditioned Green 44.50

ADVANCE ELECTRIC SHOCKER
Sample \$25.00
LESS IN QUANTITIES.

NEW SHIPMAN TRIPLEX STAMP VENDERS
\$39.50
Reconditioned Duplexes—\$25.00.

FREE—FREE STAR PICTURE CARD VENDER
\$29.50
1000 Cards Free.

NEW Northwestern VENDORS
DELUXE
1¢ and 5¢ With **PLASTIC GLOBE**
\$28.20
Less Than 100, \$27.95.
100 or More, \$27.45.

AMUSEMENT WHIRL-A-BALL
\$47.50

AMERICAN BAT-A-BALL JR.
\$79.50

CHAMPION'S BASKETBALL
\$59.50

SKILL GAMES CORP. BOUNCER
\$44.50

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.

NEBRASKA OKAYS BOTTLERS' Use of Sugar Substitutes
LINCOLN, Neb., March 29.—Nebraska Legislature recently passed a bill permitting bottlers of soft drinks in this State to use dextrose, corn sirup, or corn sirup solids as well as sugar in their product.
Bill amends the State soft drink statute and was sponsored by Nebraska Bottlers' Association.

Staples New Hershey Chocolate Co. Head

HERSHEY, Pa., March 29.—William F. R. Murrie announced his retirement as president of Hershey Chocolate Corporation at the annual stockholders' meeting March 24. He is succeeded by P. A. Staples, president of Hershey Trust Company and trustee of the Hershey (Pa.) Industrial School, who was elected president and board chairman at the same meeting.

Murrie first joined M. S. Hershey, the firm's founder, as a salesman in 1896. Three years later he became general manager of the firm. In 1908 Hershey Chocolate was incorporated with Murrie as president, which post he has held uninterruptedly until his resignation this week.

Wrigley To Limit Brand Production

CHICAGO, March 29.—William Wrigley Jr. Company's operating results for the first quarter of 1947 were proclaimed by the firm's president, J. C. Cox, as very favorable after the annual meeting this week. He pointed out, however, that the demand for gum still greatly exceeds supply and, therefore, no plans have been made for production of more of the company's pre-war brands.

Firm's sugar quota at present is 60 per cent of the 1941 consumption, compared with 50 per cent this time in 1946. April 1 this quota will be increased to 75 per cent of 1941 use, Cox said.

PROVEN Money Makers!

Experienced operators know the important thing is to get the Vendor into the location! Tom Thumb's got everything beat. Handsome, compact, it gets into taverns, waiting rooms, stores and restaurants closed to ordinary vendors. Thousands already placed; room for thousands more. Die cast precision machine—no come-backs. We'll match it against any others in the low priced field. Has 12 revolutionary features, including Magic Coin Selector, Yale Tumbler locks, adjustable dispenser. Vends candy, gum or peanuts. 1 1/2 and 3-lb. sizes. Thousands of Tom Thumb Vendors now bringing real profits to operators. Don't wait. Write for full details, prices and money-back guarantee today.

FIELDING MFG. CO., Dept. BB, Jackson, Mich.

FOR SALE

30 NEW CENT-A-MINT, ONE CENT CANDY OR GUM MACHINES. BARGAIN, \$350.00.

Just the thing for holding a location.

SUBURBAN PURCHASING SERVICE
Suffern, N. Y.

I HAVE A QUANTITY OF 8-COLUMN NEW UNEEDA MONARCH Cigarette Machines for Immediate Delivery

FACTORY PRICE—\$159.50

WHAT WILL YOU PAY FOR THEM?
BOX 825, BILLBOARD, CHICAGO 1, ILL.

TRAVELING WEST

Thru Pennsylvania, Ohio, Illinois, Indiana. Also Maryland and Delaware.

TO PURCHASE NEW and USED EQUIPMENT

Including Scales, Cigarette Machines, Ball Gum Machines, Ball Gum, Peanut Machines, etc.

CONTACT US AT ONCE ON WHAT YOU HAVE TO SELL
BOX D-472

The Billboard Cincinnati 22, O.

RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

"SPECIAL ATTRACTIONS"

20 5¢ ROWE CANDY—With De Luxe Stands. Ea.	\$85.00
10 5¢ U-NEED-A-PAK Candy and Stands. Each	\$5.00
50 1¢ 3-Col. SNACK Nut Venders. Ea.	15.00
25 5¢ ASCO HOT PEANUT. Like NEW. Ea.	30.00
50 1¢ 2-Col. Nut Venders, Cap. 7 Lb. Ea.	9.00

ALSO BRAND NEW SILVER KINGS AND COLUMBUS VENDERS.
IMMEDIATE DELIVERY ON ALL ORDERS.

CAMEO VENDING, 432 West 42nd, New York 18, N. Y.

Pittsburgh Candy Table To Hear McMillan Talk
PITTSBURGH, March 29.—Pittsburgh Candy Table, organization of local candy jobbers, many of whom operate vending machines, will meet Monday, April 7, in the Keystone Hotel to hear an address by C. M. McMillan, National Candy Wholesalers' Association executive secretary.

Make Money!

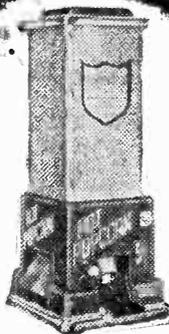
Start Your Own Hot Popcorn Business

For Big Profits. Vend Ready Popped Corn.

See 10c Machines. Same Price \$124.50 Each.

Electrically Heated and Lighted—Fast Vends in 5 seconds.

106 Bag Capacity—Compact Counter Model—Portable—Carry In Any Car.



Start your own business! Install and service Electro-Serv—the coin operated hot popcorn machines—in taverns, bowling alleys, etc. in your city. Ten machines should net you \$250.00 and up per month. Larger earnings with more machines working for you. Start small or big—part time or full time. The new 1947 model Electro-Serv is low-priced, beautifully designed for counter display—electrically illuminated. Our plan gives you wholesale prices on popped corn, bags, etc. Immediate shipment! Be first! Write for details about this money-making opportunity.

ELECTRO-SERV, INC.

Dept. B

Peoria, Illinois

Phone 4-8491



Compromise Sugar Bill OK'd; Home Rations Halt Oct. 31; Foes Hold Dubious Edge

Party Lines Ignored in Bitter Debate

WASHINGTON, March 29.—Opponents of immediate decontrol of sugar won a dubious victory in Congress last week with the passage of a compromise measure extending household rations and price control to October 31 and extending industrial inventory controls to March 31, 1948.

House approved the extension bill last Friday (21) and the Senate passed the amended version and sent it back to the House for approval of amendments on Thursday (27). Capitol Hill observers predicted that the House would speedily adopt the Senate amendments in order to beat the Monday midnight deadline, when all controls were to have expired.

Principal Senate amendments to the measure were (1) Setting aside 50,000 tons of sugar for hardship cases, particularly among new industrial users. (2) Guaranteeing 35 pounds of sugar per person for home use this year and 50 pounds if available.

Party Lines Ignored

Party lines virtually were abandoned in bitter Senate debate on the measure, during which administration leaders urged extension of controls for a full year. Final vote on the bill showed 19 Democrats and 27 Republicans approving passage, while 14 Democrats joined 20 Republicans in voting against it.

Urging extension for a full year, Senator Tobey, of New Hampshire, said passage of the bill might bring about a national scandal by encouraging sugar hoarding, gambling and profiteering. He asserted the present law puts speculators "on notice when they can make the kill."

Practically all of the major industrial consumers of sugar have fought for the year extension of controls in order to forestall possible chaos in the sugar market before supplies became adequate to meet demand.

Commenting on passage of the limited extension of controls, Philip Gott, president of the National Confectioners' Association, declared:

"We have contended all along that controls should be extended at least to March 31, 1948, because it will be

that time, at least, before we will have an adequate supply of sugar.

"Under the provisions of the bill passed last week, we are likely to experience an immediate spiral in sugar prices on October 31, if controls are allowed to expire on that date. Reason for this is that the 1947 beet crop will have been harvested only in limited amounts and we won't have any of the 1948 cane crop at all."

National Confectioners' Association has been a leader in the attempt to have controls extended into 1948, but whether these efforts will be continued will be contingent upon developments between now and October, Gott declared.

"At the present time," he stated, "we are still in favor of extending controls to next March but our attitude seven months from now depends upon a lot of 'ifs.' If the Cuban sugar crop this year exceeds expectations and if the year's beet crop is greater than usual and if we find a lot more sugar in Java and several other places we have been looking for it—we may not be justified in asking for extension to March.

"On the other hand, if crops don't come up to expectations and if it is found that Europe needs more sugar than originally was contemplated, there will be all the more reason to extend controls until there is a more adequate supply."

New Sugar Chief

Under terms of the bill as passed this week, administration of sugar is taken from the Office of Temporary Controls and placed in the hands of the Secretary of Agriculture, who would have the authority to end household rationing and price controls prior to the October 31 expiration date in the event that supplies become adequate.

One large industrial consumer of sugar who expressed opposition to all controls was Walter S. Mack Jr., president of the Pepsi-Cola Company, who testified before a congressional committee that there is no sugar shortage and that rationing was "an unnecessary farce."

Charging that the present method of sugar rationing costs American citizens more than \$1,000,000,000 a year and that needless regulations cost additional millions, Mack declared: "If we do not remove rationing at this time, there is a danger that sugar rationing may be foisted on the American people permanently."

He asserted that the citizenry has been given a false picture of sugar availability and supplies, adding that decontrol would give consumers more than 3,500,000,000 pounds of sugar more than in pre-war years.

Philip Morris President, Johnny Visit N. Y. Table

NEW YORK, March 29.—Alfred E. Lyon, president of Philip Morris & Company, and the firm's Little Johnny were guests of honor at the Tuesday (18) luncheon of the New York Tobacco Table. Milton Berle, the comedian on the Philip Morris weekly broadcast, spoke.

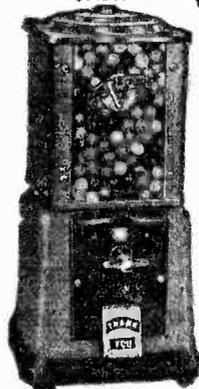
James Gardner, Cigar Institute executive, and John Gregg, president of the Medalist Company, co-chairmen of the Table for the April-June term of office, will be installed at next Tuesday's luncheon.

A B T CHALLENGERS \$49.50 EACH

Brand New in Original Cartons. Challenger Stands, \$7.50.



BRAND NEW VICTOR MODEL V
Cabinet Type 1c Model \$13.75 EA.
5c Model \$14.75 EA.



Globe Type 1c Model \$11.75 EA. Any Quantity

NEW ASCO HOT NUT VENDOR.
\$39.50. 5 or More, \$37.50.

NEW VENDING MACHINES

Advance #11, Either 1c or 5c	\$13.75
Columbus Mod. 46, 1c	11.50
Columbus Mod. 46G, 1c	12.50
Columbus Mod. 46Z, 1c	11.95
Columbus Mod. 46ZB, 5c	12.95
Master Novelty, 1c	14.00
Master #2, 1c & 5c	16.00
Master #6, 5c	15.00
Silver Kings, 1c or 5c	13.95

Lower Price in Quantity on Above Machines

Heavy Floor 40 Lb. Pipe Stands, Ea.	\$4.00
Plastic Charms: New Assortment, Per M	4.00
A to Z Alphabet Charms, Per M	5.00
Sassy Picture Buttons, Per M	8.00
New Big Charms, Per M	4.50

NEW IMPS Cig. or Fruit, 1c or 5c \$13.75 ea. (Sample, \$14.75) Lots of 6

Send for Descriptive Literature and Quantity Prices. 1/3 Deposit Required With Order.

FRANK DIST. CO. 535 N. 8th St. Phila. 23, Pa.

GROETCHEN'S IMPS 1c or 5c
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 2113 Market St., Phila., Pa.

"BUBBLE" BALL GUM
5/8 In.
140 to the Pound
85c per lb.
Minimum order 25 lbs.
INTERSTATE MERCHANDISING CO.
1196 COMMONWEALTH AVE. BOSTON 34, MASS.

Sirup, Extract Firm Completes New Plant

PHILADELPHIA, March 29.—Chandler Laboratories, Inc., this week announced the completion of its new plant here. Firm manufactures extracts, sirups, concentrates and allied lines for the beverage and confectionery industries.

Located at Eighth Street and Chelton Avenue, building is constructed of Germantown field stone and consists of general offices, executive offices, laboratories and a manufacturing division.

Firm also revealed that the increase of foreign sales has necessitated the establishment of a separate export department, located in the Drexel Building, this city.

Company officials are A. P. Barrett, president; F. J. Beitz, vice-president; A. H. Decker, secretary and treasurer; R. R. Bartlett, comptroller; Dr. D. J. Kay, chief chemist and director of laboratories, and C. G. Merker, sales director.

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
45c per lb.

M & M'S MIXED COLORS
53c per lb.
25 pounds per carton.

LICORICE PASTELS
42c 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.

VENDIT
Sells More Candy • Pays More Profits
The AMERICAN VENDING Corporation
1401 FAIRFAX TRAFFICWAY
KANSAS CITY 15, KANSAS

Balloting for Cleveland Hit Tune of Month Draws 3,000 Juke Fans to Party

Music Hall Event Sponsored by Op Association, Press

CLEVELAND, March 29.—Cleveland's hit-tune-of-the-month promotion, sponsored by the Phonograph Merchants' Association, got a shot in the arm Friday night (28) when some 3,000 record fans crowded the Public Music Hall here to pick the Greater Cleveland hit tune for May. Event was co-sponsored by *The Cleveland Press* which gave the party a one-week intensive build-up with feature stories and art.

Jack Cohen and Jimmy Ross, of the association, worked with Charles Schneider, promotion director and music critic of *The Press*, on details of the party. Disk jockeys from the city's four radio stations and two local orchestras added to the program's interest.

Announce Tune in April

Altho the actual balloting for the hit tune was done at last night's meeting, the number selected will not be announced until the first week in April so as not to interfere with promotion of *Movie Tonight*, the April selection.

Prior to the party last night, record distributors had been asked to submit copies of new disks which have not yet been released. These were turned over to Schneider who made a final selection of 16 tunes whose titles were then listed on the program used during the preview party. The teen-agers and other record fans who packed the auditorium heard the tunes introduced by the disk jockeys and then listened to them played on a Wurlitzer juke box which was spotlighted on the center of the stage.

The make and model juke box used was picked out of a hat at a meeting Thursday afternoon. Disk jockeys who introduced the tunes were Brooke Taylor, WJW; Hal Morgan, WGAR; Fran Pettay, WHK, and Frank Fredericks, WTAM.

Tunes selected for the preview were *I Believe*, by Frank Sinatra; *My Adobe Hacienda*, Dinning Sisters; *Midnight Masquerade*, Carmen Cavallaro; *Fine Thing*, Dick Farney; *Jack, Jack, Jack*, Joh Paris; *The Egg and I*, Helen Forrest; *The Door Is Wide Open*, Gay Grosse; *Queen Sabe*, Jimmy Dorsey; *Possum Song*, Kay Kyser; *Mam' selle*, Art Lund; *Bingo, Bango, Boffoz*, Tommy Dorsey; *Mama, Do I*, Dinah Shore; *Blues of the Record Man*, Tex Beneke; *Ivy*, Jo Stafford; *Across the Alley From the Alamo*, Woody Herman, and *Besides You*, Eddy Howard.

Live Talent on Hand

In line with the association's policy of plugging local bands, Paul Kaley and his orchestra and Frank Yankovic furnished live talent for the evening. Kaley's group is composed of ex-G.I.'s who were with *Flying Varieties*. Yankovic is currently recording for Columbia.

According to Sam Abrams, publicity director for the Cleveland association, *The Press* will continue to co-sponsor similar record parties, picking each month's hit tune, if they decide that last night's session was a success.

Cleveland's hit-tune-of-the-month promotion, which was launched in 1940, was explained in short message on the back of the ballot program. Message said a hit tune had been selected for more than three years, when the war cut the promotion off. The plan was revived in August, 1946, and the tune selected every month

since has been placed in the No. 1 position in the more than 3,000 juke boxes in Greater Cleveland. Idea of the promotion, the explanatory message said, was not to select tunes because of their popularity at the moment but because of their potentialities.

Charter Again Sought by Penn. Music Operators

HARRISBURG, Pa., March 29.—Pennsylvania music operators again have applied for a charter in Dauphin County Court here after having withdrawn a similar application last year.

Last year's application was withdrawn when several locals of the American Federation of Musicians and the Pennsylvania and Delaware Conference of the AFM objected to a statement in the application concerning the purposes of the organization regarding labor relations.

New application mentions the collective bargaining phase to which the AFM objected. Application gives the name "Pennsylvania Automatic Music Machine Operators' Association, Inc.," and lists as headquarters the office of the group's attorney, Edward Friedman, 303 Bergner Building, Harrisburg.

Cite Former Objection

In objecting to the charter application last year, the AFM argued that, under the terms of the State's non-profit corporation laws, the music ops could not get a non-profit charter to deal in labor relations, contending that such activities do produce profits.

New petition for a charter says the purpose of the proposed corporation is "to foster and advance the interests of automatic music machine operators, to promote a more enlarged and friendly intercourse among members of the association, to maintain amicable relations between the members and their employees, to bargain collectively with organized labor unions on rates of pay and hours of work for the employees of members of the association, to promote the highest standards of fair practice with the maximum use of co-operative efforts thru the association, to promote fair competition among the members and stabilization of employment among the employees of the association and in general to foster, promote and advance the industrial progress and the mutual welfare of the automatic music machine operators and to do any and all things necessary for the proper and lawful conduct of the association."

Edwin Cornfield Appointed Modern Music Sales Manager

NEW YORK, March 29.—Edwin Cornfield this week was named sales manager of the record division of Modern Music Sales. Concern handles Vogue and Rainbow disks.

Cornfield was formerly associate editor of *Record Retailing* magazine and a former editor of *Listen* magazine. He took over his new duties Monday (24).

Phila. Juke Ops Control Platter Buying by Plays

PHILADELPHIA, March 29.—Controlled platter-buying, tied to weekly juke box collections, is a new policy reported by many music operators here.

Local drop in play resulting from shortages and strikes in the beer industry has left operators heavily stocked with records and led to buying on a planned basis. Contributing factors have been increases in operational and equipment costs.

This is how the buying plan, as practiced by most operators, works: The operator sets aside a small percentage of each machine's receipts every week for purchase of new records. Amount of money available for purchases then depends entirely on play levels. All of the money goes each week for buying one particular hit record. Regardless of label or number of new releases, operators are holding fast to the single hit record plan, with records already in inventory filling machines.

Operators here say that the plan has done much to balance increased operational costs with trimmed returns.

MOASC Starts Drive for More Op - Members

LOS ANGELES, March 29.—Music Operators' Association of Southern California will conduct a membership drive with operators thruout the section being invited to an open meeting to be held April 14. MOASC recently opened offices at 2307 West Pico and named Mollie Simon, who was with the Associated Operators of Los Angeles County for several years, as business co-ordinator in charge of the office.

R. F. (Dick) Gallagher, Santa Ana operator, was again named president with Sammy Ricklin, vice-president, and Robert Clark, secretary-treasurer. Named to serve on the board of directors are Gallagher, Ricklin, S. L. Griffin, I. B. Gayer, C. F. Morrissey and Clark.

MOASC, a non-profit group chartered and incorporated in California, is offering membership on the basis of \$1 per machine per year with a minimum of \$25 payable quarterly. Designed as an operators' group, the association plans a public relations campaign to acquaint the public with music operating. In addition to this service, legislative and license committees are planned.

Cleveland Site Of Ohio Phono Meeting May 5

CLEVELAND, March 29.—Eighth annual convention of the Ohio State Automatic Phonograph Owners' Association will be held Monday, May 5 in the Carter Hotel's Rainbow Room. Jack Cohen and Jimmy Ross are making preliminary arrangements for the gathering which last year attracted more than 1,000 operators, distributors and manufacturers of juke boxes.

Sam Abrams, publicity director of the association, will again direct the convention. Abrams announced that the association has already retained Eddy Howard's orchestra for the annual banquet and floor show. An-

"Telo-View" Movie Mchs. Made in N. Y.

Take Dime or Quarter

NEW YORK, March 29.—A new coin-operated movie machine that will feature name artists on screens four feet high is being manufactured by the Amusement Research Corporation. Machine, called "Telo-View Portable Theaters," will accept either dimes or quarters.

Firm has been manufacturing similar machines for non-coin use for some time, but is making only the coin-operated units at the present. Films for the machines are being produced by the firm which signed an American Federation of Musicians' contract November 20 in Chicago. Under the contract, Amusement Research pays artists standard AFM scales and the usual American Society of Composers, Authors and Publishers fees. Before signing the contract the firm purchased stock films, according to Gene Russell, Amusement Research president.

Juke Locations

New machine can be placed in any location, according to Russell, and can also be rented out for private use. Russell sees no conflict with live talent by use of the machines, since similar ones—with smaller screens—have been on the market for some time. Other manufacturers of similar units also have AFM contracts which permit use of considerably more talent than formerly.

Two models are being manufactured by the firm at the present time. They vary about \$200 in price. Smaller unit stands 5½ feet high with a 4-foot screen, 3½-foot frontage and a width of 3½ feet. Larger unit stands 8½ feet off the floor with 4-foot high screen, 3-foot frontage and 5½-foot width. Both machines are now in production, with immediate delivery promised.

A film, about three minutes in length, is vended for a dime. Three films can be viewed upon insertion of a quarter. Some locations vend two films for a quarter and do not accept dimes.

Single Unit

The portable theaters have a short throw projector machine and screen combined in one unit, eliminating need for a booth in rear of building. Projector machines are manufactured by DeVry in Chicago. Complete units are assembled at the Amusement Research headquarters, 45 South Broadway, Yonkers, N. Y.

Contract with AFM was approved by the organization at the AFM executive board meeting in Chicago January 13. Charles A. Platt, Amusement Research treasurer, signed the contract for the firm. Firm was less than a year old at the time of the signing.

other band will share the spotlight with Howard and with recording artists who will be invited to attend.

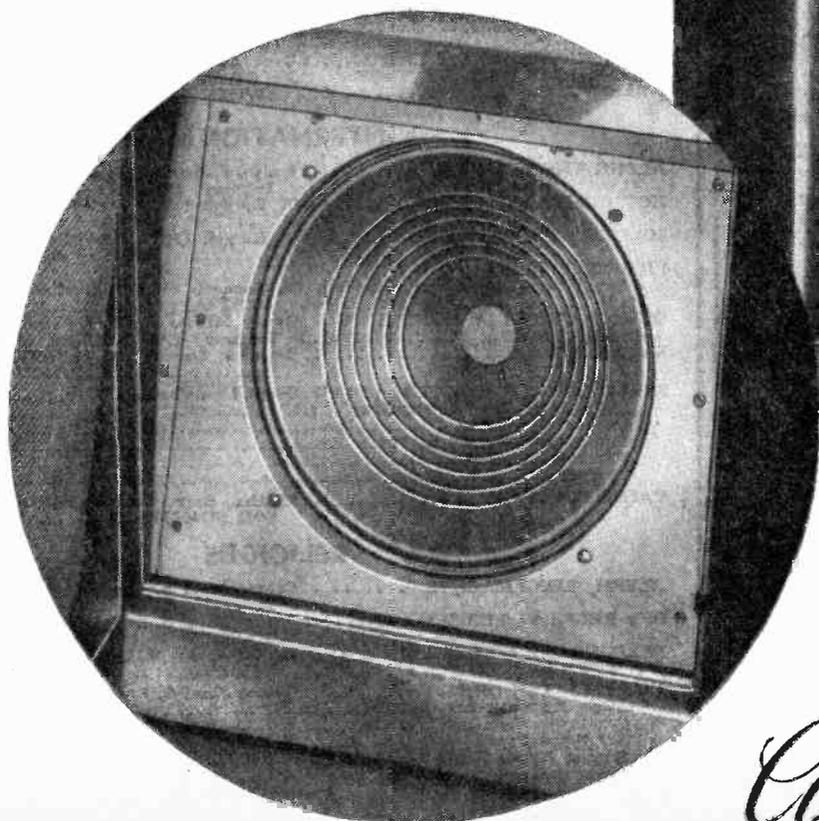
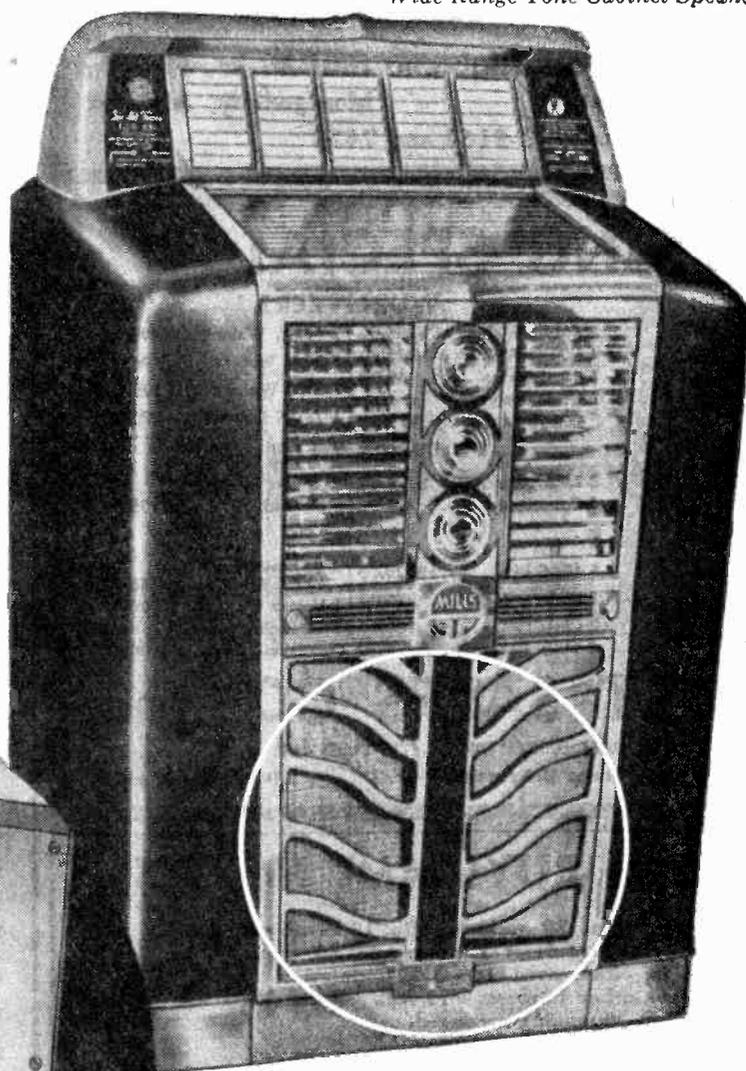
The Phonograph Owners' Association convention usually draws trade representatives from Michigan, Pennsylvania, New York and New Jersey, in addition to the Ohio membership.

Officers of the association, elected at last year's meeting, are Leo J. Dixon, president; Jack Cohen, vice-president; Harry Lief, secretary-treasurer, and Sanford Levine, assistant secretary-treasurer. Members of the executive board are Gary Weber, Robert Pinn, James Ross, Harry Copeland, Robert Edward, Edward Elum and C. L. Hopkins.

Tonal Fidelity

Golden notes of melody—enchantingly real, delightfully mellow—pour from the Constellation's 15-inch cabinet speaker. Through the entire range, from highest treble to deepest bass, the Constellation reproduces the true tonal value of every record. Creating the illusion of the presence of the living artists beyond anything ever before offered coin phonograph operators, the Constellation is a distinguished addition to a long line of phonographs by Mills famous above all else for beautiful tone. Mills Industries, Incorporated, 4100 Fullerton Avenue, Chicago 39, Illinois.

The Standard : featuring the Mills Wide Range Tone Cabinet Speaker



the **MILLS**
Constellation

AMOA Plans To Eliminate All Old N. Y. Jukes

NEW YORK, March 29.—Members of the Automatic Music Operators' Association are willing to buy new equipment and plan to remove from

location in the Greater New York area all music machines manufactured before 1938. This move, as a help to local distributors, was voted at the monthly meeting of the association Tuesday (25) in the Park Central Hotel.

The meeting, attended by more than 120 members, heard Al Denver, AMOA prexy, and Sidney Levine, general counsel, present the problems of music machine distributors. They urged withdrawal of all 10, 12 and 16-record juke boxes.

SPRING CLEANING MUSIC SPECIALS

9 SEEBURG HIGHTONE 8800, E. S., R. C., CLEAN.....	\$239.50
5 SEEBURG HIGHTONE 8200, CLEAN.....	295.00
3 SEEBURG COMMANDER, CLEAN.....	229.50
4 SEEBURG 9800, E. S., R. C., CLEAN.....	279.50
2 SEEBURG 12's, CLEAN.....	89.50
16 ROCK-OLA STANDARD, '39, CLEAN.....	209.50
25 WURLITZER 312 AND 412, CLEAN.....	79.50
1 WURLITZER 500, K. B., CLEAN.....	199.50
1 WURLITZER 24, CLEAN.....	169.50
1 WURLITZER 71, COUNTER MODEL WITH STAND.....	99.50

Send 1/3 Deposit, Balance C. O. D.

FRANCO DISTRIBUTING CO.

Exclusive Distributors Alabama and N. W. Florida
24 North Perry Street Montgomery, Alabama
Phones: 3-9164 and 7475

SPRING SPECIALS



WURLITZERS	
2 600K, Walnut .. \$200.00	2 600R, Walnut .. \$175.00
1 500K, Walnut .. 225.00	3 24A, Walnut ... 145.00
1 61 Counter 85.00	2 850, Walnut ... 375.00
3 24 Hideaways, Complete 175.00	1 780M Colonial .. 325.00
ROCK-OLAS	
3 Like New \$575.00	2 '39 De Luxe, Walnut \$185.00
1 Commando 225.00	
SEEBURGS	
1 1946 M's \$620.00	2 Commanders, ESRC, Ref. \$250.00
2 Majors, ESRC ... 250.00	1 Vogue 200.00
2 Classics 180.00	4 Colonels 250.00
5 Mills Panorams, Excellent Condition. Each .. 200.00	

ANGOTT SALES CO., Inc.

MICHIGAN DISTRIBUTORS FOR PACKARD
2616 PURITAN Phone: UNiversity 4-0773 DETROIT 21, MICH.

HERE'S A BUY! AMI HOSTESS!

Located in Ohio. 20 station studio, 15 Hostess locations (and can add at least 15 more in 30 days!) . . . located in cities over 100,000 population in Ohio. Owner has other interests and will sell for \$20,000—a real buy! Financing arranged.

WRITE! WIRE! PHONE MAin 2856

E. & W. DISTRIBUTING CO.

1642 PAYNE AVE. CLEVELAND 15, OHIO

ALL TYPES OF EQUIPMENT FOR WIRED MUSIC OPERATIONS (Write)

Personal Studio Amplifier	\$300.00	12-Inch Jensen Speakers (new). In Beautiful Walnut Cabinet	\$ 18.50
Solotone Boxes. 5c and 10c Comb. ...	31.00	Thordarson Amplifiers (new). 8-Watt Beam Power	40.00
Solotone Boxes. Lots of 100. Ea.	28.00		
Solotone Adaptor Amplifiers	100.00		

F. J. Corcoran—Distributor

87 ORANGE STREET

Telephone 5-2876 or 8-4577

NEW HAVEN, CONN.

ADVANCE RECORD RELEASES

(Continued from page 31)

FOLK

AGES AND AGES AGO	Gene Autry (YOU LAUGHED)	Columbia 37322
AIN'T NO NAME HALF AS PURTY AS ARKANSAS.....	Carson Robison and His Pleasant Valley Boys (PREDICTIONS FOR)	MGM 10012
AIN'T WE CRAZY?	Slim Bryant and His Wildcats (HOW MANY)	Majestic 11005
AIR MAIL SPECIAL ON THE FLY.....	Dewey Price (Blue Ridge Mt. Boys) (SOLD DOWN)	Majestic 6008
BRAIN CLOUDY BLUES	Bob Willis and His Texas Playboys (Tommy Duncan) (SUGAR MOON)	Columbia 37313
CAJUN BOOGIE	Happy Fats and His Rayne-Bo Ramblers (THE WIDOW'S)	Victor 20-2200
CIGARETTES, WHUSKY AND WILD WOMEN	Sons of the Pioneers (MY BEST)	Victor 20-2199
CRUEL HEARTED GIRL	Pappy "Gube" Beaver (THE GREAT)	Capitol 392
DAYS ARE LONG, NIGHTS ARE LONELY	Claude Casey (The Sagedusters) (I WISH)	Victor 20-2230
DEATH ON THE ROADSIDE	Tommy Sosebee (Crossroads Gang) (SCARS UPON)	Apollo 140
FIDDLE BOOGIE	Curly Gribbs and His Texas Ranchers (STEEL GUITAR)	Signature 1011
FOOT PRINTS IN THE SNOW.....	Bradley Kincaid (THOSE PRECIOUS)	Majestic 6011
HE SET ME FREE	Southern Joy Quartet (THERE'S A)	Majestic 6005
HOP, SKIP AND JUMP	The York Brothers (LET'S TALK)	Bullet 619
HOW MANY CHANCES DO YOU WANT?	Slim Bryant and His Wildcats (AIN'T WE)	Majestic 11005
I WISH I HAD KISSED YOU GOODBYE	Claude Casey (The Sagedusters) (DAYS ARE)	Victor 20-2230
I'LL DRIFT ALONG	Zeb Turner (WHEN LOVE)	Bullet 630
I'M A DEBTOR I KNOW	Southern Joy Quartet (MY LABOR)	Majestic 6004
I'M GONNA BLOW OUT THE LAMP	Dewey Price (Blue Ridge Mountain Boys) (OUT OF)	Majestic 6009
LEGEND OF THE ROBIN'S RED BREAD	Bradley Kincaid (THE BLUE)	Majestic 6010
LET'S TALK IT OVER, PLEASE DO.....	The York Brothers (HOP, SKIP)	Bullet 619
MY ADOBE HACIENDA	Louise Massey-The Westerners (Louise Massey) (STARLIGHT SCHOTTISCHE)	Columbia 37332
MY BEST TO YOU	Sons of the Pioneers (CIGARETTES, WHUSKY)	Victor 20-2199
MY LABOR WILL BE O'ER	Southern Joy Quartet (I'M A)	Majestic 6004
OH, HOW I MISS YOU	Pete Cassell (THE LETTER)	Majestic 6007
OUT OF MY MIND	Dewey Price (Blue Ridge Mountain Boys) (I'M GONNA)	Majestic 6009
PREDICTIONS FOR A HUNDRED YEARS FROM NOW	Carson Robison and His Pleasant Valley Boys (AIN'T NO)	MGM 10012
QUIT HANGING AROUND MY DOOR.....	Dick Foulke-Harold Merryman (SAN ANTONIO)	Aetna 201
REMEMBER ME (When the Candle-lights are Gleaming)	Billy Williams (The Pecos River Rogues) (GREEN GRASS)	Victor 20-2229
SCARS UPON MY HEART	Tommy Sosebee (Crossroads Gang) (DEATH ON)	Apollo 140
SOLD DOWN THE RIVER	Dewey Price (Blue Ridge Mountain Boys) (AIR MAIL)	Majestic 6008
STARLIGHT SCHOTTISCHE	Louise Massey-The Westerners (MY ADOBE)	Columbia 37332
STEEL GUITAR RAG	Curly Gribbs and His Texas Ranchers (FIDDLE BOOGIE)	Signature 1011
SUGAR MOON	Bob Willis and His Texas Playboys (BRAIN CLOUDY)	Columbia 37313
THE BLUE TAIL FLY	Bradley Kincaid (LEGEND OF)	Majestic 6010
THE GREAT JUDGMENT DAY.....	Pappy "Gube" Beaver (CRUEL HEARTED)	Capitol 392
THE LAST LETTER	Pete Cassell (WHERE THE)	Majestic 6006
THE LETTER EDGED IN BLACK.....	Pete Cassell (OH, HOW)	Majestic 6007
THE WIDOW'S LAMENT	Happy Fats and His Rayne-Bo Ramblers (CAJUN BOOGIE)	Victor 20-2200
THERE'S A LITTLE LOG CABIN.....	Southern Joy Quartet (HE SET)	Majestic 6005
THOSE PRECIOUS LOVE LETTERS.....	Bradley Kincaid (FOOT PRINTS)	Majestic 6011
TOO MANY BLUES	Bill Nettles (HIGH FAULTIN')	Bullet 637
WHEN I LEAVE TOWN TONIGHT.....	Art Gibson and His Mountain Melody Boys (YOU'RE LAUGHING)	Mercury 6020
WHEN LOVE IS GONE	Zeb Turner (I'LL DRIFT)	Bullet 630
WHERE THE OLD RED RIVER FLOWS	Pete Cassell (THE LAST)	Majestic 6006
YOU LAUGHED AND I CRIED.....	Gene Autry (AGES AND)	Columbia 37322
YOU'RE LAUGHING UP YOUR SLEEVE	Art Gibson and His Mountain Melody Boys (WHEN I)	Mercury 6020

INTERNATIONAL

ALONG THE HIGHWAY	Lonya Kalbous (The Russian Yar Tzigany) (QUICK! QUICK!)	Apollo 127
HOT CLARINET POLKA	V. Gergek (JOLLY COPPERSMITH)	Standard International T-121
JOLLY COPPERSMITH POLKA	V. Gergek (HOT CLARINET)	Standard International T-121
PIOS SE PIRE KE MOUFYGES (For Whom Are You Leaving Me?)	N. Gounaris (M. Sougioul Ork) (OMORFI ATHINA)	Victor 26-8023
QUICK! QUICK! A BOTTLE OF BEER	Gypsy Mischa Markoff (The Russian Yar Tzigany) (ALONG THE)	Apollo 127
SARAH POLKA	Bederick Smeag Ork (CERBENE JAB)	Victor 20-2053
SERGE LEMESHEV ALBUM (3-10")	Serge Lemeshev	Stinson 303
Arias From Verdi's "Rigoletto"	Stinson 3036
During the Ball	Stinson 3033
The Foggy Twilight of Youth	Stinson 3033
Tiritumba	Stinson 3034
Trolka	Stinson 3034
VALSE POUDEE	Mischa Borr Continental Ork (CHAN-SON BOHEMIENNE)	Victor 25-0078

RELIGIOUS

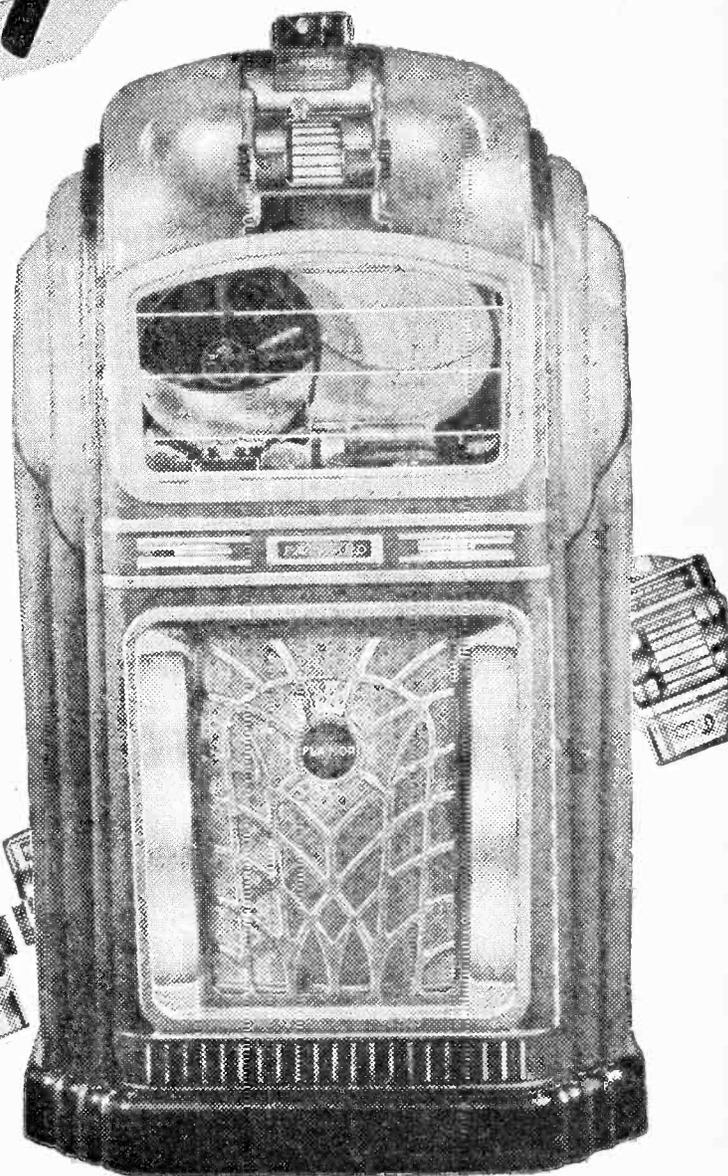
ALEPH EINGEMACHTS	Cantor Josef S. Lengyel (DE REBBE)	Stinson 6052
DER REBBE ELIMELECH	Cantor Josef S. Lengyel (ALEPH EINGEMACHTS)	Stinson 6052
FLEISHIGE, MILCHIGE UN PARVENE YIDEN (12")	Cantor Joseph S. Lengyel (SHOMER YSROEL)	Stinson 6032
MUSIC OF THE GHETTO	Cantor Josef S. Lengyel	Stinson 612
Aleph Eingemachts	Stinson 6052
Der Rebbe Elimelech	Stinson 6052
Kol Nidre, Parts 1 and 2	Stinson 6056
Shomer Ysroel, Parts 1 and 2	Stinson 6057
SHOMER YSROEL (12")	Cantor Josef S. Lengyel (FLEISHIGE, MILCHIGE)	Stinson 6032

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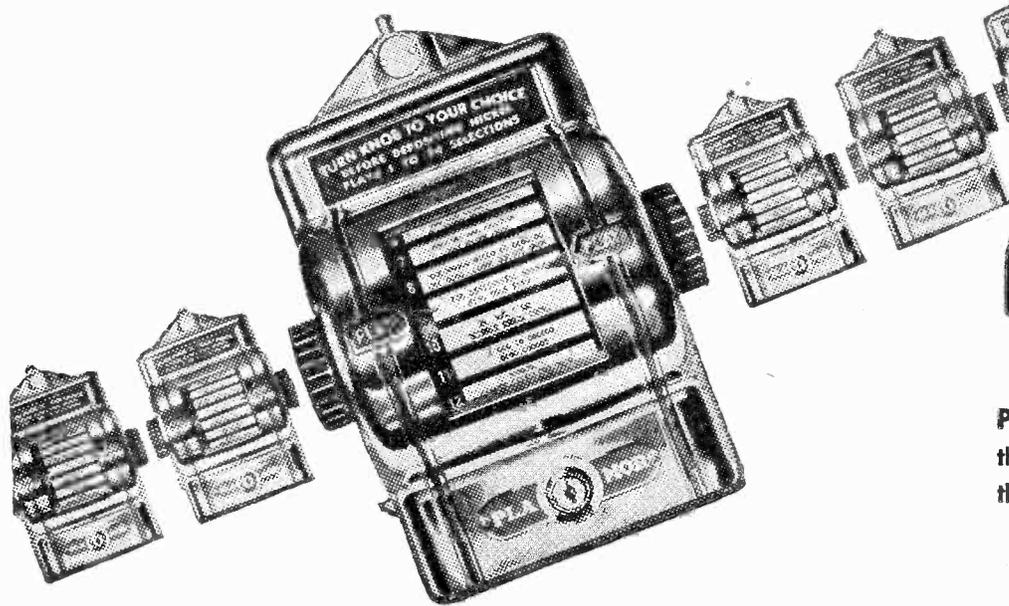
Play Appeal!

● WE'RE FIDDLERS ALL! "Somethin' to do" just seems to fascinate everyone while "passing the time away." That's why it's natural for your patrons to reach over and idly spin the knobs on Packard's selector. Chances are, they'll find a favorite tune . . . and playing music comes easily. Right there Packard "play appeal" pays off *for you* in higher profits!

You'll find that Packard's selector on wall boxes and the phonograph always gets the attention it takes to collect more coins! Visit your Packard distributor now. Talk to him about these money makers . . . and look over the rest of Packard's new line of superior music equipment.
PACKARD MANUFACTURING CORPORATION • INDIANAPOLIS 7, INDIANA



PHONOGRAPH MODEL 7—Its attractive design, the irresistible appeal of its spinning selector, and the beauty of its full, rich tone invite greater play!



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"IN OLD KENTUCKY—"

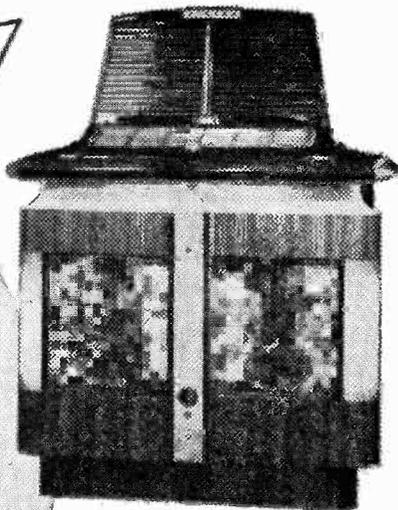


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TWO TO ONE"

Unanimously acclaimed —
THE PHONOGRAPH FOR
1947

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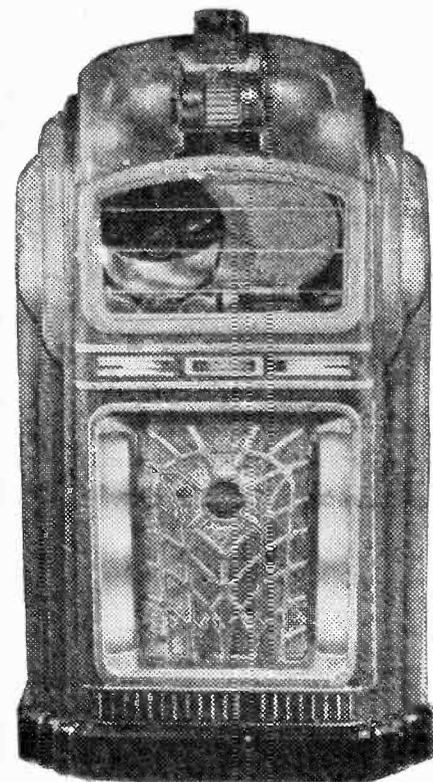
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Cowboy and Hillbilly Tunes and Tunesters

Big Season

Indications that the coming season will be a banner one for the Western and hillbilly folk artists is seen by the heavy schedule of advance bookings already concluded for the summer at this early date, it was reported by Jolly Joyce, head of the Jolly Joyce Theatrical Agency, one of the largest bookers of such talent in the East. It marks the first time, said Joyce, that the outdoor parks, groves and celebrations have started their buying so far in advance. And more encouraging is the fact that all the operators are asking and demanding the top attractions in Western and hillbilly circles, indicating that there is full confidence in the prospects of a big season ahead.

As a result, Joyce has concluded negotiations that will bring the Hoosier Hot Shots from Hollywood for two or three July weeks for the Eastern operators. Already Joyce has signed contracts for the Hoosier Hot Shots to start their tour in the Eastern territory on July 3, with the Sleepy Hollow Ranch near Quakertown, Pa., buying the Hoosier lads for a July 6 date. Other big names booked in advance by Joyce include the Duke of Paducah for Bar-M Ranch, Rochester, N. Y., on July 13; Smiley Burnette at Conomoc Park, Williamsport, Md., and Burnette again August 3 at Valley View Park near York, Pa.

The Sleepy Hollow Ranch, operated by the Sleepy Hollow Gang near Quakertown, Pa., buying exclusively thru the Joyce agency, have already lined up a half dozen top attractions for their Sunday series of shows. Lulu Belle and Scotty come in from Chicago May 25 to kick off the new season with Texas Jim Robertson set as the June 1 attraction; Rex Allen from Chicago is the June 8 name; Eddy Arnold, accompanied by Ray Wiggins, is set for June 22, and in addition to the Hoosier Hot Shots' date on July 6, Smiley Burnette comes to the Sleepy Hollow Ranch on July 27.

Joyce also reports an early start on the booking of Western and hillbilly names for the fair dates. For the Selingsgrove, Pa., Fair, Joyce has set four big names to headline each day's show, with Smiley Burnette on July 22, Texas Jim Robertson on July 23, NBC Southernaires on July 24, and Elton Britt on July 25. In addition, the Joyce agency has booked Steve Gibson and the Red Caps for the Schaefferstown, Md., Fair on June 21, and Johnny Olsen and his Ladies Be Seated radio show on June 28 for the New London, Pa., Fair.

Special interest is centered on an unusual booking that Joyce has arranged, providing for Eddy Arnold and electric guitarist Ray Wiggins to present a concert at the Armory in Akron, O., April 13. With the swing stars and name bands finding fertile fields in the concert and classical halls, there is no reason, said Joyce, why the Western singing and instrumental names can't duplicate the feat as well. Pointing out that many of the Western names enjoy a bigger following away from metropolitan centers than the big name bands, Joyce feels that the time has arrived for the Western names to tackle the concert field. With interest in folk music and in folk entertainers at its highest peak, Joyce asserts that a whole vast new field in the concert sphere is ready to receive the Western names.

If the Eddy Arnold-Ray Wiggins concert date April 13 comes up to expectations, Joyce declared that he will start planning a concert tour for various attractions during the off-winter months next year.

Stack Steck, producer and emcee

of the Hayloft Hoedown shows on Saturday nights out of WFIL, Philadelphia, was named by the Eastern Montgomery County Lodge No. 14, Fraternal Order of Police, to receive the group's annual Citizen's Award for Outstanding and Meritorious Achievement. Steck received the award at ceremonies held last week at the Melrose Country Club in recognition of his activity in providing Western and folk entertainment for the veterans' hospitals, children's and orphans' homes in the territory, as well as bringing the folk form of entertainment to the many civic organizations in Philadelphia.

Haley Moves

Ambrose Haley, prominent recording artist and radio entertainer, who has been in St. Louis with stations KMOX and KXOK, has moved into Topeka, Kan., with his unit over Station WIBW.

Ambrose, during his many years in St. Louis, has become one of the radio favorites in the Middle West. Besides his radio shows, he has played all of the leading theaters and many fair dates with his troupe of entertainers in the Central States. Haley is a graduate of the old tab and musical comedy shows, and later vaudeville, so radio was a natural for him. He has had his Ozark Ramblers over the ABC network for the past two years. His show now on WIBW consists of the Miccolis Sisters, who are featured on his daily shows; Glen Osborne, Clark Wayne and others. The Miccolis Sisters have been with Haley for the past four years. Ruth and Mary Miccolis have recently made several recordings and are slated to cut four more sides for DeLuxe.

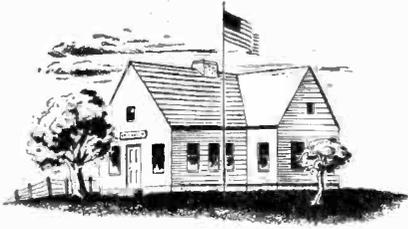
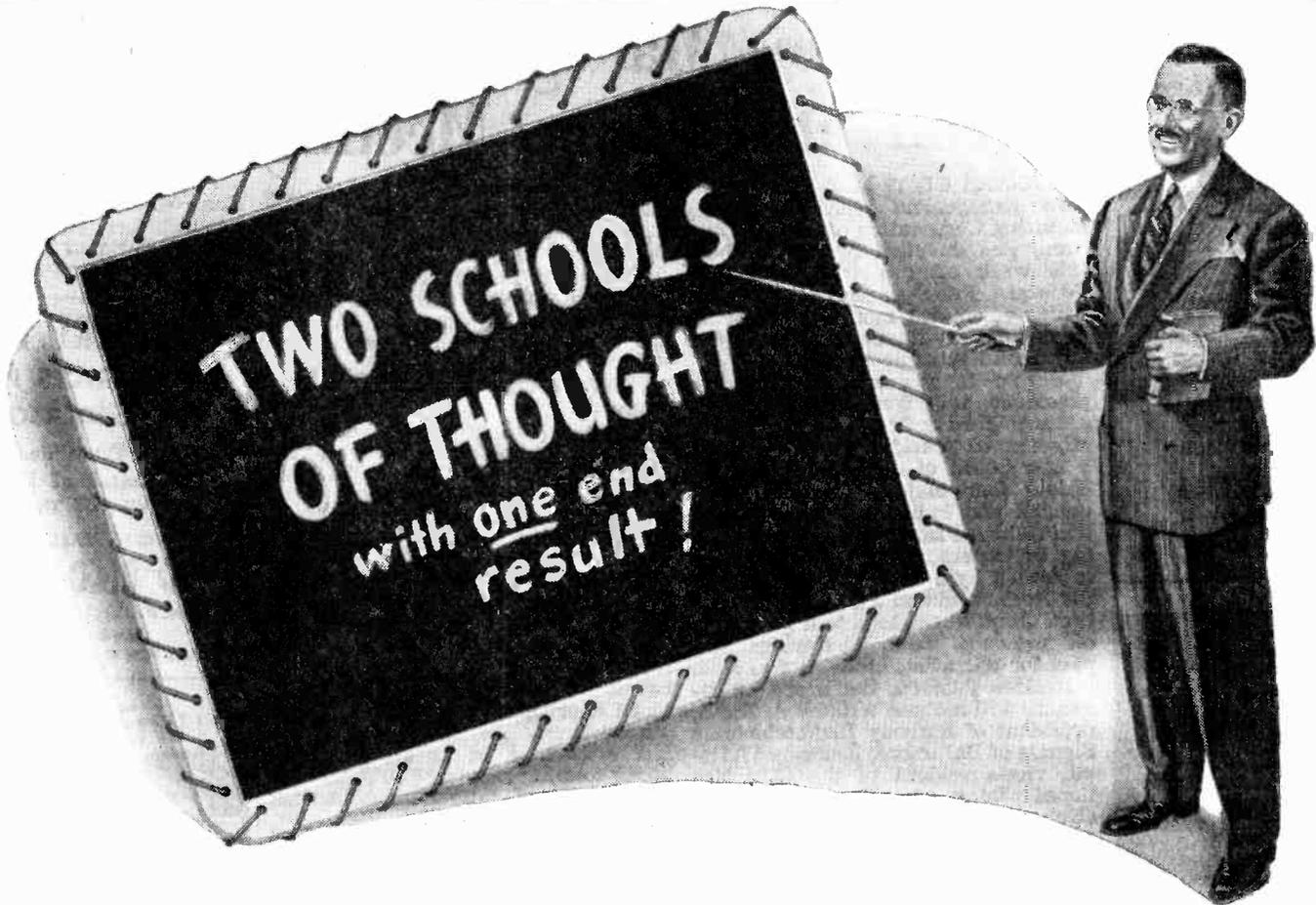
Ambrose is a Mercury artist and is skedded to cut several new numbers next month.

Another Strike

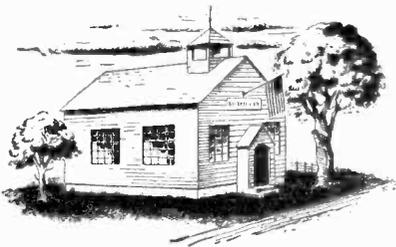
Chalk another "strike" for Western music. The folk and Western song field has contributed many songs to the popular music industry in the past; *San Antonio Rose*, *Pistol Packin' Mama*, *You Are My Sunshine*, and others, including the newer *That's How Much I Love You*. The latest entry in the field is *My Adobe Hacienda*, written by Lee Penny and Louise Massey over six years ago. The tune already has 13 recordings and many transcriptions, with many more to come. Reviews of the records, plus air popularity, indicate a hit.

The song was written by Lee Penny one night in December, 1940, after Louise Massey had suggested the title and had described her own adobe hacienda in New Mexico. The number was adopted by Bob Wills, Texas Jim Lewis, the Sunshine Girls, Spade Cooley and others; and it soon became a Western classic. Now, after six years, Lawrence Welk and Eddy Howard have built the song into a popular hit after having heard and liked the first popular-type recording, made by the Esquire Trio for Rhapsody Records, a small West Coast indie, whose owner, Pearl Walla, realized the potentialities of Adobe. Perhaps this tune, with the others which are sure to follow, will awaken the public in general, and the music business in particular, to the fact that folk and Western music is the music for the people.

Daddy Don't 'Low No Foolin' 'Round, novelty song by Ernie Ford and Russ Hull, published by Dave Ringle's Bell Music Company, New York, was recorded recently under the Rich Record label by Andy Reynolds and the 101 Ranch Boys, popular unit heard twice daily over WSBA, York, Pa.



● One school of thought among operators holds that the best way to increased income is to encourage more plays per phonograph. It's a *good* way. No doubt about it. Nobody in this business has done more to encourage it than Wurlitzer. More play per phonograph is the BIG IDEA behind Wurlitzer's national consumer advertising campaign in 8 big-time magazines, on thousands of billboards all year long all over this country, and in point-of-purchase merchandising for locations. And the end result is MORE PROFITS.



● The other school of thought believes that the way to greater returns is more pay per play—in short, QUARTER-DIME play. Wurlitzer has advocated it, promoted it, made available to operators the literature necessary to put it across—and—produced the conversion kits necessary to install it for every major make of phonograph and wall box in existence. Whether you favor more play per phonograph or more pay per play, Wurlitzer, and Wurlitzer alone, is working *with* you to produce *for* you GREATER PROFITS. The Rudolph Wurlitzer Company, North Tonawanda, New York.

FOR TOP PROFITS TODAY...



Unveil New Management of Aireon at Finance Meeting

KANSAS CITY, Mo., March 29.—New management of Aireon Manufacturing Corporation of Kansas City, Kan., was unveiled completely here this week after a meeting in the Federal Reserve Bank Building which concluded months of negotiations for new financing of the juke box manufacturing firm.

Harold L. Pearson, former vice-president and treasurer of Montgomery Ward & Company, was formally elected president of the firm by a new board of directors which includes four major Kansas City financial and industrial figures. Election followed immediately after signing of papers for a \$2,000,000 loan to Aireon by a number of banks and the Reconstruction Finance Corporation. Part of the loan will go to pay off previous bank borrowings and part for operating funds, it was said.

Besides Pearson, the board of directors will include William A. Hahn, president of Railway Radiotelephone Signals of Baltimore; Kearney Wornall, vice-president of the City National Bank & Trust Company (Kansas City) and local Chamber of Commerce president; W. T. Grant, chain store magnate and chairman of the board of the Business Men's Assurance Company (Kansas City); Maurice L. Breidenthal, president of Security National Bank here; Harry Darby, Kansas City, Kan., boat-builder and industrialist, and Randolph C. Walker, former Aireon president.

Actual operation of the firm will be in the hands of Rudolph R. Greenbaum, vice-president and sales manager; Joseph A. Bush, production manager, and Bernard D. Craig, secretary-treasurer.

Pearson announced that of the \$2,000,000 advanced by RFC, about \$940,000 will be used to pay off bank loans due since last fall, and \$400,000 will be set aside for federal taxes now owed. The balance will be available for creditors and employees who have not been paid for several weeks while the reorganization was going on, and for working funds.

A letter will be sent to creditors asking for co-operation with the management until "we are back on our feet," Pearson said.

"As it now stands only about \$650,000 of the \$2,000,000 will be available to us, which is less than the combined accounts payable of \$767,000 and accrued expenses (mostly pay roll) of \$179,000," he declared.

Outlook for the firm, which suffered mainly from being caught between over-expansion and the material shortages, is promising, Pearson declared. He said the firm now has a backlog of orders for juke boxes totaling nearly \$8,000,000.

The railroad radio communications business, which Aireon pioneered, now serves more than half a dozen roads, including the Santa Fe, Kansas City Southern, New York Central and Rock Island, and Pearson said it is growing fast.

He said an innovation in railway communications will be introduced this summer on the Chesapeake & Ohio which will install Aireon passenger telephone service. This new service will permit passengers riding between Washington and Cincinnati to make long distance telephone calls from the trains.

The communication systems which the firm is developing for motor

cars and buses are working satisfactorily, Pearson said, and this division of the company is expected to show a profit this year. The radio speaker and oil well equipment divisions have been profitable for some time, he reported.

Pearson was born in Kansas City, Kan., where he attended the public schools, then entered business with the old National Cloak & Suit Com- (See New Aireon Boss on page 114)

ATTENTION
Seeburg & Wurlitzer
Operators
TUBES AND PARTS
 Standard Brands in Factory-Sealed Cartons, with 90-Day Guarantee.

2A4C\$1.95	6SN7\$.69
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12" P. M. Speaker with 20 oz. slug, Individually packed\$8.90

ALL KINDS OF CONDENSERS AT MANUFACTURER'S PRICE.

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 4425 DREXEL BLVD.
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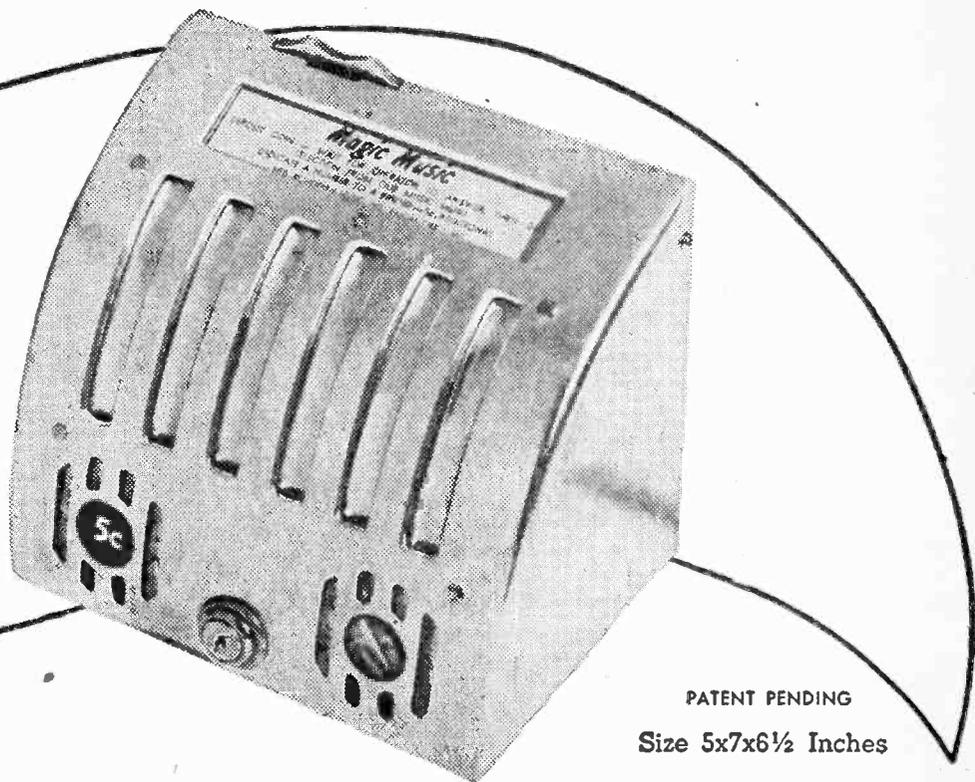
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Telephone Music Operators DOUBLE Your Income WITH **MAGIC MUSIC**

Complete your installation with this new Magic Music wall box and watch your profits grow

First Complete 2-Way Music and Operator Communication Box for Wall or Counter

- Easy to install**
- Ease of Selection**
- Small and compact**
- Modulated volume control**
- Unlimited selection**
- Even tone distribution**
- Attractively styled**



PATENT PENDING
Size 5x7x6½ Inches

Use With or Without Master Console

Yes, DOUBLE your income with this first complete two-way remote control telephone music box. Recorded music selected from booth or counter and played back by central control operator.

Small and compact with loud speaker and two-way communications system combined in the same attractive box. Selection made easily at booth or counter WHERE YOUR CUSTOMERS SIT. Ease of selection and increase in number of boxes gives you increased profits all day, every day with the music your customers want. Thousands of records for your customer's selection—from the latest hit tune to the all-time, old-time tunes everyone loves.

Modulated volume control gives perfect audibility and even tone distribution throughout room. No more blaring music near speaker with inability to hear at far end of room.

Selection and conversation with operator made in the privacy of booth or counter. Dedications made privately and intimately.

If line is busy light signals. Customer may make selection while record is playing on other units. No standing or waiting at master console to make selections.

Made of cast aluminum and available in polished natural shade or enameled to fit color scheme of your decorations. Easy and quick to install. May be combined with any telephone music system now in operation.

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RECORD TRAYS

For 61, 71 and all other Wurlitzer Counter Models, reconditioned. I will make your old trays the same dimensions as when new and guarantee them to give satisfaction. Price \$7.50 for set of 12, or \$6.00 a set in lots of 5.

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WE BUY USED PHONO RECORDS

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PHONOS WANTED

We will pay cash for
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Must be in good condition.
No junk wanted.

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100 Ops Attend First MGA Open Meet in Newark

NEWARK, March 29.—A hundred operators attended the first open meeting of the Music Guild of America, New Jersey Automatic Music Association, Thursday (28) at the Guild auditorium. At a second, Tuesday (1), owners of telephone music studios will make plans to fight the increased line charge of the Bell Telephone Company of New Jersey. A third open meeting will be held at the Berkley Carteret Hotel, Asbury Park, N. J., Tuesday (8), with all operators in the area invited.

Discussion at Thursday's meeting was led by Leroy Stein, MGA executive director; Sam Waldor, prexy, and Dick Steinberg and Jules Russof, members of the board of governors. Juke box operators were urged to take a new selling approach. It was suggested that they emphasize to location owners that juke boxes are the only form of entertainment they can give their patrons that brings in money instead of taking it out.

Stein made a strong plea for continuing advertising to locations, publicity and a large-scale public relations program. He pointed out that the industry is the only one in New Jersey that has not raised its prices. He added that no dime play juke boxes are in operation in any part of the State.

Music Masters Chartered

TALLAHASSEE, Fla., March 29.—Secretary of State here has issued a charter to Music Masters, Inc., importing and exporting business. Officers are Albert M. Crabtree Jr., Harry M. Hutson Jr., Robert G. Saunders.

Paramount Music Co. To Distribute Refrig. Equipment

KANSAS CITY, Mo., March 29.—Paramount Music Company, juke box and pin table operation here, headed by Nick Evola and Mike Harris, announced an expansion of the company this week into the refrigeration equipment field. Company has been granted the franchise to distribute equipment for the Ideal Refrigeration Company, makers of refrigerated bar dispensers and dry boxes.

"Because of the close contact with restaurants and taverns developed thru the operation of our music routes, the new line is a natural," Evola said.

Coin meter boxes are installed to enable the purchaser to pay each day instead of making a monthly payment, if desired. Payment into the meter box varies per location depending upon the amount of down payment and whether or not the balance due is payable in 12 or 18 months. Equipment retails from \$635 to \$800 and is leased or sold outright.

Bar dispenser has three spigots, cola, seltzer and sweet soda, and enables the bartender to quickly mix drinks without a clutter of bottles. The dry boxes are four and one-half to 10 and one-half feet large and are used for beer coolers and other bottled drinks.

"We are not neglecting our music and pin table business, just expanding our operations a little," Evola said.

Cali Resumes Juke Operating in Mich.

DETROIT, March 29.—Sam Cali, well-known pre-war operator here, has established a new music machine operation here under the firm name, Harmony Amusements. Associated with him is his brother, Jim Cali, who eventually is expected to take over active management of the route.

Cali, who formerly was a partner in MC Music here, disposed of his equipment about two years ago and moved to California. His present plans call for returning to the West Coast to live permanently in about a year, with Jim Cali remaining here to supervise the business.

Cali said that his brother is a newcomer to the music machine field, but a mechanic by training and well adapted to take over the details of route operation. He formerly was owner of the Alger Cafe here.

NEW AIREON BOSS

(Continued from page 112)

pany shortly after World War I. A year later he joined J. C. Penney Company, dry goods chain, then managed stores for Sears-Roebuck in the Midwest. From 1928 to 1946 he was with Montgomery Ward, serving as assistant to Sewell Avery and as vice-president and treasurer. He is 44 years old and lives at 6505 High Drive, Johnson County, Kansas.

Aireon Corporation was founded in 1937 in California under the name Aircraft Accessories. It was moved to Kansas City in 1939 and the name was changed to Aireon Manufacturing Corporation in December, 1944. During the war it manufactured radar and electronics equipment valued at \$106,000,000 and at peak of operations had a pay roll of 3,100 persons.

Randolph C. Walker, who is slated to continue as chairman of the board, had served as president and general manager of the firm for six years prior to his resignation February 12.



COIN
machine operators prefer the Jensen COIN Machine Needle

Why? It has a much longer needle life than ever before achieved and the true-economy is easy on the pocket-book. The new, straight-line Jensen Coin Machine Needle, with the recently developed, locked-in precious metal tip, assures a definite saving in operation costs... because it doesn't have to be changed as frequently. Its smooth play lures nickels, dimes into your juke boxes. Investigate today.

JENSEN INDUSTRIES, INC.
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National Distribution
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"THE HIGHEST BIDDER"

TURN YOUR USED RECORDS
\$\$ INTO CASH \$\$

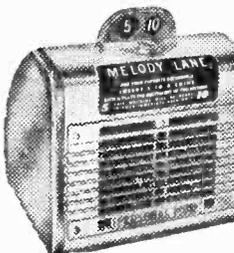
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9¢ Each

FOR YOUR USED RECORDS.
F. O. B. Boston, Mass.
Not more than 5% Blues or Race Records.
Any Quantity—No Limit.
Let us know what you have. Wire or write
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We Will Pay 8¢ Each for Your Used Records

SPOT CASH—ANY QUANTITY
Free Pick-Up Service on Large Quantities Within New York City Limits.

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Singles, two-ways, three-

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- SEEBURG Baromatics, 5, 10, 25¢. 3-Wire ... 29.50
- SEEBURG Wallomatics, 5¢. Wireless ... 27.50
- SEEBURG Wallomatics, 5¢. 3-Wire ... 24.50
- PACKARD Wallboxes (used) ... 24.50
- BUCKLEY Chrome Boxes ... 17.50
- BUCKLEY Chrome Boxes ... 15.00

FEATURE ITEMS

- PICKUP COILS (for all Seeburgs exc. Hitones) ... \$ 1.50
- FIBRE INSERTS (for Seeburg Wall Boxes) Sets each, 25¢—Minimum Order, 10 sets 2.50
- SEEBURG Wall Box Covers. Cream or Brown 4.95
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- Lots of 10, \$2.75. Quantity Lots 2.50
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- FLOCKING KITS (Includes Gun, Ivory and Brown Felt Flock, Undercoats, Thinner, Brush, Instructions). Dealers' Net 6.45
- STAPLE DRIVER (Walsco). Dealers' Net .. 4.25

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110V, 60-Cycle, Reconditioned Motors. Will Give Excellent Service—30-Day Guarantee.

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New York:

Dave Simon, Simon Sales, is opening a new location at 45th and 10th Avenue. New spot will be in addition to regular headquarters. . . . Parts and supply department of Atlantic New York Corporation already has been moved to new 58th Street establishment of org. Former location, however, will be kept by the firm for storage. Showrooms at new headquarters will open around the middle of April. . . . Hymie Rosenberg, of the firm of the same name, is now in Chicago on his way back to N. Y.

Charlie Lichtman, Hub Distributors, reports export juke business gaining fast and arcade equipment sales gaining in U. S. . . . Seacoast Distributors are remodeling. . . . Entire floor at Bunyon Sales was filled with new AMI juke one day and empty the next. . . . Stanley Gersh, Perfect Games Company, opened up a location opposite the Five Star Final in Coney Island with a poker game spot today.

Sol Wohlman, Pan Coast Amusement, just back from a sick bed, reports that his new shoe shine machine will be in his showrooms within next two weeks. Murray Wohlman's wife is very ill. . . . Harry Wartell, Automatic Machine Company, reports export business with postage stamp vending machines is favorable. He just sold a large order direct to a South American government. . . . Eddy Williams, Upstate; Harry Robbins, Albany; Bob Scherer, Boston; Len Orenstein, Philly, and Bob Greenfield, Upstate, were some of the visitors to coin row last week.

Nat Cohn and Earl Winters, Modern Music, and Sid Levine, counsel for Automatic Music Operators' Association, will be among the guests present at the Equality Lodge, B'Nai B'Rith, annual affair at the Waldorf-Astoria Hotel tomorrow. Many Vogue and Rainbow artists also are scheduled as a result of Cohn's efforts.

Phil Gould, Super-Duper, made a trip to Boston and return this week. . . . Charlie Wertheimer, Boston arcade owner, was visiting in the city at the beginning of the week. . . . Barney Berkens Electromaton, Inc., is plugging his machines by means of steady flow of letters. . . . Myer Wolf, Atlantic City arcade owner. (See NEW YORK on page 119)

Milwaukee:

Bill Schwartz, formerly of Badger Sound System, Green Bay, and young veteran son of the late Sam Schwartz, who was one of the best known coinmen in these parts, was recently notified by H. R. F. Brett, in charge of the Honor and Awards Section of the British Embassy, Washington, that he has been awarded the British Empire Medal in recognition of his services while doing public relations work as a member of an American task force. Some of his work was with the Oslo, Norway, broadcasting station. At present Bill is an executive of the Morin-Schwartz music talent agency here.

Bob C. Roehl, of the R. C. Roehl & Company Playland Arcade, is expanding his route and has added something new in his fleet of trucks. It is a telephone in each truck so that drivers may keep in touch with him or his father, Anthony, who is manager of the arcade. Three new delivery trucks have just been added, Bob says. He also formed another company in early February known as Universal Supply Company. This firm features coin-operated radios for hotels and other transient spots. Bob says Playland now has a total of 65 machines and a staff of four girls.

Happy Halberstad, of Halberstad Amusement Company, Racine, is going to take his bowling team to Los Angeles to compete in the A. B. C. (See MILWAUKEE on page 116)

COINMEN YOU KNOW

Cincinnati:

Harry Bunnell, B & H Vending Company, Reading, O., is recuperating from a severe case of flu. . . . Marie J. Lucas, sister of John Nicholas, of Nicholas Music Company, is seriously ill in New York.

Automatic Phonograph Owners' Association held its regular board meeting March 25. Those attending were Sam Chester, president; Charles Kanter, secretary-treasurer; Harry Hest, vice-president; Ray Bigner, Nat Bartfield, Morris Kleinman, Al Chasson and John Nicholas.

Al Lieberman, of B. W. Novelty Company, and his sister, Mrs. Ida Weiner, were in Chicago to attend the wedding of a cousin there. . . . Mrs. Milton Cole, wife of the president of the Ohio Specialty Company, is in Palo Alto, Calif., visiting her parents. Folks at Ohio are having a time trying to keep Milton from flying out there to join his new wife. Vernon Purcell, also of Ohio Specialty, was passing out cigars recently. Reason? A daughter was born to Mrs. Purcell. They have named the baby Miriam Eileen.

Kansas City:

Mike Harris and Nick Evola may have to forego their planned winter vacation since they have added the new refrigeration equipment distributorship to their Paramount Music operation. Harris and Evola, back from recent trips to Chi and St. Louis, where they conferred with the management of the Ideal Refrigeration Company, say the new operation fits in well with their music business contacts, but the added press of business will probably knock out the trips to Florida.

Harry Silverberg announces a showing of their new line, International Mutoscope, will be held at the W. B. Music showroom, 1518 McGee, this week. William Betz, Silverberg's partner, will be in from St. Louis for the show. . . . K. E. Thompson, music operator at Colorado Springs, was in last week calling on distributors. . . . N. C. Mueller, of Mueller Specialty Company, Wichita; C. W. Moll, who operates (See KANSAS CITY on page 117)

New Orleans:

Les Griffin, Jackson, Miss., one of the larger phonograph operators in that State, has purchased Louisiana Coin Machine Service here, formerly run by E. G. Nissen and E. W. Ponder. Griffin, operating the Automatic Hostess in Jackson, has plans to initiate the system in New Orleans thru his affiliates here. Poydras Street sales office of the company, previously used as a warehouse, has been reopened and is being run by Jimmy Neal, who came here with Griffin. Nissen is operating now on his own and Ponder is still connected with Louisiana Coin Service.

Ed Roberson, Music Sales Company manager, was week-ending at his home in Stonewall, Miss. A new (See NEW ORLEANS on page 116)

Los Angeles:

Al Silberman, of M. S. Wolf Distributing Company, on a two weeks' trip to Oregon and Washington in the interest of AMI's and other lines handled by the Wolf branches. . . . Bill Happel, of Badger Sales Company, back following a trip to Las Vegas, Nev. . . . Frank Milano, of Compton, a Los Angeles buyer. . . . Carl Colard, of San Bernardino, a visitor during the week for a look-see on West Pico. . . . D. A. Mohr, of Redondo Beach, looking around for arcade equipment. . . . Art Mohr, attorney for AOLAC, out and looking well after a long illness. . . . Earl Beatty was in from Temple City.

Lee Walker joined the buyers here during the week from Gardena. . . . Bill Shorey, of Inland Amusement Company in San Bernardino, took time off to visit the National Orange Show. However, he did not let the show interfere with his weekly trek to Pico. . . . Bud Parr, of General Music and Solotone, at home for a few days because of illness. . . . Camden Hathaway here from San Luis Obispo. . . . From Bakersfield this week was Fred Allen.

South Pasadena was represented by J. H. Sheeter. . . . Mary A. Rudolph buying for her route in Los Angeles. . . . E. A. Jerome purchasing for his operation in San Bernardino.



BIG LEAGUE BASKETBALL stars apparently are basketball conscious even during their relaxing hours. Pictured here are four star players of the Philadelphia Warriors, a contending team in the Basketball Association of America, playing Chicago Coin Machine Company's Basketball game. Left to right: Howie Dallmar, George Senesky, Joe Fuiks and Angelo Musi.

Chicago:

Leo Lewis, of the Lewis Coin Machine Service, reported this week that his firm is being reorganized, with a view toward expansion. Name of the company is being changed to Coin-A-Matic Distributors and larger quarters are being sought—without success so far, Lewis declared.

Bob Manning, of ABC Music Service Corporation, is back on the job after an illness of a few days. . . . Visitors at the Mid-State Company this week included E. Roelke, Milwaukee operator, and John Black, of Battle Creek, Mich.

Bill Perry, Marvel Manufacturing Company, reports that tooling for their new pinball game is progressing satisfactorily and the machine should be ready for release by the planned date of April 20. . . . The mother of Perry's secretary, Sally Gelsand, is seriously ill in a hospital here. . . . Visitors at Marvel this week included Bob Warner, American Vending Company, Columbus, O., and Federico Torres, distributor from Monterey, Mexico.

Clayton Nemeroff, Monarch Coin Machine Company, has returned to his office following a two-day business trip thru Michigan. Helen Bronstein, Monarch secretary, changed her name Sunday (23). She was married to Sam Jaffe in a quiet ceremony in a little temple near her home. Ruth Slutsky, (See CHICAGO on page 118)

Philadelphia:

Joie Ray, pinball and juke box operator, is also managing an up-and-coming stable of prize fighters. His latest protegee, Jack Rodriguez, made his Eastern debut last week with Curtis Sheppard at Atlantic City. . . . David Yaffe, head of the Y and Y Popcorn Company here, has a half dozen models from the Oscar Neufeld Agency to help sweeten things when he displays his new popcorn machine at the Variety Club rooms where the movie men congregate.

Jordan Hoffman is now assistant to Larry Goldmeier, head of the Popper's Supply Company, local popcorn concern. . . . Helen Tindall, supervisor of theater locations for the local Berlo Vending Company in Wilmington, Del., is back on the job after attending the funeral of her father. . . . The renovations program at the Chesterfield Hotel, starting after the Easter holidays, include installation of the quarter pay-for-play radios in each room.

Ed Loeb, top executive of the Berlo Vending Company, was the host at a party he arranged in Atlantic City to celebrate the 46th wedding anniversary of the former Mayor and Mrs. W. Freeland Kendrick of Philadelphia. Loeb was Kendrick's secretary during his administration as mayor some 20 years ago.

Detroit:

Robert McDonough has become sole owner of the Merit Music Company following withdrawal of his brother, Thomas, from the partnership. Firm operates a route of juke boxes. . . . Charles E. Lamb, who for many years managed Marquette Music Company, has established his own music operating firm, Lamb Music Company, with capitalization of \$50,000.

George Rambaum, Lemke Coin Machine Company, has received delivery on a number of new Mutoscope machines which he plans to use in Upstate locations. . . . Carl J. Von Gruenigen was a visitor at Isidor Edelman's Bang-a-Fitty plant.

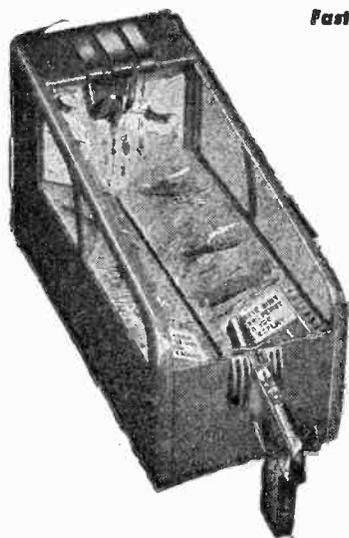
Michigan Vending Company has added a route of candy venders to its cigarette operation. Firm is headed by I. Finkelstein, Paul Chover and (See DETROIT on page 117)

Look To The GENERAL For LEADERSHIP

SHOOTS PROFITS INTO YOUR POCKETS!

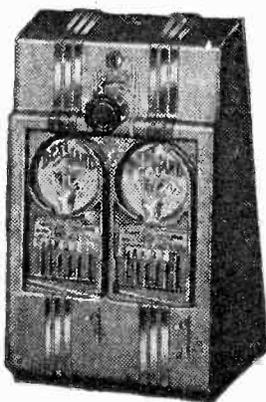
DAVAL'S "SKILL THRILL"

Fast Action! Small Compact! Jamproof!



Watch the pennies roll in as fast as you put the Skill Thrill on location. Jamproof pistol shoots actual pennies . . . returns them to player when target is hit. Ready for delivery!

\$57.50



DAVAL'S BEST HAND

One of the most profitable counter games on the market. Fool-proof mechanism. 1c or 5c play.

\$59.50

Established 1925.

Growing Steadily Ever Since!

GENERAL Vending Sales Corp.

BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.

MONARCH . . Top Spot for Top VALUES!

Marvel Pop-Up \$49.50	Ace Coin Counter . . . \$139.50	ABT Challengers . . . \$55.00
Grip-Vue 49.95	Slot Stands (Heavy) 27.50	Tubular Target Stands 12.50
Gottlieb Grippers . . . 39.50	DeLuxe Revolve-a-Round	Daval Free Play . . . 75.00
Electric Shockers . . . 25.00	Double Safes, New 195.00	Kicker & Catcher, Used 32.50

BRAND NEW GOALEES, in Original Crates \$317.50

THEY'RE MONARCH RECONDITIONED CONSOLES—NUF SAID!

Bally Hi Hand, 5c, F.P. & P.O. . . . \$129.50	Keeney Super Bells, 5 & 5, P.O. . . . \$189.50
Bally Hi Hand, 25c, F.P. & P.O. . . . 179.50	Keeney Super Bells, 3/5 & 1/25 345.00
Bally Club Bells, 5c, F.P. & P.O. . . . 149.50	Mills Three Bells 345.00
Bally Club Bells, 25c, F.P. & P.O. . . . 189.50	Mills Four Bells 225.00
Keeney Super Bells, 5c, F.P. & P.O. . . . 149.50	Mills Jumbo Parade, F.P. & P.O., 5c . 129.50
Keeney Super Bells, 5/25, F.P. & P.O. 285.00	Silvermoon F.P. Totalizers 89.50

WRITE, WIRE OR PHONE FOR PRICES ON THE LATEST MACHINES NOW BEING DELIVERED! WE HAVE WHAT YOU WANT!

FOREIGN TRADE: We are prepared to serve you now. Write in your own language for information. We make all coin chute adaptations; are experts in special packing and crating. Send for our illustrated catalog. CABLE: MOCOIN.

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MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE., (PHONE ARMISTAGE 1434) CHICAGO 22, ILL.

LOWEST PRICES IN THE COUNTRY

ARCADE	
3 Jafco Roll Barrel Skee Ball Alleys, A-1, Ea.	\$125.00
2 Scientific Batting Practice, Ea.	55.00
1 Under Sea Raider, Like New	195.00
1 Rock-Ola World Series	50.00
1 Chicco Hockey	65.00
1 Pokerino	45.00
CONSOLES—SLOTS	
2 Mills Three Bells, Late Model, 5-10-25, Ea.	\$275.00
1 1938 Keeney Tracktime	75.00
MUSIC	
1 5c Jennings Chief	\$ 50.00
1 Watling Rola Top, 5c, Excellent Shape. . . .	49.00
PIN GAMES	
2 Seeburg 9800, ESRC, Completely Overhauled, Ea.	\$325.00
1 Seeburg Rex and 1 Colonel, E.S. Both . . .	399.50
1 Rock-Ola Monarch and 1 Master, Both . . .	345.00
3 Wurlitzer 500K's, Ea.	199.50
5 Wurlitzer 616's, Ea.	124.00
CAPT. KIDD, STAR ATTRACTION, SEA HAWK, DOUBLE PLAY, DO-RE-MI, SEVEN UP—\$175.00 TAKES ALL!	

OLSHEIN DISTRIBUTING CO.

1100-02 BROADWAY ALBANY 4, N. Y.

ATTENTION, OPERATORS AND ARCADE OWNERS

WILL TRADE ANY OF THE FOLLOWING ON NEW 5 BALL PINS or SELL AT PRICES LISTED:

20 JAFCO ROLL-A-BALL	\$135.00
1 WURLITZER (41 COUNTER)	60.00
9 A. B. T. CHALLENGERS (LIKE NEW)	40.00

MACHINES ALL CLEAN AND ABSOLUTELY READY FOR LOCATION. ONE-THIRD DEPOSIT, BALANCE C. O. D.

FEEF NOVELTY CO.

415 N. THIRD ST. STURGEON BAY, WIS.

COINMEN YOU KNOW

New Orleans:

(Continued from page 115)

salesman with the firm is "Greek" Theriot. Roberson reports record biz only mediocre now, but says United's Rio is going strong. Owner of the company, Buster Smith, continues to travel out from Memphis and gets to New Orleans every now and then.

Al Fernandez, of Central Coin Machine Company, says play here has been rather slow during Lent. His partner's wife, Mrs. Pete Bertucci, has returned home from the hospital after a brief illness. Central is eagerly awaiting a shipment of Bally's new one-ball game. Fernandez says the firm's several 1947 juke boxes now on location have helped play in those spots to some extent. Removal of the federal cabaret tax would help juke play a good deal, he says.

Tac Elms, of Tac Amusement Company, has purchased a bar and restaurant in a downtown location with his brother-in-law. . . . Frank Anselmo, father of the numerous Anselmos running Johnny's Music House, goes fishing every morning at spots near the city, according to his son, Sal, who runs the record department. Record biz is picking up, he says.

Bob Buckley and Sam Tridico are off on business to the Gulf Coast. Their Console Distributing Company just delivered the first big Buckley Track-Odds to Larry Copeland, of Copeland Wholesale Company. Where the machine will be used was not announced. Callers at Console include Joe Scafid, of Bay St. Louis; Curly Malloney, of Jefferson Parish, and Ben Neubauer, of Thibidoux.

Henry Fox has returned from Chicago. He also made the rounds in Alabama and said things are picking up there as well as in New Orleans. . . . Improvement in demand for machines but not in play was the word from J. H. Peres, of New Orleans Coin Machine Exchange. O. C. Marshall, of the Exchange, reported arrival of a carload of Williams's Tornados. A visitor from Baton Rouge was Martin Tortorich.

New Orleans Pinball Machine Operators' Association is set for its monthly chicken and spaghetti dinner and meeting the first of the month, according to Papa Pace, of Dixie Coin, president. Dixie received a visit from Perry Kinsie, Tulsa, Okla., who is Southern district manager for Mills. . . . Baseball enthusiast Phil Pace has been offered a contract to umpire in the Southeastern League and indicates he will accept. Phil says Jake Atz, son of an old-time baseball player, has gone into the coin machine business here with Bob Bosworth. . . . That softball grudge game between New Orleans Novelty and Dixie Coin will be played in a week or so.

Milwaukee:

(Continued from page 115)

Tournament on April 22. Happy, one of the most prominent coinmen in Wisconsin, has been in this industry for many years.

Vic Manhardt Company is getting ready to move to new quarters at 1705 West Clybourn Street about May 1. . . . Vic's dad, Victor Sr., has been ill for a week with the flu. . . . Frank Schneider is back from a business trip to Central Wisconsin.

New trick in promotion was tried out by Doug Opitz, of Vogue Distributing Company. Doug has turned radio interviewer in the interests of

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.

BOUNCER! BOUNCER!



The Tantalizing 5-Ball Counter Game
Terrific Penny or Nickel Harvester

See Your Nearest Distributor OR WRITE TO Sample, \$44.50.

SKILL GAMES CO. OPERATED MACHINES 1143 DE KALB AVENUE, BROOKLYN 21, N. Y. GLENMORE 2-5490

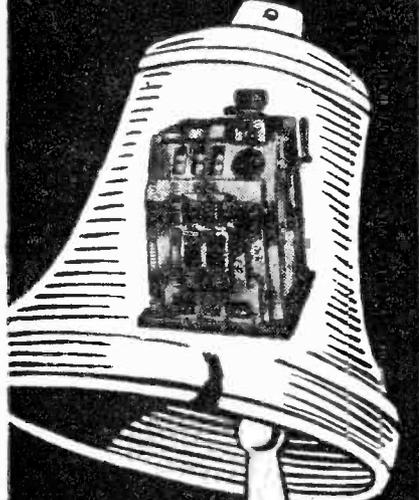
FOR SALE A. B. T. Rifle Sport Range

SEVEN GUNS & 12-FOOT COUNTER
SEVEN ROWS MOVING TARGETS
FOUR ROWS STILLS AND EIGHT BULL'S-EYES
HEAVY DUTY AIR COMPRESSOR
ALL NECESSARY LIGHTING FIXTURES
100,000 BULLETS AND TUBES
The above equipment is less than 60 days old. Perfect condition.
This range in operation for your inspection.
A \$4,000.00 OUTFIT FOR ONLY \$2,500.00.

Baugh's Amusement Co. WARSAW, INDIANA

his record firm and recently interviewed Art Kassel over stations WEMP and WFOX during Kassel's engagement at the Schroeder Hotel. . . . Margaret Krueger is Doug's new secretary. She is wearing a diamond on the proper finger from a young man in Seattle, Al Spiering.

PACE
The **BIGGEST**
NAME in BELLS



Deluxe Chrome Bells
5¢ - 10¢ - 25¢ - 50¢ - \$1.00

PACE
MFG. CO. INC.
2909 INDIANA AVE. CHICAGO, ILL.

Kansas City:

(Continued from page 115)

ates at Wamego, and Dean Smelser and Tom Schwartz, of Shawnee Vending Company, at Topeka, were among the Kansans putting in an appearance.

Leonard Kimes, peanut vender operator at Eldorado, Kan., the past 15 years, and Louis Marshall, of Marshall Popcorn Company here, held a joint celebration of their silver wedding anniversaries this week at the Continental Hotel. The two couples were married in Eldorado 25 years ago on the same day, but were not acquainted with each other at that time. Marshall's associates in Marshall Popcorn Company presented Mr. and Mrs. Marshall with a set of silverware.

Coinmen flying from here to Chicago are frequently being piloted by fellow coinmen Roy L. Simpkins and Norton H. Vance, two pilots who take the Chicago flight several days weekly. Simpkins and Vance head up the new telephone music company here, Modern Music, Inc., which has just brought out its Magic Music System. Bert Smith and John Burnett, well known in coinmen circles, are responsible for the development of the system.

And reports here are that L. L. Heines, St. Joseph music operator, has his own unique development of telephone music. Because customers wished to make their own selection, Heines had a direct wire installed from the location to his central studio, coin is deposited as in any pay phone and selection made. . . . John Goetz, of Bell Music Company, is servicing the route alone this week, with his collector, record changer and buyer, Maxine Storm, off to Omaha for the week and Mrs. Gpetz visiting in Argyle, Mo.

Detroit:

(Continued from page 115)

Paul Gold. . . Irwin Chester, of the Chester Music Company, has opened a new record store and route headquarters. Mrs. Chester, who is active manager of the firm, also reported that Harold Duross has been named manager of the record division of the business.

Arthur J. Jacques says that he expects to have the new Shoematic shine machine ready for production in the near future. . . . R. L. Kiefer, University Supply, has just completed a business trip thru Illinois. . . . Murray H. Garmel, a newcomer to the trade, has established the Tangent Vending Machine Company and is now operating a route of candy and nut venders. Garmel was one of the victims in the recent flu epidemic.

Sidney Rohlig and Jack Goldberg have become sole owners of the Century Vending Company following the withdrawal of their two former partners, Sidney Riger and Nathan Shapiro. Riger plans to devote his time to other lines of business, while Shapiro, who had the 20th Century before the war, withdrew because he is seriously ill. Century Vending was one of the first ex-G.I. partnerships formed in local coin machine circles.

DISTRIBUTORS—ATTENTION

We Are Now Ready To Do Business
EXCLUSIVE DISTRIBUTORSHIPS NOW OPEN
The Greatest Coin Changer of the Day

Manufactured in Three Sizes

MODEL 100 HOLDS \$100.00 IN NICKELS
MODEL 70 HOLDS 70.00 IN NICKELS
MODEL 35 HOLDS 35.00 IN NICKELS
FIVE NICKELS FOR A QUARTER
TWO NICKELS FOR A DIME

POSITIVE ACTION — CANNOT PAY SHORT
AUTOMATIC CUTOFF WHEN EMPTY
Cheat Proof — Slug Proof — 110 A. C.

This Changer Is The Result of 7 Years Engineering Experiments and Tests by one of the Best Pioneers in the Business.

THOUSANDS OF LOCATIONS WILL WELCOME THIS CHANGER

Hotel Lobbies—Pin Ball and Phonograph Locations—Drug Stores—
Railroad Stations—Vending Machine Centers—Slot Locations
THE ONLY COIN CHANGER OF ITS KIND

ATTENTION: Beverage Machine Manufacturers. We are manufacturing a COIN CHANGER that requires very small space. Changer is 4½" in Length — 1¼" in Width — 3" in Height. On 5c purchase 4 Nickels in Change on Quarter, 5c Change on Dime.

FOR FULL DETAILS — WRITE

DISTRIBUTORS—EXCLUSIVE TERRITORIES OPEN
ALL 48 STATES AND CANADA

Write Qualifications and Territory Desired.

Large Scale Production—SOON.

UNIVERSAL COIN CHANGER CORP.

2313 EAST 8TH ST.

LOS ANGELES 21, CALIF.

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!

5¢ Big Games P. O.
5¢ 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

5¢-10¢-25¢-50¢ Black Cherries and Golden Falls—
WRITE FOR SPECIAL PRICES!

TWIN PORTS SALES CO.
230 Lake Ave., So., Duluth, Minn.
2027 Washington Ave., So., Minneapolis, Minn.

United Novelty Company
Delauney & Division Streets, Biloxi, Miss.

The authorized **BELL-O-MATIC** distributor of Mill Bell Products in the State of Mississippi and the Gulf counties of Alabama suggests: **MILLS VEST POCKET BELL** the finest automatic payout ever made.

WE CAN FINANCE YOUR PURCHASES OF NEW GAMES, PHONOGRAPHS, ETC., ON CONVENIENT TERMS. COME IN AND TALK IT OVER WITH US!

NEW GAMES
Bally DOUBLE BARREL \$289.50 Exhibit MYSTERY . . . \$299.50
Gottlieb DAILY RACES. 650.00 Williams TORNADO . . . 304.50
Gottlieb MAISIE 294.00

NEW COUNTER GAMES
Gottlieb GRIP SCALE \$39.50 | A.B.T. CHALLENGER \$65.00

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 (Gonzo) 27.50	MIDWAY 65.00
BOLAWAY 55.00	OKLAHOMA 105.00
BOMBARDIER (Victory) 65.00	SEA HAWK 37.50
BRAZIL 105.00	SHANGRI LA (Gottlieb) 75.00
BUBBLES 60.00	SKY CHIEF 75.00
CANTEEN (New Style) 135.00	SKY RAIDER (Big Parade) 75.00
CATALINA 60.00	STEP UP 195.00
DIXIE 37.50	STREAMLINER 105.00
FIVE-TEN-TWENTY 75.00	SUN VALLEY 75.00
FOUR ACES 75.00	TAIL GUNNER (Ten Spot) 40.00
G. I. JOE (Jungle) 55.00	TEN SPOT 40.00
GLAMOUR GIRL (Sp. Parade) 37.50	TOPIC 55.00
GRAND CANYON 105.00	VICTORY 65.00
HOLLYWOOD 50.00	WILD FIRE 37.50
HI HAT 50.00	YANKEE DOODLE 60.00
HOME RUN '42 60.00	
JEEP 60.00	

WRITE FOR OUR COMPLETE PRICE LIST.

OLIVE NOVELTY CO.
2625 LUCAS AVE., ST. LOUIS 3, MO.
(Phone: Franklin 3620)

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.

OPERATORS!

Hitch yourself to those SOARING PROFITS with "SHOOTING STARS"

This 5 Ball Free Play Game Will Bring You

MORE PLAY
and
GREATER EARNINGS

It cost **LESS** to Buy and **OPERATE**

You'll want "SHOOTING STARS" once you see it in action!

See This Sensational Game at Your Distributor or Write to Us.

P & S MACHINE CO.

3017 N. SHEFFIELD AVENUE

CHICAGO 14, ILLINOIS

COINMEN YOU KNOW

Chicago:

(Continued from page 115)

another Monarch stenographer, was Mrs. Jaffe's bridesmaid and the wedding was attended by several members of the coin machine industry, including Mr. and Mrs. Clayton Nemeroff and Mr. and Mrs. Vince Murphy. Mrs. Jaffe expects to be back on the job at Monarch after a two-week honeymoon in Michigan.

Principal topic of discussion around the Tequiz sales office, according to Martha O'Conner, is the frantic home search being conducted by Kasmier (Cash) Kulesho, Tequiz field engineer. Seems that Kulesha hasn't had a permanent place of abode since he was released from military services two years ago and is getting pretty tired of the whole business.

Coin Amusement Games is in production on a conversion unit for Seeburg Bag-A-Bunny target guns, consisting of a second moving target (rabbit) which pops in and out of the scenery in addition to the original target. Bernard Schutz said the new conversion is a complete unit, motor driven and containing its own photoelectric cell. Schutz plans to make a selling trip to New York and the East within a month. He expects to be gone several weeks demonstrating the new unit. . . . Visitors to Schutz' office this week included Dan Morris, Gary, Ind., and Don Gilliat, Modoc, Ill.

Empire Coin Machine Exchange thru Paul Glaser reports a host of business callers from out-of-town during the past week. Among them were Clarence Camp, Southern Amusement Company in Memphis; Woolf Solomon, of the Central Ohio Coin Machine Exchange, Columbus, O.; Abe Stept, American Distributors, of Johnstown, Pa., and Hymie Rosenberg, who heads the H. Rosenberg Company, New York.

Gill Kitt, of Empire, finally got his de luxe transportation in the form of a big two-tone blue Oldsmobile. His partner, Ralph Sheffield, reports that the English thoroughbred pup he owns now weighs 24 pounds and is gaining approximately one pound a day. How would you like to pay that food bill? (See CHICAGO on opp. page)

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SEE PAGES 94-96
OF THIS ISSUE

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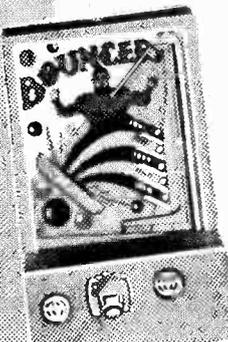
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New York:
(Continued from page 115)
er, has remodeled and expanded his location there. . . . McKim (Mac) Smith, Gameland Arcade, opened the doors a day early. He had planned on opening Palm Sunday.

Dave Stern, Seacoast Distributing, has been sticking close to home plate of late. . . . Al Bloom, Speedway Products president, reports favorable reception of new cut-to-order Talking Gold grille cloth. . . . Charlie Rubinstein, Harlem arcade owner, gave a bar party for his son in the Park Central Hotel Sunday (23).

Frank Calland, Local 786, IBEW executive, has returned from his Washington biz trip. . . . Joe Mauro, chief mechanic for Al Denver, is in Roosevelt Hospital. . . . Charlie Bernoff, Regal Music, and Leslie Boyd, Ace Distributing, have colds. . . . Teddy Blatt, Intimate Music is spending a week at his dude ranch. . . . Sid Levine, AMOA counsel, is back from a week's biz trip. . . . Al Schwarz, *The Billboard* staffer who scribbles this column, is in Fort Lauderdale, Fla., as this is read. He will be back April 14.

Chicago:
(Continued from opp. page)
Empire expects to be in their new quarters in about 60 days.

Dave Lovitz, the advertising overlord at O. D. Jennings, reports that a six weeks trade showing of three of the firm's new machines is now in progress and he has expectations that a great number of dealers and distributors will put this event on their must list. John Neise, the firm's Western sales manager, is due back at the plant after an extensive business tour of the Western States. J. R. Bacon, Jennings' vice-president, is still recovering from a severe cold that confined him to his home for a day during the week. Irv Blumenfeld, one of the three generals of the General Vending Sales Corporation, Baltimore, will be a firm visitor during the coming week.

Mills Industries, Inc., thru Evelyn Jacobson, reports that the recently completed phonograph showroom has been drawing commendations from the firm's distributors. Chorley Schlicht, who is in charge of the firm's music division, is preparing a carefully selected library of records for visitors' listening pleasure while in the showroom.

Tony Gasparro, Williams Manufacturing Company, reports visitors this week included Harry Jacobs, Milwaukee, and Frank Smith, S. & M. Sales, Memphis. Tony says the Tornado game is going strong and is, to all appearances, catching on in a manner much like its name implies. . . . Coinex Corporation's Murray Rosenthal was pleasantly surprised when the gang celebrated his birthday March 25 with a rousing office shindig.

Over at James H. Martin & Company Jimmy Martin tells us record sales are up. He reports record quality is showing improvement, too. Jimmy says firm's sales manager, George Solar, is back at work after a bout with the flu. . . . Fran Jackson, who now handles Martin publicity, is doing a fine job and just last week rated mention by disk jockey Eddie Hubbard on his program, we are told.

Kelner Vendors, via headman Jack Kelner, reports that their ace mechanic, Jack Lopath, is getting married to Sylvia Davis, April 15. Jack is a veteran coinman and was with Kelner before the war and returned here after combat service with the army (he was one of boys who landed on the Normandy beaches). . . . A Kelner visitor this week was James Winquist, Rockford, Ill., vending operator.

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BARNEY LUCKMAN



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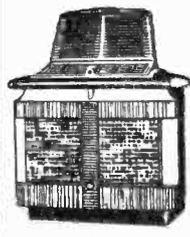
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5-10-20 Marvel's Baseball, Torpedo Patrol.

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RECORD REVIEWS

(Continued from page 29)

EDDIE McMULLEN (Rainbow 50001)
Eddie's Steel Guitar Boogie—FT.
Wabash Cannonball—FT; VC.

The new label's first hillbilly issue, the efforts of Eddie McMullen's Sleepy Valley Five leave much to be desired. Small unit, with clary added to the strumming instruments, are less at home with the Western style of music than McMullen himself, who makes a feeble attempt in coming up to Western par with his pickings for *Eddie's Steel Guitar Boogie*, which spins without effect musically or rhythmically to a boogie beat. Flipover finds a trumpeting wah-wah instrumentalist added to the session, and all again out of character for A. P. Carter's classic *Wabash Cannonball*, for which McMullen adds a dubious vocal and yodeling chorus.

Packs no Western appeal to make for such phono play.

JOHNNY TYLER (Victor 20-2182—20-2171)
Freight Train Boogie—FT; V.
Rockin' Chair Money—FT; V.
So Round, So Firm, So Fully Packed—FT; V.
New Pretty Blonde—W; V.

It's prairie piping in spirited style that Johnny Tyler brings to the label for the first time. And for his first cuttings, with toe-tapping country music provided by fiddles and guitars of the Riders of the Rio Grande, Tyler makes a favorable imprint on the spin. Hits his highest mark for *Freight Train Boogie*, a railroad song with Tyler singing how Casey Jones rode down the eight-beat line. And is just as joyous in his singing for *Rockin' Chair Money*, song of soldier bonus money, and for the radio novelty, *So Round, So Firm, So Fully Packed*, all taken at a lively clip. Settles down to homespun singing for *New Pretty Blonde*, the Cajun waltz melody, *Jole Blon*, which is sweeping the prairie country again.

Freight Train Boogie should ride high in the music boxes, with phono flavor in the other sides as well.

BOB WILLS (Columbia 37205)
I'm Gonna Be Boss From Now On—FT; VC.
There's a Big Rock in the Road—FT; VC.

A personality maestro with a toe-tapping dance band in his Texas Playboys, playing with plenty of Western drive in their hot rhythms, Wills rings the bell with the Western swing spiritual, Fred Rose's *There's a Big Rock in the Road*. Tommy Duncan turns in the spirited singing. For the Boss song, it's a slow and low-down Western blues with plenty of hot fiddle scratchings while Jesse Ashlock tells in song that he's going to be the boss-man as far as women are concerned.

There's a Big Rock in the Road looms big for buffalo heads.

ROY ROGERS (Victor 20-2124)
My Chickashay Gal—FT; V.
I Never Had a Chance—FT; V.

Nice contrast in the chanting of Roy Rogers for this cutting with the lively fiddles and guitars of Country Washburne's music providing a fine rhythmic flow for the spin. It's a lively rustic rhythm ditty as Rogers serenades *My Chickashay Gal*, promising he'll never roam from her again. In contrast, it's a plaintive torch ballad of lost love as he pipes it plaintively for Fred Rose's *I Never Had a Chance*.

Chickashay Gal gives for coins.

CLAUDE SHARPE (Columbia 37254)
Mandy Lee—FT; V.
Birmingham Jail—W; V.

It's the old-time harmony singing, and the spinning is largely for the old-timers, as Claude Sharpe and the Old Hickory Singers, making for a male foursome accompanied by piano, guitar and bass, bring forth these two hillbilly classics. Singing for *Mandy*

Lee is camp-fire style, being more effective when keeping to the strict tempo for the three-quarter-timer *Birmingham Jail*, the everlasting weeper.

For the rocking chair brigade at home.

JERRY LAMA (Cozy I 1001-L 1002)
Twenty-Four Hours a Day—FT; VC.
You Are an Angel Out of Heaven—FT; VC.
Am I Ever in Your Dreams, Dear—W; VC.
You Get Me—FT; VC.

The only attraction in these four sides is in the song titles, and nothing beyond that. It's a quartet of tenor sax, accordion, bass and guitar, whose playing is as bad as their balance. Songs are all the offerings of J. Leon Towers, who banners the label, but the spinning offers nothing, the efforts of Jerry Lama's Quartet in the mediocre mill-run category. And just as feeble is the feeble song delivery and diction of Joan Christie for each of the songs.

Nothing in this needling that smacks of coinage.

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CHUCK PALMER (Coxy P 1007)

Cattle Trails Across the Prairie—FT; VC. *Bucky-Jo*—FT; VC.

The peppery music pounded out by the fiddle, guitars and accordion makes more spinning sense than the singers or the songs, Chuck Palmer's Cornmuffins keeping both sides at a lively pace. Maestro Palmer, whose pipes are as thin as the song itself, tackles the *Cattle Trails*. No better or worse is John Bava as he mumbles how he lost his *Bucky-Jo* girl. Only for the Strad scrapings in hot style does the wax show any worth. Weakie for phono waxing.

SLEEPY HOLLOW GANG (Majestic 11008)

Hobo Bill's Last Ride—FT; VC. *Peach Picking Time Down in Georgia*—FT; VC.

The singing and yodeling of Pancake Pete (Newman), assisted by the gang's pert rhythms sparked by hot fiddling and accordion squeezings, provide plenty of rustic color for this cutting. *Hobo Bill's Last Ride* is the sad saga of the railroad tramp who died in the cold. Much brighter in song spirit and tempo is the rhythmic *Peach Picking Time* ditty.

Georgia folk will find favor with *Peach Picking Time*.

JERRY AND SKY (Sonora H-6000)

Sparkling Brown Eyes—FT; V. *Troubles in My Heart*—FT; V.

These New Englanders sing in frantic Ozark Mt. style, blending their voices in righteous raspy fashion for an almost violent *Sparkling Brown Eyes*. More reserved is their singing for the slow ballad, *Troubles in My Heart*. The Melody Men provide adequate string accompaniment.

Hardly expected to hold up in music machines.

DICK KUHN (Top 1152-1153)

The Country Polka—FT; VC. *The Kokonut Picker*—FT; VC. *The Black Hills of South Dakota*—FT; VC. *The Kokonut Picker*—FT; VC. *Love's Old Sweet Song*—FT; VC.

The tenor sax of maestro Dick Kuhn sharing the melodic frames with the accordionist, it's smooth and spry dance music spinning out on these sides. And just as melodic as the music is the harmony singing of the male trio. Particularly fetching the gay and tuneful *Country Polka*, with a peppy and thoroly danceable outdoor rhythm ditty in the backing with *Black Hills*. In the same smooth dance style, Kuhn's music and the singing trio emphasize the melodic content of the everlasting *Love's Old Sweet Song*, taken at a bright rhythm tempo. Diane Leslie joins the trio to sing *Kokonut Picker*, a lively calypso novelty ditty with more spirit in the playing and the singing than in the song itself.

Country taps and taverns will make the most of *Country Polka*.

RUBY SMITH (Victor 20-2152)

Port Wine Blues—FT; V. *You Satisfy*—FT; V.

While showing off a lusty pair of pipes, Ruby Smith sets off no spark in her blues singing for these sides. Not even convincing that she needs good vino for a lively *Port Wine Blues*, taking the lyric as a talk, and for the slow blues, *You Satisfy*, singing of having the love bug bad, is just as bad. Nor is there any rhythmic kick in the supporting syncos provided by the small band led by Gene Sedic, whose tenor sax never gets off. Neither does Al Casey's guit' picking.

Dull disking to make for coins.

HARMONEERS QUARTET (Victor 20-2140)

An Empty Mansion—W; V. *I'll Meet You in the Morning*—W; V.

It's leisurely homespun singing by this male quartet of harmonizers for these two hymns. Boys have lusty voices, their blend making for a deeply religious flavor for the two spiritual songs taken at a slow waltz tempo. Piano accompanies.

For the old folks at home.

(Continued on page 122)

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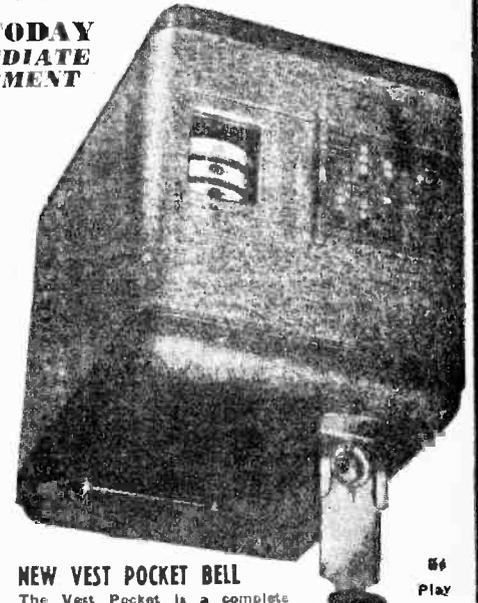
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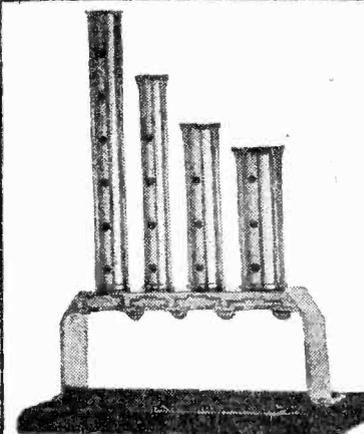
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adv. on page 67.

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RECORD REVIEWS

(Continued from page 121)

THE COLLEGIATE CHORALE
(Victor 10-1277)

Set Down, Servant—FT; V.
Soon-A Will Be Done—FT; V.

Robert Shaw, conducting the Collegiate Chorale for a cappella performance of these traditional spirituals, turns in a highly polished platter rich in tonal quality and vocal color. It's a concert performance, fortified in the spinning by a preciseness in the rhythmic harmonies of the large glee club. Piano accompaniment is adequate with the voices bringing out all of the religious and rhythmic flavor of the spirituals.

For the home phonos.

JIMMY CRAWLEY (Super Discs 1026-1027)

What About Your Soul?—FT; V.
Glamorous Jive—FT; V.
Boogie Woogie Baby—FT.
Lay It On the Line—FT; V.

The Harlem jive and jump ditties, all fashioned by Jimmy Crawley and sung by him in backroom barrelhouse style. His pipes husky and rhythmic, with assist from a trio and a small unit of tenor sax and rhythm instruments, it's the riff dittying in lively fashion for *What About Your Soul?*, *Glamorous Jive* and a drinking song in *Lay It On the Line*, all following the same musical pattern that is none too potent. Crawley blows a soprano sax with the band for an instrumental *Boogie Woogie Baby* and takes jazz back to its cradle days.

Harlem backrooms may lay it on the line for *Lay It on the Line*.

SONNY BOY WILLIAMSON
(Victor 20-2184)

Hoodo Hoodo—FT; V.
Sonny Boy's Cold Chills FT; V.

Shouting the race blues with fine feeling for the blues idiom, and just as earthy when giving groovey lips to his harmonica blowing, Sonny Boy Williamson rings the bell for both of these slow blues. Particularly for the expressive *Hoodo Hoodo*, a lament that someone hoodooed the hoodo man since the gal he's been lovin' now loves some other man. And for *Cold Chills*, that's what his gal gives him. Piano, guitar and bass put down the rugged rhythms in support.

Race spots will shower coins on Hoodo Hoodo.

KING HOUDINI (Apollo 123)

Moan, People, Moan—FT; V.
Bobby-Sox Idol—FT; V.

The calypso chanting of King (Wilmouth) Houdini, assisted by a fem trio, with the small band, Calypso Parliament, providing toe-tapping instrumental support, makes its strongest bid for *Bobby-Sox Idol*. Hitting home with a topical song story, even the bobby-soxers will find glee in Houdini's serenade to Frank Sinatra, promising the swoon kid that he'll sell more coffee if he takes up calypso singing. Flipover is an innocuous calypso spiritual, *Moan, People, Moan*.

Comedy lyrics of *Bobby-Sox Idol* counts for coins where Sinatra fans are around.

JEAN SABLON (Victor 26-7002)

J'Attendrai—FT; V.
Le Fiacre—FT; V.

A favorite of the smart supper clubs, the continental chanting of Jean Sablon in intimate and warm style makes for a winning waxer. Both highly tuneful French chansons, it's bright and whimsical dittying for *Le Fiacre*, a quaint and descriptive Patee patter about a coachman. Flip finds a lush French chanson, *J'Attendrai*, in the slow ballad tempo singing of romantic expectations. Full string orchestra provides full-fashioned support.

For the parlor phonos.

NICOLAS MATTHEY (Decca 25045)
Misirlou—FT.
Hora Staccato—FT.

The fiery gypsy fiddling of Nicholas Matthey, supported by a gypsy orchestra, provides a stirring rendition of the already familiar *Hora Staccato*. Well to bear in mind that Matthey recorded this some 10 years ago as part of an album of gypsy music. As for *Misirlou*, the label has Matthey leading an "Oriental" orchestra. But instead of the maestro's pash gypsy fiddling, it's outlandish music coming out of what the label calls an *Oud*, played by A. Gershunoff. Nonetheless, the platter offers a classic interpretation of the *Staccato* favorite.

Not for the coin boxes, altho *Hora Staccato* can serve well for the atmosphere spots.

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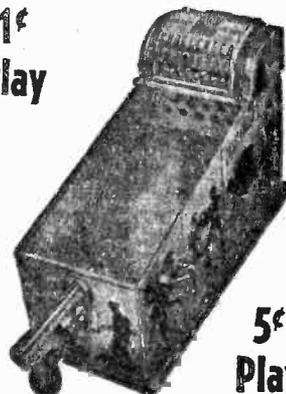
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RALPH CANNON-ANN HAYDEN
(D. C. 8012)

The Happy Little Puppy—FT; V.
The Wicked Little Cricket—FT; V.

Two kiddie songs with plenty of novelty appeal for the moppets are offered up here in a bright tempo. Ralph Cannon, singing in straight-forward fashion, enunciates it clearly for the *Puppy* ditty, sharing the wordage with Ann Hayden in piping the *Cricket* novelty. And for both, the lyrical appeal of the tunes is stronger than the vocal efforts. Milt Davis at the Novachord provides adequate accompaniment.

For the tiny spots at home.

MISCHA BORR (Victor 25-0078)

Chanson Bohemienne—W.
Valse Poudree—W.

Fiddler Mischa Borr, fronting a fully instrumented salon ensemble rich in Strad power, gives a pleasant performance for both of these continental waltz favorites. It's the charm and lilt of the continent for *Valse Poudree*, playing it in song style for *Chanson Bohemienne*, from which stems the *Bluebird of Happiness* melody. Exposition is a simple one, and while the scoring is without flair or color, the melodies fall easy on the ears.

Atmosphere music.

BERTHA MELNIK (Vanguard 2)

Toccata Guatemala—FT.
Song of Worlds Unseen—FT.

Displaying complete mastery of the piano keyboard, Bertha Melnik gives a merited performance for both of these modern compositions by modern composers—their efforts entirely in the modern idiom more concerned with distant chords and effects than in the diatonics. As a result, there is no absolute melody to either of the pieces. *Toccata Guatemala*, an embellishment of Latin folk themes, was written expressly for the label by Sam Morgenstern, remembered for his *Warsaw Ghetto* symphony. *Song of Worlds Unseen*, by Chandler Davis, also written expressly for this waxing, is a series of sonata-form modulations.

A modern art form in composition for the music student.

CARNEGIE POPS ORCHESTRA
(Columbia 4368)

Variations on Pop! Goes the Weasel
Parts I & II—FT.

The Carnegie Pops Symphony, under the baton of Charles O'Connell, gives here a whimsical and fanciful performance, all in light-hearted fashion, of *Variations on Pop Goes the Weasel*. Skillfully executed over both sides of a 10-incher by this Summer edition of the New York Philharmonic, bringing out all of the musical wit embodied in the scoring of the everlasting folk classic. J. Margolis is responsible for the rich-toned fiddling for an adagio variation.

For the home collection of light symphonics.

JASCHA HEIFETZ (Victor 11-9422)

Carmen Fantasie—Parts I & II

Concert fiddler Jascha Heifetz takes both sides of a 12-incher for a colorful performance of Franz Waxman's *Carmen Fantasie*, based on the rich gypsy themes from Bizet's opera. Heightening the dramatic power of the operatic score is the musical accompaniment of the RCA-Victor Orchestra under the direction of Donald Vorhees. It's all done with Heifetz's flawless virtuosity, and apart from the everlasting popularity of the *Carmen* music, the spinning will have special merchandising interest when identified with the forthcoming *Hu-moresque* movie. This *Fantasie* is one of selections included in the screen track.

For the home library.

PAUL LAVALLE (Muscraft 472)

Souvenir—FT.
Hora Staccato—FT.

The everlasting Drdla's *Souvenir* melody gets a fresh concert treatment that is steeped with rhythmic over-

tones in the jazz idiom. As such, it serves to showcase the masterful clarinetting of maestro Paul Lavalle, banked entirely by the strings in the large Lavelle orchestra. For the flip-over, the string section pursues the exotic *Hora Staccato* melody, the Lavalle scoring retaining the rich Romanian flavor.

Easy listening at home.

PAWEL PROKOPIENI (Victor 25-9174)

Red Poppy Seeds on Monte Cassino—FT; V.
Polonaise Oginski—FT; V.

The lusty basso pipes of Pawel Prokopieni make for a spirited performance for both of these tuneful Polish serenades. Singing both selec-

tions in the native tongue at a bright march-like tempo, with the Polish Bell Orchestra providing spirited support.

For nationality needling at home.

WILL GLAHE (Victor 25-4003)

There Is a Hofbrau House in Munich—W; VC.
But Today We Are Gay—FT; VC.

It's the gay and tuneful music of the biergartens that accordionist Will Glahe and his full band dish out, with a spirited singing trio of males for the German lyrics. *Hofbrau House* is a lively waltz melody of the "Hi-Li Hi-Lo" variety, and just as catchy. *But Today We Are Gay* is a gay

dance ditty played and sung with plenty of life and lift.

For the nationality biersteubes.

HANK WILLIAMS (Sterling 204)

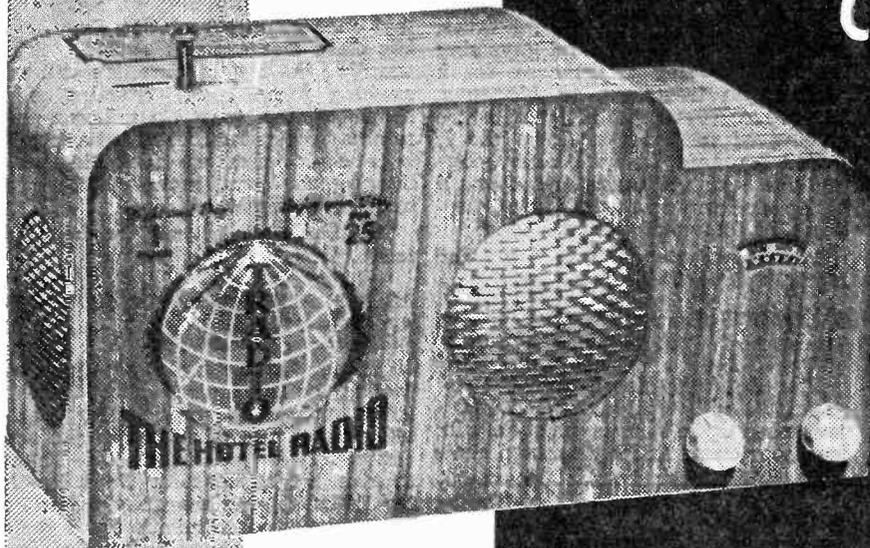
Wealth Won't Save Your Soul—W; V.
When God Comes and Fathers His Jewels—W; V.

It's the backwoods gospel singing—way back in the woods—that Hank Williams sings out for both of these country songs taken at a slow waltz tempo. Both the singing and the songs entirely funereal. Fiddle and guitar of the Country Boys accomp.

Not for music machines.

(Continued on page 124)

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FRANKIE CARLE (Columbia 37269)
Sunrise Serenade—FT.
Carle Boogie—FT.

Frankie Carle couples two of his most famous instrumentals, giving a fresh interpretation of his identifying *Sunrise Serenade*, the slow and buoyant melody to the advantage of his rich band color as well as to his own sparkling Steinwaying. Flip finds the fast-spinning and musical *Carle Boogie* which the maestro pursues all the way on the spinning wax.

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RECORD REVIEWS

(Continued from page 123)

STEFANO LOMBARDI (Victor 25-7082)
My Sunday Suit—FT; V.
Do Not Forget My Words—FT; V.

The sugar-coated tenor piping of Stefano Lombardi, singing with dramatic force, brings out all of the Roman flavor of these Italian folk songs. *My Sunday Suit* is a gay and folksie melody which Lombardi offers in spirited style, contrasting with the sweet and slow serenading for *Do Not Forget My Words*. The RCA-Victor Continental Orchestra provides able support for the singer.

For the nationality folks at home.

JULIE CONWAY (Signature 15086)
Managua, Nicaragua—FT; V.
If I Had My Life To Live Over—FT; V.

Julie Conway, piping with the vocal and instrumental Chickering Four, gives an easy and simple reading for both of these current faves. At a bright tempo, gal and guys sing it in unison and in harmony for a cocktaillierie treatment on *Managua, Nicaragua*. Even more effective is the singing of the quartet alone for *If I Had My Life To Live Over*, singing the nostalgic waltz melody as a ballad and featuring the lyrical tenoring of Floyd Sherman.

Taps and taverns will take to *If I Had My Life To Live Over*.

RAY BLOCH (Signature 15070)
When I Get Too Old To Dream—FT; VC.
Lydia—W.

The Romberg-Hammerstein evergreen, *When I Get Too Old To Dream*, is dressed up in symphonic style with jazz overtones. Adding a mixed choir

of voices to the large studio band, Ray Bloch presents a colorful and richly harmonic interpretation of the melody, contrasting the rhythmic beats as Johnny Guarnieri cuts in with classical piano variations in the elusive Chopin etude style and in the majestic Tschaikevsky concerto form. For the flip, Bloch brings up the strings and woodwinds for the lilting and continental waltz melody, *Lydia*, now a movie title tune. It all makes for restful and relaxed listening.

Pleasant plattering for the home phonos.

GLEN GRAY (Decca 25057)
No Name Jive—Parts I & II—FT.

An instrumental jazz classic of many years standing, Larry Wagner's *No Name Jive* even stands up in this day as interpreted by the fine sock ensemble and the hot horns that once belonged to Glen Gray and His Casa Loma Band of old. Still standing the test of time, it's still an exciting jump opus. Starting side shows off the great Casa Loma ensemble work, particularly the trombone choir, with the backside spotlighting the jazz smoke of the alto sax and trumpet.

Top side stacks up well for the jump fans.

ROSALIE ALLEN (Victor 20-2154)
Po' Folks—FT; V.
Cowpuncher's Waltz—W; V.

Piping with happy and persuasive feeling for the prairie songs, Rosalie Allen makes for an engaging chanteuse here, particularly with the addition of her yodeling licks. Takes it at a bright beat for Fred Rose's *Po' Folks*, singing how they are broke all of the time. And it's the i-yipee song of the cowboys and girls after the round-up is over for the lively *Cowpuncher's Waltz*. Western songbird also gets some exceptionally rhythmic instrumental backing from the Black River Riders, small hot band that includes the hot Strad scrapings of Eddie South, remembered as "the dark angel" of the fiddle.

Lilting *Cowpuncher's Waltz* should click for coinage.

EDDIE DEAN (Majestic 11004)
Rainbow at Midnight—W; V.
Kentucky Waltz—W; V.

The sweet and plaintive singing of Eddie Dean spins out well for both of these Western waltz lullabies. Supported by electric guitars and strings, it's a dreamy waltz waxing for the melodic *Rainbow At Midnight*, singing of lovers and their building castles in the air. And in similar style, for the tuneful *Kentucky Waltz*.

Where they dance to the juke box music, both sides make fetching waltz interludes.

THE JOHNSON FAMILY (Columbia 37225)
Cabin in the Valley of the Pines—FT; V.
I'll Reap My Harvest in Heaven—W; V.

The homespun gospel singing of the Johnson Family, making their bow on the label, rings true for these two hymnals. Blending their voices nicely, with fitting piano and guitar accompaniment to keep the tempo even, the Johnsons take it at a moderate tempo for *Cabin in the Valley* with a waltz tempo set for *I'll Reap My Harvest*.

For home use.

LENNIE TRISTANO TRIO (Keynote K-647)
I Can't Get Started—FT.
Out On a Limb—FT.

This combination of Lennie Tristano at the piano, Billy Bauer on guitar and Clyde Lombardi on bass is plenty up to snuff on musicianship. Only their music making takes a twist for the modernistic where the interweavings of piano and guitar never resolve themselves and the

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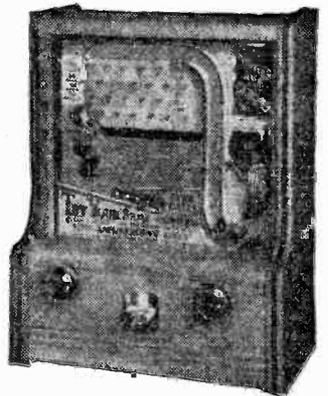
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melody motif is entirely submerged by chord distortions. It's the same for both *I Can't Get Started*, taken at a slow tempo, and for the brighter riff-figured *Out On a Limb*. For those who didn't discard whole tone effects with their celluloid collars, this is it.

Hardly for phono fare.

CARMEN CAVALLARO (Decca 23847)

Carioca—FT. Brazil—FT.

The flash Steinway fingering of Carmen Cavallaro is showcased exceptionally well in this waxing. His band for rhythmic support, the maestro takes it at speed tempo for both *Carioca* and *Brazil*, bringing all the melodic and rhythmic color of the Latin music to his keyboarding. Cavallaro fans will carry this home.

SID CATLETT (Super Discs 1022)

Mop De Mop Mop—FT. Just a Riff—FT.

With "Big Sid" at the drums crashing his cymbals, it's a free for all session of individual hot solos for a speed spinning *Mop De Mop Mop*. Tyree Glenn on trombone and vibes, Coleman Hawkins on tenor, Billy Taylor at the piano and Catlett rolling out a whole drum stanza makes for an exciting whirl of wax. Slowing of the tempo for *Just a Riff* slows down the hot men for this side, which also includes Dick Vance's trumpet and Hilton Jefferson's alto sax. For the hot jazz fiends.

SHORTY LONG (Cowboy CR-203)

Blue Rose of the Rio—FT; VC. I'll Still Go On Loving You—FT; VC.

Shorty Long and his vocal and instrumental (accordion, guitar, bass) Santa Fe Rangers platter it pleasantly for *Blue Rose of the Rio*, an attractive below-the-border ballad of Western lore. The boys blend their voices nicely, singing the serenade at a slow tempo, contrasted with rumba rhythms. Flipover spinning at a faster beat, gives an ordinary Western torch in *I'll Still Go On Loving You*, with Jack Day's ditty just as ordinary as the song itself.

Blue Rose of the Rio for the sentimentalists if the song attracts in Western circles.

CECIL CAMPBELL (Victor 20-2155)

Last Night I Cried—FT; VC. Little Hula Shack in Hawaii—FT; VC.

It's the lovelorn lullabying that Cecil Campbell chants in lusty blues style for *Last Night I Cried*, a lament that his girl has done wrong in going away. It's sad singing and even the trumpet chorus doesn't give the spin a lift. Backside much better, but only because of the pert Western rhythms provided by Campbell's Tennessee Ramblers, with the pickings of the electric guitar for *Little Hula Shack* far more pleasing to the ear than the individual and collective nasal efforts of Mickey Newell and Banner Shelton.

Electric guitar spark may shed some coin gloss on *Little Hula Shack* in Hawaii.

DELTA RHYTHM BOYS (Victor 20-2183)

Jenny Kissed Me—FT; V. Bye, Bye, Alibi Baby—FT; V.

Plenty of persuasion in the piping of the Delta Rhythm Boys, particularly when going on a rhythmic kick for the catchy *Bye, Bye, Alibi Baby*. Attraction both in the solo singing and their collective rhythm harmonies. Equally effective is their display of good voices for a slow spinning girlie serenade, *Jenny Kissed Me*. Small band provides good rhythmic support for their fine singing.

Bye, Bye, Alibi Baby, spinning with plenty of bounce, should keep the coins bouncing in the boxes.

SY OLIVER (MGM 10004)

Hey Daddy-O—FT; VC. Slow Burn—FT.

Tommy Dorsey's Sy Oliver sports a fine band ensemble of his own here, showing a fine devotion to the jump

rhythms and a fair measure of hot horns in tow. The band boys get their inning for Billy Moore's *Slow Burn*, a slow burning riff ovver scored in the minor key. However, the enthusiasm is all on the *Hey Daddy-O* side that spins out the maestro's characteristic rhythm chanting for a catchy Harlemese guttural. And for added effect, Dickie Wells cuts in on the singing and the playing with jive patter and earthy trombone slides.

"Hey Daddy-O" a sure-fire for the Harlem locations.

RED MCKENZIE (National 9027)

Ace in the Hole—FT; V. Peg O' My Heart—FT; V.

There's rich flavor of nostalgia in the needling here that offers the deep-voiced and robust baritone of Red McKenzie, phrasing it with fine jazz feeling, for two dandies of the gaslit era. Taking tempo liberties thruout, McKenzie turns in a top tavern rendition of the traditional tenderloin ballad, *Ace in the Hole*—the writing of a letter to home for some money. And in the slow ballad tempo, gives a warm waxing for Fred Fisher's *Peg O' My Heart* classic. The small band of hot men in support, led by pianist Dave Rhodes, leave much to be desired.

Both sides for the tap and tavern coin circuits.

HELEN CARROLL AND THE SATISFIERS (Victor 20-2191)

Wyoming—FT; V. Who'd a Think It—FT; V.

While not hillbilly singers, it's only when their harmonies go hayseed that there is any sparkle to the spinning of *Wyoming*, a Western rhythm ditty that doesn't lend itself so well to the straight-forward rhythm singing that Helen Carroll and the Satisfiers apply to the tune. Backside is a dubious novelty, *Who a Think It*, spinning at a lively march tempo. Vocally or melodically, there's no attention holding, and lyrically it's a conglomeration of phrases in bad English. Russ Case's band provides full-fashioned support, more spry than the singing.

Too easy to skip these over.

NEW PHONE MUSIC

(Continued from page 100)

removed. This cover must also be removed to make collections from the coin box.

Advantage of this box, says Vance, is the all-metal covering which can take a terrific beating from the most destructive customer and come out with only a few scratches. The compact size is also a distinct advantage from the location owner's standpoint, as it takes up very little room on the counters, booths or walls, he added. Approximate size of the box is 9 inches long, 7 inches high and five inches deep.

Modern Music, Inc., which manufactures, distributes and also operates the Magic Music system, has its central studio located at 17 West 39th Street. Testing installation of the system was made at the G & R Sandwich Shop, 3924 Troost Avenue. Smith operated another wall box system at the spot previous to the installation of the new vocal selection wall boxes.

In the system at G & R an adapted Jennings' "Betty" juke box is used in conjunction with the wall boxes which are located at the bar and on the wall beside the tables. A wall box also is placed atop the "Betty" juke. For the present, Modern Music is using Musicale amplifiers, but Smith and Burnett expect to complete work on their own amplifying hook-up soon.

A catalog of music listing over 4,000 recordings from which the customer can make his selection is being compiled. In the meantime, a card has been printed for each table listing 20 tunes, "to help jog the memory," Vance says.

Minn. Ban Bill To Get Hearing

(Continued from page 98)

full committee that if licensing authorities have to participate in revocation proceedings, the Agriculture Department alone would need a dozen additional inspectors, as would the hotel inspection division.

State Department heads issuing licenses will be summoned before Monday's committee hearing to tell what enactment of the administration measure would mean to their departments in the way of enforcement, witness fees, mileage and other added cost.

Some Officials Opposed

An indication that some State officials are opposed to the idea of licensing authorities conducting revocation hearings was given in the testimony of Dudley C. Ericson, State liquor control commissioner, before

the House liquor committee on a measure giving him the right to revoke on-sale liquor permits. Ericson said flatly that he didn't want the job of being prosecutor and judge and suggested that a local conviction should be obtained first in the matter of gaming devices. His views were in direct opposition to the terms of the administration's H. F. 698.

Thomas Vennum, Minneapolis attorney representing pinball operators, urged the appropriations committee not to include pinballs under the definition of gaming devices. He stated that if pinball games which pay out chips or slugs for replay are outlawed, the city of Minneapolis alone would lose more than \$100,000 in revenue.

Vennum said several authors of the measure have indicated they have no objection to such machines but that somehow they got into the bill and no fight has been made on them until now.

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Coin Biz Booms in Mexico; Virgin Ground for Industry

(Continued from page 98)
about an hour and a half after we placed the machine on the counter," Torres related. "At the end of that time, we checked the cash box and counted 75 10-centavo pieces and one American quarter. The man was convinced."

Popularity of coin-operated amusement games is growing so rapidly in Mexico that demand is far outreaching supply. "I find that it pays me to make trips to Chicago," Torres stated, "because I get better results when I deal directly with the manufacturers instead of trying to conduct my business by mail."

To demonstrate the growing demand for games, Torres said he left Monterrey March 21 and received a telephone call from his partner, Conrado Lozano, Monday. Lozano informed Torres that since he left a shipment of 100 target pistols had arrived and that the entire shipment had been sold immediately to one operator.

Likes American System

Torres is a firm believer in the American system of operation, under which the distributor buys from the manufacturer, sells to the operator, who, in turn, deals with location owners on a commission basis. If he had his way in the matter, all Mexican coin machine business would be conducted in this manner.

"I am interested in seeing more and more operators get into the business," he declared. "I want to see them establishing routes and keeping their business on a commission basis.

That is the best way to do it, after all, because an operator—with his own repair and servicemen—is in a much better position to keep the machines in good shape than an individual location owner who owns his machines."

For the most part, the music machine business is not handled on this basis, Torres reported. There is a large number of American-made juke boxes in Mexico, but they are owned by the location owners in most cases, he said.

He said he knew of no manufacturers' distributors in Monterrey, altho there are several men who buy machines from American distributors and sell them directly to the location owners. These Mexican sub-distributors then charge locations a flat monthly service and repair fee on each juke.

"More and more American records are being used all over Mexico," Torres stated, "altho there is now a severe shortage of records as well as other juke box supplies." He indicated that Mexican music merchants have no established sources of supply and have to buy records and parts wherever they can find them.

Apparently because of the disparity in American and Mexican tastes in food, there are practically no vending machines anywhere in the country.

However, Torres was investigating the automatic popcorn vending field and seemed to be interested in experimenting with such machines on Mexican locations.

Flow of New Coin Legislation Cut as Assemblies Adjourn

(Continued from page 100)

places a 3 per cent tax on the total value of the holes or tabs in sales-boards.

NEBRASKA—This State's anti-slug measure, making the use of slugs in coin machines or pay telephones a criminal offense punishable by law, passed both houses and was given to the governor for approval on March 20.

NEVADA—Prior to its adjournment, March 23, Legislature passed Senate Bill 116 to increase the fees for gaming establishments and bell machines. Prior to passage of this bill, the State gaming license was based on 1 per cent of the gross revenue of the applicant. New schedule provides that applicants shall pay 2 per cent of their total gross revenue. Scale for games is graduated according to the number of games in any one establishment, ranging from \$750 for three games to \$30,000 for more than 21 games.

NEW MEXICO—Legislature adjourned. Prior to its adjournment the House killed Senate Bill 198 which would have provided for local option on gaming.

NEW YORK—March 24 saw approval of an enabling act which gives cities and counties the right to tax vending machines not more than \$10 per year. On Tuesday (25) New York's Mayor O'Dwyer, already on record as opposed to any new local taxes, stated that he hasn't changed his mind.

NORTH DAKOTA—House Bill 193, providing for a 2 per cent tax on the

gross receipts of juke box operations as well as on the gross receipts of many other retail services, was approved March 15.

OHIO—Senate Bill 226, which would place a tax of \$100, has been referred to the Senate Judiciary Committee.

PENNSYLVANIA—House Bill 831, which would place a tax of 10 cents on all phonograph records selling for more than 50 cents each and a 5-cent tax on all records selling for not more than 50 cents, was introduced last week. For further details of this unusual measure see the Music Machines section.

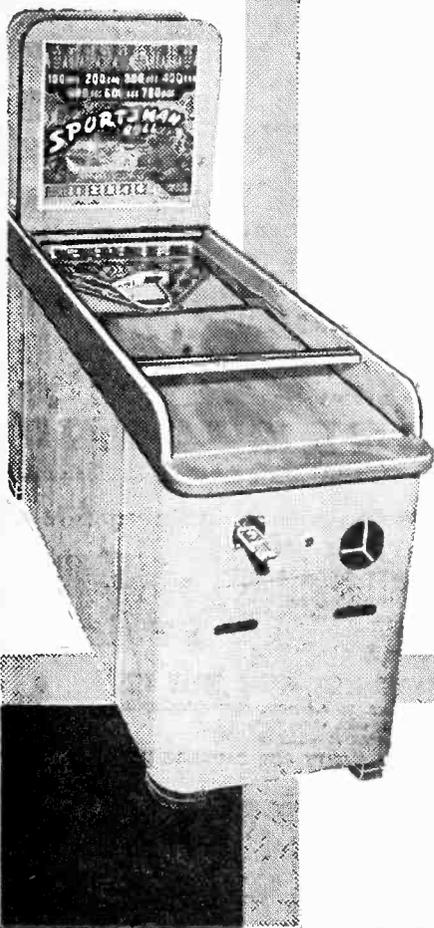
SOUTH CAROLINA—An amendment to 274, proposed from the floor March 21, would put a tax of \$15 on juke boxes and \$10 on venders.

TENNESSEE—Senate Bill 1125, which is now officially on the law books, provides a \$7.50 annual tax on each location using telephone music and the same tax on each location (specifically hotels and tourist courts) using coin-operated radios.

WASHINGTON—Senate Bill 77 is now approved and a law. This bill licenses payouts, makes a distinction between games which have an element of skill involved and games in which the payout is determined entirely by chance. Where some element of skill is involved, the operator will pay a tax equal to the gross operating income multiplied by 50 per cent; where there is no skill involved the operator will pay a tax determined by multiplying his gross operating income by 60 per cent.

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Factories Add Coin Laundries

NEW YORK, March 29.—Coin-operated automatic washing machines have found a new type of location in industrial plants and factory areas, it was revealed yesterday in simultaneous announcements by the Telecoin Corporation, distributor of coin-operated Bendix automatic home laundries, and Mohawk Carpet Mills, Inc. Thirty washers are being assembled in the McCleary and Shuttleworth divisions of Mohawk at Amsterdam, N. Y., in what Telecoin and Mohawk believe will be the first factory installation of its type in the country.

Several southern industrial plants recently have made the machines available for employee service, but all of these are outside working areas. Rex Mills, Ranlo, N. C., has installed 20 Bendix laundrettes in a Quonset hut. U. S. Rubber Company has set up 10 in the community house near its Hogansville, Ga., plant. Whittier Mills, Chattahoochee, Ga., has six; Scottsboro Mills, Scottsboro, Ga., three, and Georgia Duck & Cordage Company, Atlanta, two. Plants believe presence of the washers will reduce absenteeism among female personnel.

Mohawk will open its McCleary laundrette April 7 and the one at Shuttleworth April 9.

Mo. Solons Propose Local Option Beer

JEFFERSON CITY, Mo., March 29.—Bills to establish local option for liquor and beer on a precinct basis and outlaw the Sunday sale of beer were introduced in the House of the Missouri Legislature this week.

The measure, which has the backing of the Anti-Saloon League and other temperance organizations, had been expected since opening of the 1947 session.

Great difference between the bill offered this week and those of previous years is that it would allow voters of any of the State's 4,500 precincts to outlaw the sale of liquor or beer within their precinct. It would also allow any township or city to ban intoxicating liquors, which are defined as any alcoholic beverage containing more than one-half of 1 per cent alcohol. One-fifth of the qualified voters within the precinct or other political subdivision could initiate local option elections by petition.

Another bill was introduced to forbid the sale of 3.2 beer on Sunday thruout the State. Both were offered by Rep. Fred A. Ncel, Randolph County Democrat.

New Writer Added To CMI P-R Staff

CHICAGO, March 29.—A new writer, Margaret Ruvolo, has been added to the staff of the Coin Machine Industries, Inc. (CMI), public relations bureau, it was announced this week by James T. Mangan, bureau director.

Mrs. Ruvolo has been associated with Woeltz-Robinson Associates for the past two years, during which time she engaged in publicity and promotional activities. She has just completed a novel which will be published soon.

She is Chicago feature correspondent for *The St. Louis Globe-Democrat* and *The New Orleans Times-Picayune* and is the author of numerous short stories and articles which have appeared in *The Woman*, *American Home* and *Mademoiselle*.

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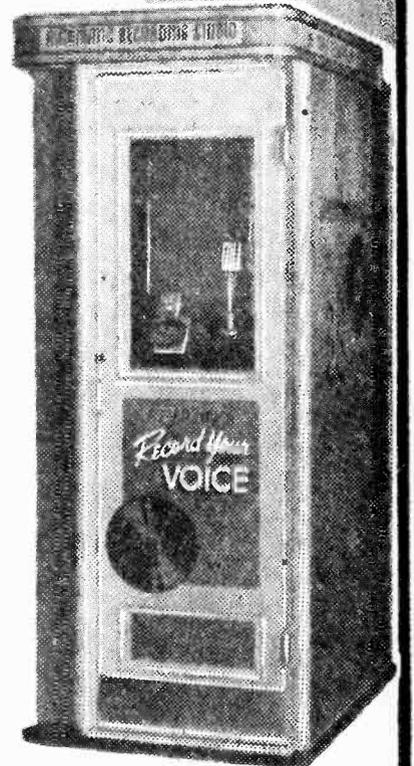
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Text of Idaho Bell Bill, As Amended and Signed by Governor, Given in Full

Local Option Act Creates Wide Interest in Industry

(Editor's Note: Because of the widespread interest created by the passage of a local option bill permitting the operation of bell machines in incorporated towns of Idaho, The Billboard herewith publishes the entire act as amended and signed into law.) (Idaho Legislature passed the bill during the first week of March and Gov. C. A. Robins signed it on March 11. It was the last bill acted upon before the assembly adjourned sine die and became effective with the signature of the governor.)

An act declaring the purpose and citation of this act; defining coin-operated amusement devices; defining local authority and the jurisdiction thereof; providing for regulation and licensing of and revocation of licenses for coin-operated amusement devices by local authorities; providing license fees and limitations on licenses, providing for the collection of license fees by local authorities for counties and the State; providing for a license stamp; amending Section 17-2301, Idaho Code Annotated, as amended by Chapter 112 Idaho Session Laws of 1945, as amended by Section 4 of House Bill No. 66 of the 29th session of the Legislature, to change the penalty and declaring the operation of licensed coin-operated amusement

devices to be lawful; amending Section 17-2304, Idaho Code Annotated; providing penalties for the possession or operation of coin-operated amusement devices without first having procured a license thereof, and declaring an emergency.

Be it enacted by the Legislature of the State of Idaho:

Section 1. Purpose of act. This act shall be cited as the Local License Act and it shall be deemed an exercise of the police powers of the State for the protection and welfare of the people of the State, and all of its provisions shall be liberally construed for the accomplishment of that purpose. And it is declared to be the public policy that the ownership and operation of such coin-operated amusement devices are so affected with the public interest that they shall be regulated by local authorities as hereinafter provided in this act.

Section 2. Definition of terms. (a) A "Coin-operated Amusement Device" is a machine or device into which may be inserted any piece of money or other object and from which, as a result of such insertion and the application of physical or mechanical force, may issue wholly upon any chance or uncertain or contingent event, any piece or pieces of money, or any check, memorandum, or other tangible evidence is, after issuance, actually redeemed in money or exchanged for money or

Pins Get a Horse

CHICAGO, March 29. — Art Nyberg, regional sales director for Bally Manufacturing Company, in Baltimore, was recently requested by Jim Mangan, CMI public relations bureau director, to name one of the horses in his stable "Tilt." Nyberg reports he has given the name to a two-year-old filly now in training at Pimlico for the Maryland races this spring.

Nyberg says that he hopes "Tilt" will honor the pin game section of the coin machine industry by crossing the wire ahead of competing horses, and without tilting too far to disqualify.

property by any person whatsoever; which device is defined as and hereby declared to be gaming, but not lottery.

(b) "Local Authority" as used in this act means the mayor and city council of incorporated cities, the board of trustees of incorporated villages in this State.

(c) The word "person, partnership, corporation or association.

Section 3. Devices authorized. From and after the passage and approval of this act, it shall be lawful for any person to own and operate coin-operated amusement devices within the limits of any incorporated city or village only after having first procured a license as hereinafter provided.

Section 3-A. Licensee must own device. No coin-operated amusement device may be operated on any premises except those owned or leased by the licensee. No person other than the licensee may have any legal, equitable or financial right, title or interest in such device,

whether by ownership, mortgage, conditional sales contract, or otherwise, nor receive any rental or remuneration therefrom or from the operation thereof.

Section 4. Regulation and license by local authorities. Each local authority within its jurisdiction is hereby authorized and empowered to adopt all ordinances or resolutions regulating, controlling or prohibiting the operation of coin-operated amusement devices and providing for the revocation of such licenses within its respective jurisdiction and each local authority is authorized to provide forms of application for licenses, forms of licenses and such other matters in conformity with its resolutions or ordinances theretofore adopted.

Section 5. License fees. License fee imposed and collected by the local authority shall be not less than \$500 per annum for the calendar year for each coin-operated amusement device, which license fee may be prorated as of the actual month of issue for the remainder of the license year. Of the license fee so collected \$125 shall be collected for the State of Idaho and remitted quarterly by the collecting authority to the State treasurer and by him placed in the general fund of the State; of the license fee so collected, \$125 shall be collected for the county in which the collecting local authority is located and shall by said collecting local authority remitted quarterly to the treasurer of such county and by him placed in the general fund of such county; provided, however, if the license is issued for less than the full calendar year, the amounts so collected for the State and for the county, respectively, shall be prorated as of the actual month of issue.

Section 5-A. License stamp. License shall be in the form of a stamp and a separate license must be issued for each coin-operated amusement device. Licensee immediately

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upon issuance shall securely affix the stamp to the coin-operated amusement device in a conspicuous place, and cancel the same by cutting it criss-cross with a sharp instrument.

Section 6. Unlawful practices. It shall be unlawful for any person:

(a) To operate or permit the operation of a coin-operated amusement device without being licensed, as provided in this act.

(b) To operate or permit the operation of a coin-operated amusement device without having the license stamp affixed to it and canceled, as provided by this act.

(c) To permit any person under the age of 21 years to play a coin-operated amusement device, or to operate or permit the operation of such device in a public place where persons under 21 years of age would have access thereto.

(d) To make any false statement in the application for a license hereunder.

(e) To operate or permit the operation of any coin-operated amusement device on premises other than those described in the application thereof, and in the license issued therefor.

(f) To operate or permit the operation of any coin-operated amusement device in violation of the ordinances of any incorporated city or village. Any person who violates any of the provisions of this act shall be guilty of a misdemeanor and shall be punished by a fine of not less than \$200 nor more than \$1,000, or imprisonment in the county jail for not less than two months nor more than 12 months, or both such fine and imprisonment, and in addition thereto any person so convicted shall not thereafter be eligible to receive a license for any coin-operated amusement device under this act.

Section 7. That Section 17-2301, Idaho Code Annotated, as amended

by Chapter 112, Session Laws of Idaho, 1945, be, and the same is hereby amended to read as follows:

17-2301. Gambling. Every person who deals, plays or carries on, opens or causes to be opened, or who conducts, either as owner, employer, or lessee, whether for hire or not, any game of faro, monte, roulette, lansquenet, rouge et noir, roado, Indian stick game, or any game played with cards, dice or any other device for money, checks, credit or any other representative of values, is guilty of a misdemeanor and is punishable by a fine of not less than \$200 nor more than \$300 or imprisonment in the county jail not less than two months nor more than six months or both such fine and imprisonment; provided, however, that it shall be lawful to own, operate, and play such coin-operated amusement devices as may be licensed under the provisions of the Local License Act. Such devices so licensed are hereby declared to be games of chance but not a lottery.

Section 8. That Section 17-2304, Idaho Code Annotated, be and the same is hereby amended to read as follows:

17-2304. Judge to issue warrant—Seizure of articles. Whenever any judge or justice of the peace shall have knowledge or shall receive satisfactory information, that there is any gambling table or gambling device, adopted or devised and designed for the purpose of playing any of the games of chance prohibited in Section 17-2301, within his district or county, it shall be his duty forthwith to issue his warrant, directed to the sheriff or constable, to seize and bring before him such gambling table or other device, and cause the same to be publicly destroyed, by burning or otherwise. Provided, however, that whenever any peace officer has probable cause to believe that a coin-operated amusement device is operated and possessed in violation of the Local License Act, then he is authorized and empowered, with or without warrant, to seize such device, and upon conviction of any person for such illegal operation and possession, such device shall be declared confiscated by the chief peace officer of the authority making the seizure; provided further, that upon final determination of the case, said device shall be sold at public sale to the highest bidder after posting notice for at least 10 days of the time and place of said sale at a public place at or near the courthouse door in the county where such sale is to be held, and the proceeds of such sale shall be deposited in and belong to the general fund of the State, county or municipality making the confiscation.

Linotype Music

SCRANTON, Pa., March 29.—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.

American Time Corp. Reveals New Timer Unit

SPRINGFIELD, Mass., March 29.—A new dime-operated timer, called 50-D, capable of accumulating a reserve of seven 10-cent pieces in its coin chute, has been developed by the American Time Corporation for use in all types of coin-operated equipment. Available for distribution by May 1, it will come in time-cycle intervals of 20, 30 or 40 minutes, one hour or two hours, at the option of the operator.

The timer unit has a combination steel frame and locked coin box assembly into which is mounted the timer mechanism proper. The coin box holds about \$15 in dimes. The frame, 65/1000's of an inch thick, carries three holes to permit mounting in a wood cabinet. A pentrate finish enables it to be spot-welded to a steel cabinet. Fingertip operation of a simple latch will allow servicemen to slide the timer out of the mounting frame without the use of tools.

The coin slot will not accept any coin thicker than a dime and the edges of the box are overlapped to prevent prying. The complete unit weighs two pounds, is 6 7/8 inches high, 3 1/2 inches wide and 2 1/2 inches deep. A terminal plate will be provided for ease in wiring. The unit operates on 110 volts, 60 cycles AC.

by declared to exist, this act shall be in full force and effect from and after the date of its passage and approval.

Thank You
Thank You
Thank You



BOOMERANG

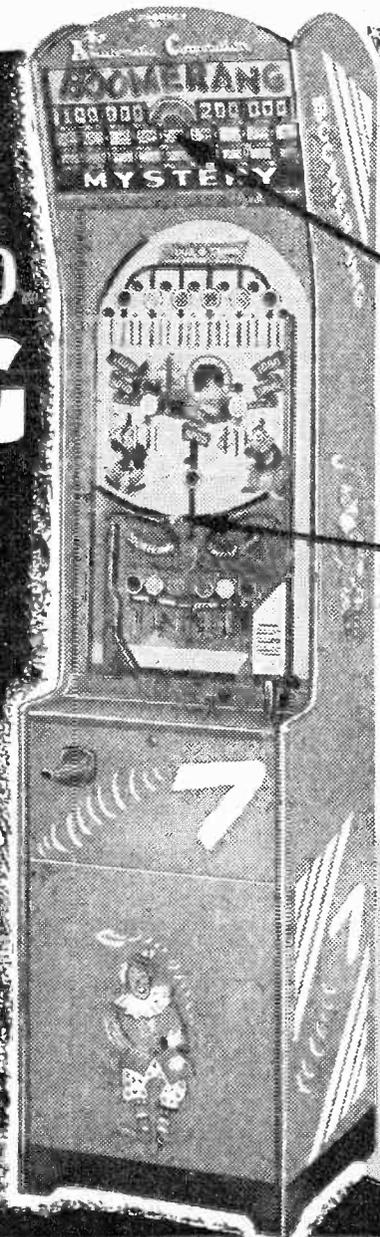
THE FIRST UPRIGHT
PIN GAME
THAT IS A
REAL SUCCESS

We are turning out this action packed game just as quick as we can—BUT the orders for this spectacular game came in FAST so please be patient as we will soon be able to fill them promptly.

ORDER NOW
FROM YOUR
DISTRIBUTOR
FOR EARLIEST
DELIVERY

Musomatic Corporation

PHONE: EDGEWATER 3500
4556 N. KENMORE AVE.
CHICAGO 40, ILLINOIS



High Score up to 260,000.
Mystery Score up to 50,000

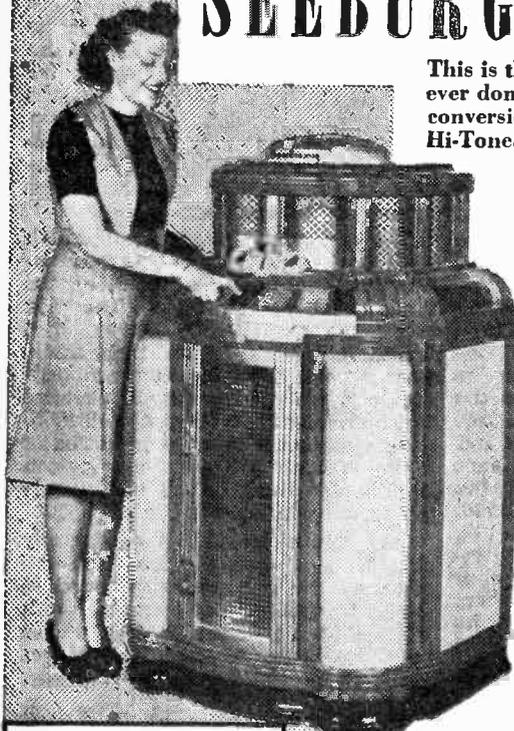
Motor Driven Basket for Continuous Play. When Ball lands in Basket all balls previously played are returned, but scoring continues.

\$295

Territories Available to Wide Awake Distributors




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This is the finest remodeling job we've ever done in our shop. It's a complete conversion of the original Seeburg Hi-Tone. Completely renovated—new parts—new appearance—sparkling finish.

The best at a buy!

ACME CUSTOM BUILT SEEBURG LO-TONE, E. S. . . . \$375.00

ACME CUSTOM BUILT SEEBURG LO-TONE, E. S., R. C. . \$395.00

Terms: 1/3 dep., bal. C.O.D.

INSIST ON THIS TRADEMARK WHEN BUYING PHONOGRAPHS.



Write, Wire, Phone for Our New Illustrated Catalogue and Price List.

See Our Full Line of Remodeled Phonographs
"AMERICA'S LARGEST AUTOMATIC PHONOGRAPH REMODELERS"

We Can Convert Your Hi-Tone Into This Outstanding Custom Built Lo-Tone—FOR ONLY \$99.50 EACH!

Other models at reasonable prices. We will remodel and completely refinish your old machines. Only the finest alcohol-proof lacquers are used in our refinishing department.

ACME SALES CO.
505 WEST 42nd STREET, NEW YORK 18, N. Y.
LO. 3-4138

New State Tax On Juke Disks Entered in Pa.

HARRISBURG, Pa., March 29.—A bill which would place a State tax of 10 cents on each phonograph record selling for more than 50 cents, and a 5-cent tax on all disks selling for not more than 50 cents has been introduced in the House. Both new and used record sales would be taxed under the proposal (H. B. 831) which would also provide for the licensing of all wholesale and retail disk dealers, setting an annual permit fee of \$1.

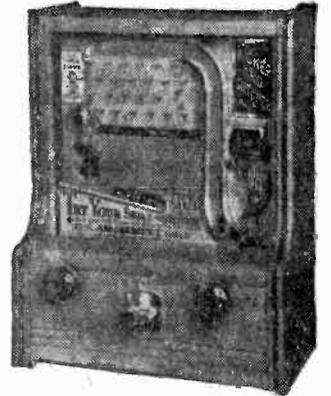
Under the proposal, distributors and dealers are made liable for payment of the levy, except where manufacturers affix tax stamps to the disks, and the licensing of dealers is proposed as a means of locating the sellers rather than a revenue measure in itself.

Proposed tax is in the form of an excise levy and provides for tax stamps. Under the terms of the bill, the tax stamps could be purchased by disk manufacturers either within or outside the State.

Provision is made in the bill that all distributors in Pennsylvania shall affix State tax stamps to incoming shipments of records within 24 hours after they have been received, and unstamped records are made cause for tax law violation. Penalties for dealing in unstamped disks range up to \$1,000 fine or three years imprisonment. The bill has been referred to the ways and means committee of the House.

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THE BIG HIT FOR PROFITS



100 PER CENT SKILL!

TAKES IN MORE MONEY PER DOLLAR INVESTED THAN ANY GAME MADE!

PENNY PLAY \$49.75 F. O. B. 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 CO.

HEADQUARTERS FOR
SLOT MACHINES

AND
BAKER PACERS
1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

New Poker Table Put on Market

HOBOKEN, N. J., March 29.—A new-type poker table, called Electro-Poker, is now being manufactured by Electromaton, Inc., according to Barnett R. Berken, firm sales manager. Machine has non-corrosive and non-tarnishing contact points that are unaffected by climatic conditions.

Two buttons, one that lights up an indicator showing a winning hand and the other to knock off the winning hand and permit player to continue to play, is another feature of the poker table. A removable playing field facilitates cleaning and adjusting the inside mechanism. Positive carbon buttons also are removable.

Machine is being distributed by the Mike Munves Corporation.

Bally-Sponsored Service Schools Reported Success

CHICAGO, March 29.—Ray Maloney, president of Bally Manufacturing Company, announced that the series of service schools, which his firm is sponsoring for the benefit of operators and servicemen, is proving highly successful.

First school, held in the Portland (Ore.) office of the Jack R. Moore Company, March 8 and 9, was attended by a large number of operators and servicemen. Bob Breither, of the Bally engineering staff, conducted the classes.

In commenting on the subject of service schools, Maloney said: "We all know that the finest mechanical-electrical product, even the costliest car or radio, requires regular service. If we can make the coin-operated machine serviceman's job easier, we are helping operators make more money."

★ FILMS ★

For All 16MM. Coin Operated Machines,
SOUND AND SILENT

Approved in the States of Michigan, Ohio, Indiana, Illinois, Wisconsin, West Virginia, Kentucky, Virginia and many other States.

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SEND FOR CIRCULAR
COOPER ENTERPRISES

3157-61 W. Roosevelt Rd., Suite 209
Chicago 12, Ill.

The NEW ABT Challenger. We ship the day we get your order.

Single . . . \$65.00
2 to 4 . . . 60.00
5 to 9 . . . 55.00
10 UP . . . 50.00

T. O. THOMAS
CO.

1572 Jeff.
Paducah, Ky.



YOU CAN'T BEAT OUR PRICES!

FOREIGN BUYERS—WE EXPORT TO ALL PARTS OF THE WORLD

WURLITZER

- Wurlitzer 412, 12 Record . . . \$ 89.50
- Wurlitzer 418, Plain . . . 95.00
- Wurlitzer 418, Lito-Up Top & Bottom . . . 125.00
- Wurlitzer 500 . . . 199.50
- Wurlitzer 600, Rotary . . . 199.50
- Wurlitzer 600, Packard Keyboard . . . 175.00
- Wurlitzer 24 . . . 169.50
- Wurlitzer 61, Counter Model . . . 159.50
- Wurlitzer 24, Celler Job, Remote . . . 129.50
- Wurlitzer 24, Celler Job, Wired . . . 140.00
- WURLITZER 42/24 VICTORY . . . 175.00
- WURLITZER 42/600 VICTORY . . . 175.00
- Wurlitzer Twin 12, Celler Job, Buckley . . . 129.50
- Wurlitzer Twin 12, Celler Job, Packard . . . 350.00
- Wurlitzer 750E Colonial . . . 399.50
- Wurlitzer 750E . . . 399.50
- Wurlitzer 800 . . . 399.50
- Wurlitzer 850 . . . 399.50

SEEBURG

- Seeburg Casino . . . \$129.50
- Seeburg Mayfair . . . 139.50
- Seeburg Plaza . . . 149.50
- Seeburg Gem . . . 165.00
- Seeburg Regal . . . 165.00
- Seeburg Casino, ESRO . . . 225.00
- Seeburg Major, ESRO . . . 249.50
- Seeburg Vogue or Classic . . . 225.00
- Seeburg 8200, Victory Model . . . 175.00
- Seeburg 8200, HI TONE, ES . . . 215.00
- SEEBURG HI TONE, ESRC . . . 249.50
- SEEBURG HI TONE, 8200, ES . . . 260.00

MILLS

- Mills Throne . . . \$119.50
- Mills Empress . . . 149.50

Send 1/3 Deposit, Balance C. O. D.

ROCK-OLA

- Rock-Ola Monarch or Windsor . . . \$149.50
- Rock-Ola Standard Dial-a-Tune . . . 189.50
- Rock-Ola Standard . . . 199.50
- Rock-Ola De Luxe . . . 215.00
- Rock-Ola Master . . . 225.00

WALL BOXES

- Seeburg Selectomatic Boxes . . . \$ 5.00
- Seeburg 24 Sel. Wall-o-Matic, Remote . . . 20.00
- Seeburg 20 Sel. Wall-o-Matic, Remote . . . 25.00
- Seeburg Large Type Wall-o-Matic, R.O. or Wired . . . 5.00
- Seeburg Bar-o-Matic, 5-10-25¢ . . . 39.50
- Seeburg 3-Wire, 5-10-25¢ . . . 39.50
- Wurlitzer #331 Bar Boxes . . . 5.00
- Wurlitzer #320 Sweet Music, 5¢ . . . 12.50
- Wurlitzer #125, 5-10-25¢ . . . 12.50
- Wurlitzer #120 5¢ Boxes . . . 12.50
- Buckley Plain, 24 . . . 5.00
- Buckley Chrome, 24 . . . 6.50
- Buckley Lite-Up Side (24), Gold . . . 8.00
- Buckley Lite-Up Side (24), Chrome . . . 8.50
- Rock-Ola Dial-a-Tune Boxes . . . 7.50
- Packard Boxes . . . 22.50

PARTS

- Seeburg 8D-24-1Z Adapter for Wurlitzer 24 . . . \$17.50
- #304 Wurlitzer Stepper . . . 10.00
- #145 Wurlitzer Red Stepper . . . 32.50
- Wurlitzer #130 Adapter . . . 22.50
- Wurlitzer #300 Adapter . . . 22.50

BENNETT ROUTE MASTER NEEDLES
Write

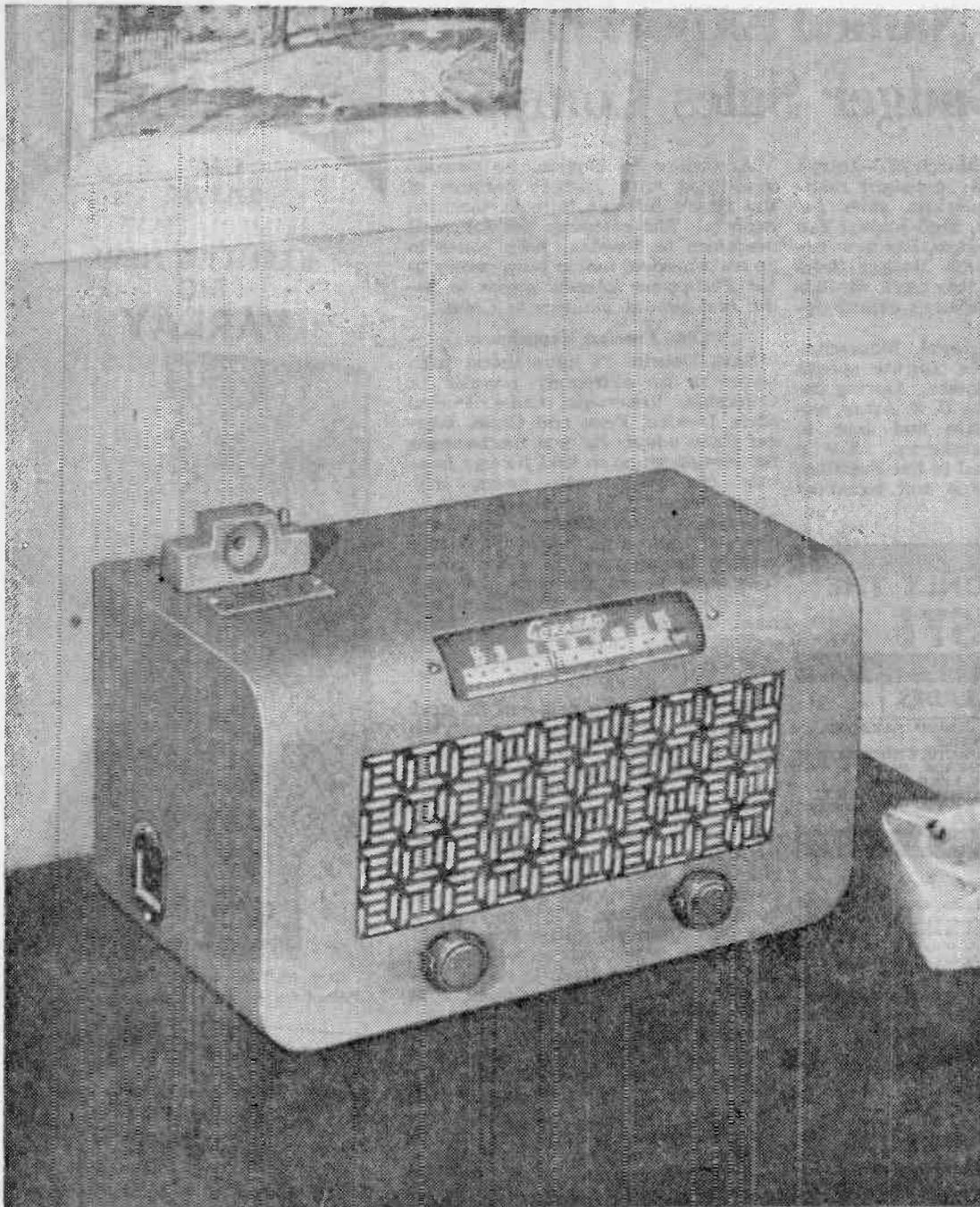
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NEW YORK 19, N. Y.

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PINBALL MACHINE MECHANIC
TOP SALARY AND COMMISSION.
State all in first letter.
VENDING MACHINE EXCHANGE
524 NORTH ILLINOIS STREET
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BRACKETS FOR SEEBURG WALL BOXES
12 Gauge, Rust Proof
\$1.95 Ea.
Any Length. In Lots of Ten.
Cash With Order.
E. E. PETERSON & SON
2605 Bancroft St. San Diego 2, Calif.

SPECIAL THIS WEEK!
2 MILLS PANORAMS . . . \$279.50
1 SOLO-VUE . . . 294.50
6 SUPER SKEE ROLLS, 9 Ft. . . 150.00
5 GENCO PLAYBALLS, Late Model . . . 135.00
5 GENCO TOTAL ROLLS . . . 310.00
2 TEN STRIKES . . . 45.00
CRATING \$5.00 EXTRA . . . WE CARRY A FULL LINE OF PARTS
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We are
proud to offer

THE NEW CORADIO

WITH THE BUILT-IN
NATIONAL SLUG
REJECTOR UNIT

- WITH A brilliantly designed modern cabinet. All steel (18 gauge) construction made to last.
- WITH Slide rule dial that means sharp tuning on all stations.
- WITH Extra rich, deep tone quality.
- WITH 6-tube superheterodyne design. (The extra tube brings in reception regardless of steel buildings, territory, etc.)

The new Coradio eliminates the difficulty that causes the majority of service calls—
COIN TROUBLE.

**COIN TROUBLE IS OUT WITH THE
NEW CORADIO**

The National Slug Rejector—the best on the market—will not pass bad coins—neither will it permit the radio to be jammed. The player merely presses a button and the slug or bent quarter harmlessly drops out into an open return chute. Service calls are eliminated—good will is kept. Coradio stays in service and continues to make profits.

The new Coradio coin chute also takes 4 quarters inserted at one time for continuous 4 to 8-hour play.

And that's only ONE of the features that make Coradio the finest COIN-OPERATED RADIO YET MADE.

- Coin starts radio playing.
- 30-minute, one or two-hour play for 25c

ORDER NOW

Price **\$59.50** F. O. B. New York

Terms— $\frac{1}{3}$ Deposit With Order, Balance C. O. D.

IMMEDIATE DELIVERY

CORADIO

COIN OPERATED RADIO

60 EAST 42ND STREET NEW YORK 17, N. Y. VANDERBILT 6-4972

BLOCK SPECIALS!

SERVICE? ECONOMY? QUALITY?
ASK ANY OPERATOR!

2 WIRE RUBBER ZIP CORD—UNDERWRITERS APPROVED, 250 Ft. Per Spool.
Reg. Pk. Special Pk.
Per Spool \$ 5.05 \$ 4.75
8 Spools 4.38 Each
20 Spools 4.20 Each
28 VOLT BULBS FOR KEENEY EQUIPMENT
Per 100 \$18.00 \$15.00
Lots 500 13.50 P.100
MAPLE SKEE BALLS
Finest Quality—Highly Polished
3 1/2", Per 100 .. \$50.00 \$45.00
2 3/4", Per 100 .. 46.00 37.50

TAKE ADVANTAGE OF THESE BARGAINS WHILE THEY LAST! SUPPLY IS LIMITED!

BLOCK MARBLE CO.
Largest Parts Supplier in the U. S. A.
1425 N. BROAD ST., PHILA. 22, PA.
Phone: Stevenson 4-8975
Get It From Block—They Have It In Stock.

Duarte Named Export Head By Badger Sales Company

LOS ANGELES, March 29.—Joseph S. Duarte, formerly assistant manager of Latin American sales for Yaras & Company, well-known Los Angeles exporting firm, has now become associated with Badger Sales Company, Inc., of this city. He has taken over the company's export department.

Educated in Portugal, Massachusetts and California, Duarte speaks Spanish and Portuguese. During the war he served in the U. S. Army, enlisting as a private and rose to captain in the engineers. For a time he was attached to the Brazilian Army as a language and technical advisor.

According to Duarte, he became associated with Badger because of the firm's interest in coin machine exports. The company has sold bell machines to Sweden, juke boxes to South America, movie peep shows to the Philippine Islands, scales to India and peanut vendors to Cuba.

Cites Foreign Experience

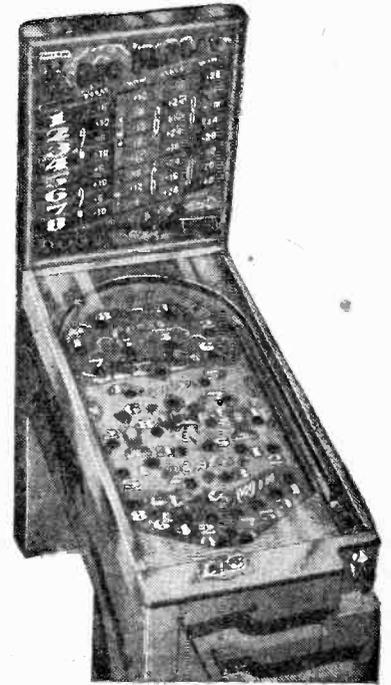
Says Duarte: "I have found juke boxes to be extremely popular in Colombia, Venezuela, Cuba, Puerto Rico, Mexico, Peru and Chile. Badger Sales adapts its coin mechanisms for foreign coins so that foreign hep-cats can play with pesos, sols, cruzeiros, etc. In countries such as Sweden, operators prefer to use metal disks of their own design which are sold to the player. In other countries juke boxes are such novelties that some operators keep them behind the counter and away from curious patrons who try to take them apart to find out what makes them play.

"Slugs are not a problem in most foreign countries, mainly because the natives are not yet adept at trying to circumvent the mechanical problems," according to Badger Sales.

"Due to the economic prostration of Europe today, no market exists for amusement machines at the present time. Before the war European countries developed some ingenious vending machines, but this country has now definitely taken the lead in this field with such coin-operated marvels as the automatic coffee dispenser, shoe shining machines, coin machines that cook and sell hot dogs, the machine that sells insurance policies, horoscopes, voice-recordings, etc. A new development is the automatic changer which will accept coins of any denomination and return the correct change. This gadget will be installed in many machines and save patrons the trouble of hunting for the right change."



CAN DELIVER IMMEDIATELY!
KEENEY'S NEW BIG PARLAY



One Ball Paytable With New Principles of Progressive Scoring

You'll Make More Money with AMI MODEL "A" PHONOGRAPH

SUPREME is Exclusive Florida Distributor for AMI, INCORPORATED
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★ CONSOLES

MILLS FOUR BELLS \$195.00
MILLS THREE BELLS 375.00
MILLS JUMBO PARADE, 25¢, LATE HEAD, P.O. 125.00
PACES TWIN REELS, 10¢-25¢ 175.00
PACES SARATOGA, 10¢ 110.00
PACES SARATOGA, 25¢ 125.00
JENNINGS SILVER MOON, 5¢ P.O. 95.00

★ JUMBO PARADES

● CLEANEST, FINEST JUMBO PARADES AVAILABLE ANYWHERE!
● RED AND BLUE CABINETS, FRUIT REELS!
● HIGH GOOSENECK HEADS, Payout Models!
● REPAINTED TO LOOK LIKE NEW!
● EXPERTLY RECONDITIONED THRUOUT!
● WE HAVE FIFTEEN OF THESE BEAUTIES AT \$90.00 EACH!

★ FIVE BALLS

ARGENTINE \$85.00	KEEP 'EM FLYING \$ 95.00
BIG PARADE 65.00	KNOCKOUT 95.00
DUPLEX 85.00	LAURA 125.00
FIVE-TEN-TWENTY 75.00	MAJORS, '41 55.00
HI HAT 65.00	PIN-UP GIRL 65.00
HOME RUN, '42 70.00	SUN VALLEY 95.00
	ZOMBIE 65.00

★ MUSIC

SEEBURG 9800 HITONE, R.C., E.S. ... \$375.00
ROCK-OLA DE LUXE 275.00
WURLITZER 616 125.00
WURLITZER 412 95.00
SEEBURG BAROMATICS, 5¢-10¢-25¢ 45.00
BRAND NEW PACKARD HIDEAWAY. WRITE
BRAND NEW PACKARD SPEAKERS... WRITE

★ SLOTS

MILLS BONUS BELLS, 5¢ \$205.00
MILLS BONUS BELLS, 10¢ 215.00
MILLS BONUS BELLS, 25¢ 225.00
MILLS BLUE FRONT, 10¢ 135.00
JENNINGS VICTORY CHIEF, 5¢ 95.00
DOUBLE DE LUXE REVOLVE-A-ROUND, HEAVY DUTY SAFE STANDS, CHICAGO METAL 145.00

★ ONE BALLS

FAIRMONT \$200.00
JOCKEY CLUB 195.00
KENTUCKY 125.00
TURF KING 195.00

★ NEW GAMES

Exhibit MYSTERY \$299.50
Chl Coin KILROY 299.50
United HAVANA 309.50
Gottlieb MAIZIE 310.00
Marvel CARNIVAL 249.50
Genco ADVANCE ROLL 499.50
Chl Coin BASKETBALL CHAMP 499.50

★ ARCADE

Chicago Coin GOALEE, Floor Sample ... \$250.00
Bally UNDERSEA RAIDER 165.00

★ ACCESSORIES

SPEED IRON SOLDERING GUN. Heats up in five seconds! \$ 12.95
GUARDIAN OPERATOR KITS 12.50
30-Wire Cable, Regular color codes, Per ft.29

COMPLETE SELECTION ALL TYPE GUARDIAN PARTS

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EXCLUSIVE KEENEY DISTRIBUTORS IN ILLINOIS, IOWA, NEBRASKA, KANSAS and MISSOURI

READY FOR IMMEDIATE DELIVERY

NEW PIN GAMES		NEW AMUSEMENT MACHINES	
United Havana	\$309.50	Premier Bowlo, Licensed	\$469.50
Chl. Coin Kilroy	279.50	Premier Ten Grand	449.50
Williams Tornado	304.50	Premier Barrel Roll, Junior	Write
Marvel's Carnival	249.50	Chl. Coin Basketball	499.50
		Jack Rabbit	475.00
		Genco Total Roll	295.00
		Roll-a-Score	372.50
		Marvel's Pop-Up	49.50

ALL NEW PACKARD PHONO EQUIPMENT. WRITE FOR PRICES.

RECONDITIONED PHONOS

Wurlitzer 850	\$465.00	Seeburg Envoy	\$275.00
Wurlitzer 750E	450.00	Seeburg 8200, ESRC	325.00
Wurlitzer 616	129.50	Seeburg 8800, ES	255.00
Wurlitzer-600K	275.00	Seeburg 500 K, Victory	225.00
Wurlitzer 24, Ref.	225.00	Seeburg 8200 Victory	225.00
Wurlitzer C.M. 61	110.00	Seeburg Rex	150.00
Buckley Boxes, Latest Type	9.50	Seeburg 24 Sel. 5¢ Wireless	22.50

Mills Throne \$185.00

Write for Complete Price List of Parts, Bulbs, Tubes, Speakers, Etc.
50% Certified Deposit Must Accompany All Orders.

Dave Lowy & Co.
594 10th AVENUE • NEW YORK 18, N. Y. • BRYANT 9-0817

Arizona Reports on New Firm Activities

PHOENIX, Ariz., March 29.—Recent coin machine activities in this city, Tucson, Williams and Douglas include an unusual number of new companies entering the trade and also some changes in ownership of already established firms.

Among the new firms are James N. Langan, Tucson, vending machines; Harry Etches, Phoenix, coin machines; Western Skies Operating Company, Phoenix, peanut vending machines, and Manuel Figuero, Williams, coin-operated radio.

Companies that have been purchased by new owners include Douglas Novelty Company, sold by Russell Hartzel to Carl E. Jones, Douglas; Phoenix Distributing Company, sold to Music Service Company, headed by Norton H. Deutsch and Albert Perilstein, Phoenix, and S. H. Ammerman firm sold its peanut vending machines to Brown & Andrews, headed by H. R. Brown and Charles H. Andrews, Phoenix.

NAAMO Quarters Moved to Boardwalk

NEW YORK, March 29.—Headquarters of the National Association of Amusement Machine Owners has been moved from 1776 Broadway to 1400 Boardwalk, Atlantic City. New York offices will be retained for the present.

MAN WANTED
Must be a first-class Mechanic, specialize in One-Balls. Must have good references. Age 35-40. Wages \$100.00 per week.
Click Amusement Corp.
1528 Main St. Buffalo 9, 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

**IT'S TONIC AND SPRING CLEANING TIME,
THE TIME TO BUY AND SELL,
OUR GAMES WILL RECHARGE "LAZY ROUTES"—
OUR DEALS ARE FAIR AS WELL.**

BUBBUE BALL GUM

IMMEDIATE DELIVERY—50¢ per 100 balls 1/4"—140 count 25 lb. carton\$17.25
(MINIMUM ORDER ACCEPTED—ONE CASE)

NEW VENDORS

SILVER KING	ADVANCE	VICTOR V	MASTER
1¢ Peanut\$13.95	1¢ Peanut\$13.75	1¢ Globe\$11.75	1¢ Peanut\$14.95
1¢ Gum 13.95	1¢ Gum 13.25	1¢ Cabinet 13.75	1¢ Gum 14.95
5¢ Nut 13.95	25¢ or more...10% off	5¢ Cabinet 14.75	1¢-5¢ Comb. 15.95
25¢ or more...10% off	5¢ Pistachio... 13.75	PRICES NET	PRICES NET

PIPE STANDS\$3.75 | CROSS BARS\$1.25 | WALL BRACKETS\$1.00

CIGARETTE VENDORS

Factory reconditioned and refinished to look like new—complete with cabinet bases:

3 9-col. National 9-30	\$ 95.00
1 9-col. National 9-50	125.00
6 S.M. 7-col. SP Models	65.00
2 S.M. 7-col. Deluxe	75.00
6 6-col. Nationals	45.00
5 8-col. Uncedapak	85.00
1 9-col. 500 Uncedapak	110.00
1 9-col. Chrome DuGrenier Champion	125.00
6 10-col. Rowe Royals	110.00
10 11-col. DuGrenier Champions	125.00

**"STAR" POPCORN MACHINES—PROVEN
THE FINEST AT THE LOWEST PRICES!**

Trouble Free Mechanism—Streamlined Stainless Steel Cabinet—Illuminated Display Signs—Attractive and Durable.

IMMEDIATE DELIVERY!

SUPER STAR, Theater Model	\$589.00
SUPER STAR, Counter Model	519.00
SILVER-STAR, Floor Model	485.00
SILVER-STAR, Counter Model	398.00
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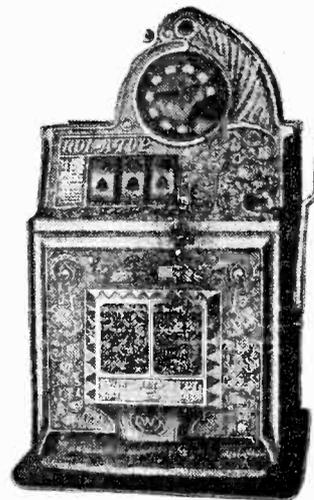
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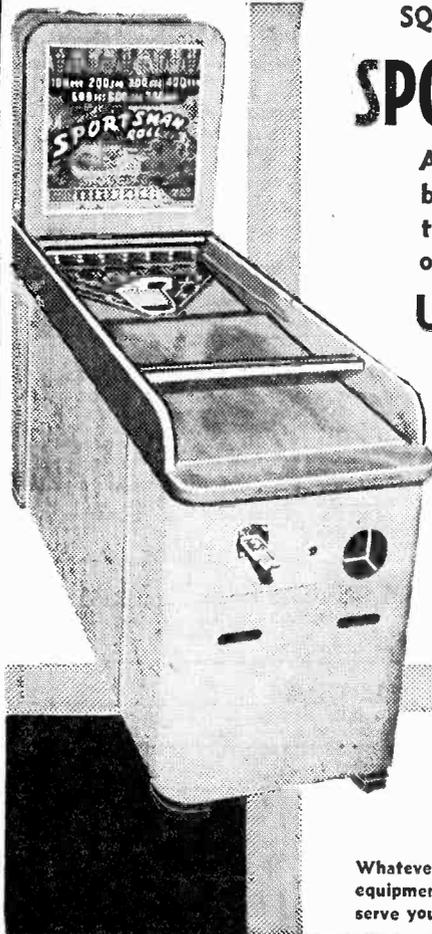
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Table listing various Seeburg phonographs and their prices, including Mills Throne of Music, Wurlitzer 42/600, etc.

PHONOGRAPH ACCESSORIES

Table listing phonograph accessories like WS2Z Seeburg Wireless Wallomatic, DS20-1Z Seeburg 3-Wired Wallomatic, etc.

PAY TABLES CONSOLES

Table listing prices for pay tables and consoles, including Skylark, Bally Challenger, etc.

BELL MACHINES

FULLY GUARANTEED

BLACK CHERRY BELLS

Table listing Black Cherry Bells machines with various options and prices.

MISCELLANEOUS

Table listing miscellaneous items like Goatee, Chicago Coin, Evans Ski Ball, etc.

Terms: 1/3 Deposit, Balance C. O. D.

FORMERLY MILWAUKEE COIN MACHINE CO.

J. L. London Music Co., Inc. 3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

PARTS

Table listing various parts like Permo Point Needles, 30 Watt Lumline Bulbs, etc.

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JENNINGS CHALLENGER

BANGTAILS, COMB.

CHAMPION HOCKEY

MIDGET RACER

ATOMIC BOMBER

BASKETBALL CHAMP



MEMBER

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- Jennings Standard Chief, 5¢ \$269.00
- Jennings Standard Chief, 10¢ 279.00
- Jennings Standard Chief, 25¢ 289.00
- 50¢ 399.00
- Jennings Super DeLuxe (Lite-Up) Chief, 5¢ 324.00
- 10¢ 334.00
- 25¢ 344.00
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- \$1.00 Pace DeLuxe Bell
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All Used Equipment Completely Rebuilt and Refinished

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- Kicker and Catcher 49.75
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(Daval's "Shoot a Penny" Game)

PHONOGRAPHS

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- WURL. 61 (Counter)... 125.00
- WURLITZER 616..... 175.00
- WURLITZER VICTORY K. 225.00
- WURLITZER 600..... 225.00
- SEEBURG CLASSIC..... 295.00
- SEEBURG GEM..... 245.00
- SEEBURG REX..... 175.00
- MILLS EMPRESS 250.00
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- | | |
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| 10¢ JENN. CLUB CONSOLE ... 125.00 | KIRK ASTROLOGY SCALE 124.50 |
| 25¢ JENN. CLUB CONSOLE ... 150.00 | CHICOIN HOCKEY 125.00 |
| GOTTLIEB GRIPPER 24.50 | 1¢ MARVEL 17.50 |
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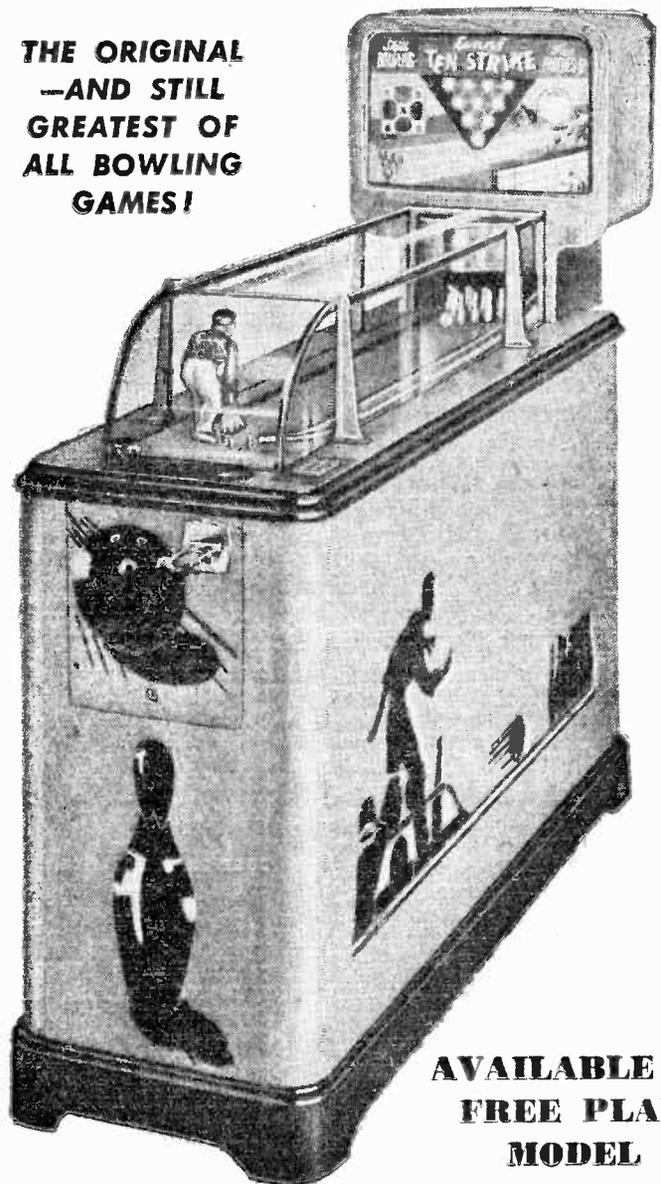
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 ALL NEW!

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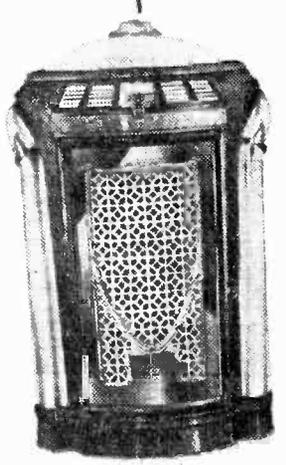
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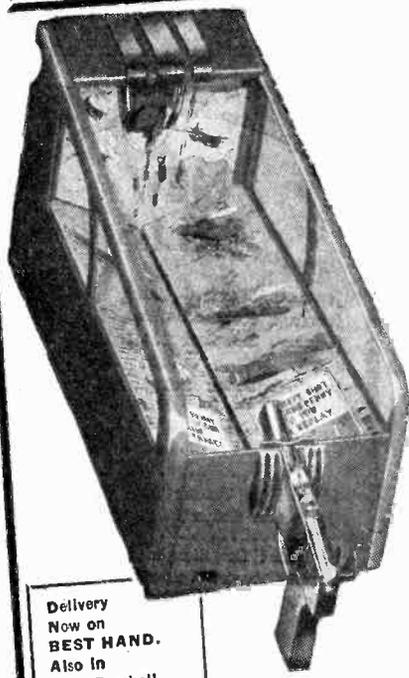
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SYMPHONOLA "1-47"

DAVAL'S SKILL THRILL

Fasters 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.



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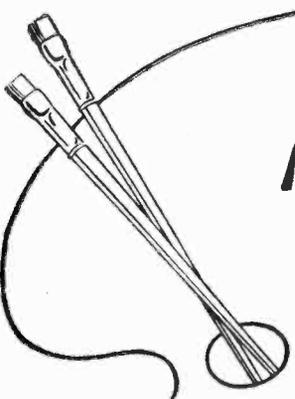
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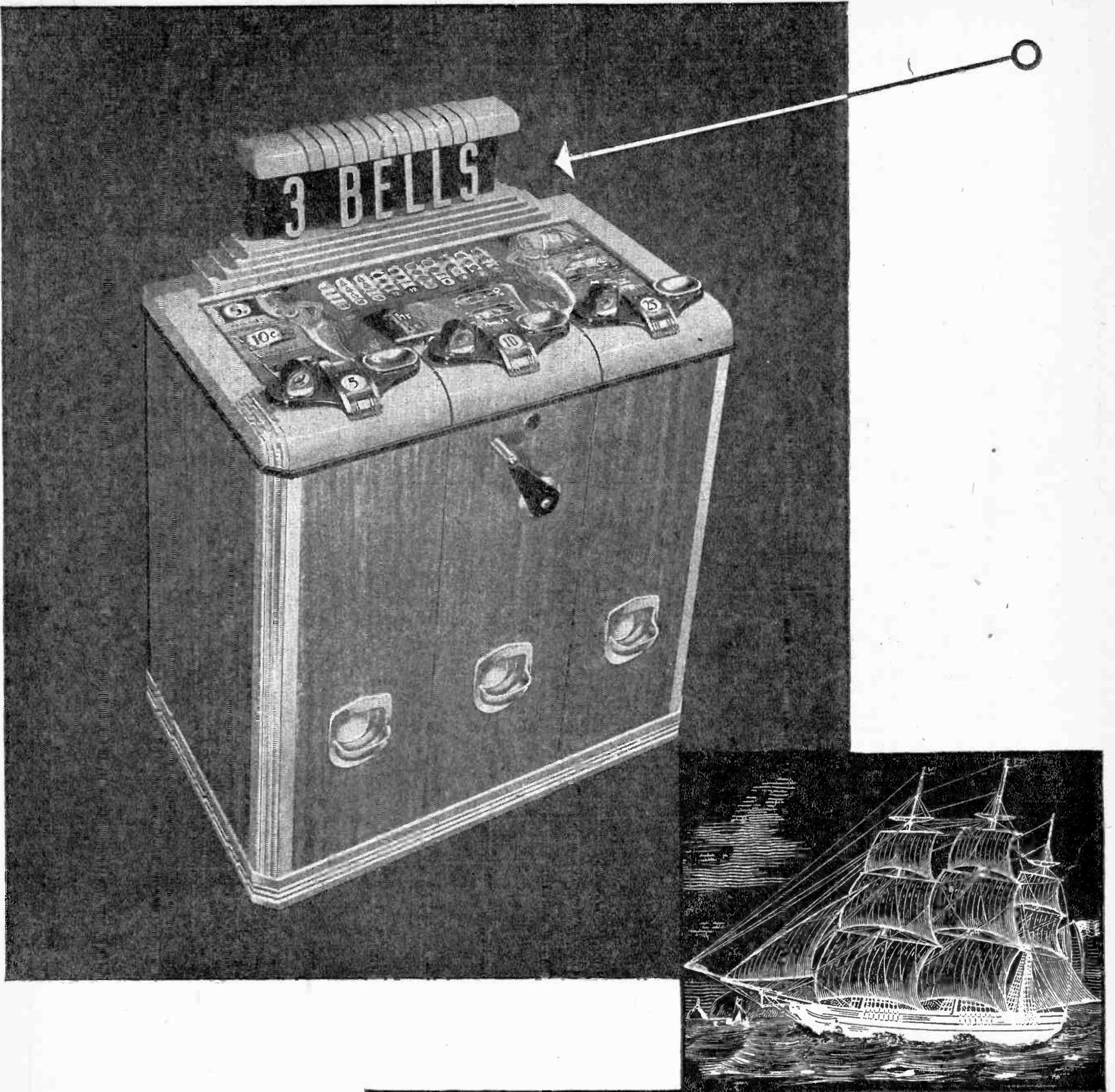


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 3845 W. Madison Street • Chicago 24, Illinois





Once more the King of Bell Consoles makes its appearance—this time in more glittering robes than ever before. It is actually 3 Bells in one—it has 5c, 10c and 25c chute with only one central Bell Mechanism. The downward push on the front handle operates all three plays. The top glass

3 bells

AND ALL IS WELL!

is brilliantly illuminated with many colors and mirror silver. Cabinet is of natural woods trimmed with Gold and Black. It's a riot of fun to play. It's a tremendous revenue producer. It's made by Mills!

BELL-O-MATIC CORPORATION

EXCLUSIVE NATIONAL DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS • TELEPHONE SPAULDING 0600

Even Professional Basketball Stars Say... BASKETBALL CHAMP

Is GREAT FUN to Play!



Cy Kaselman, Howard Dallmar, George Senesky, Angelo Musi and Joe Fulks—coach and stars of the famous Philadelphia Warriors Professional basketball team say they enjoy the THRILL OF THE GAME. And so will YOU—in everyone else. That's why it's THE big earning game of the year!

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Paratroops	42.50	Flicker	39.50	50 Grand	25.00

NOW DELIVERING CHICAGO "KILROY" AND "BASKETBALL CHAMP"

CONSOLES

'41 Galloping Dominoe (Brand New Power Pack)	\$135.00	Bally Club Bell, 5-25¢	\$195.00
5 Keeney Super Bells 5¢ (Comb). Ea.	125.00	2 Keeney 2-Way Super Bells (Comb), 5-5	175.00

WILL ALSO SWAP ALL OR ANY PART FOR GOOD ARCADE EQUIPMENT.

SLOTS

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10¢ Blue Front	\$115.00	5¢ Club Chief (Lite Up, Like Now)	\$250.00
5¢ Blue Front	85.00	3 5¢ Silver Clubs. Ea.	95.00
25¢ Brown Front	150.00	10¢ Bronze Chief. (New)	275.00
5¢ Blue Front, Glittered	95.00	2 4-Star 5¢ Chiefs. Ea.	89.50
Vest Pockets	45.00	5¢ Console Model	110.00
10¢ Brown Front	125.00		
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2 5¢ Ditto. Ea.	85.00		

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The Outstanding 5-Ball Counter Game

Collects Pennies or Nickels in Big Amounts

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AND OTHER FREE PLAY ONE BALLS
WIRE, OR PHONE CAPITOL 6363

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**YOUR CHOICE
\$54.50 EACH**

Big Parade, Knockout, Victory, Jeep, Midway, Catalina, Hollywood.

**YOUR CHOICE
\$84.50 EACH**

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NATIONAL COIN MACHINE EXCHANGE
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"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."



\$57.50

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DAVAL

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SALESBOARDS

- NEWS.
- FEATURES.
- ADVERTISING.

SEE PAGES 94-96 OF THIS ISSUE

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4. GETS MORE STATIONS.
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THAN ANY OTHER

COIN RADIO

IN THE FIELD

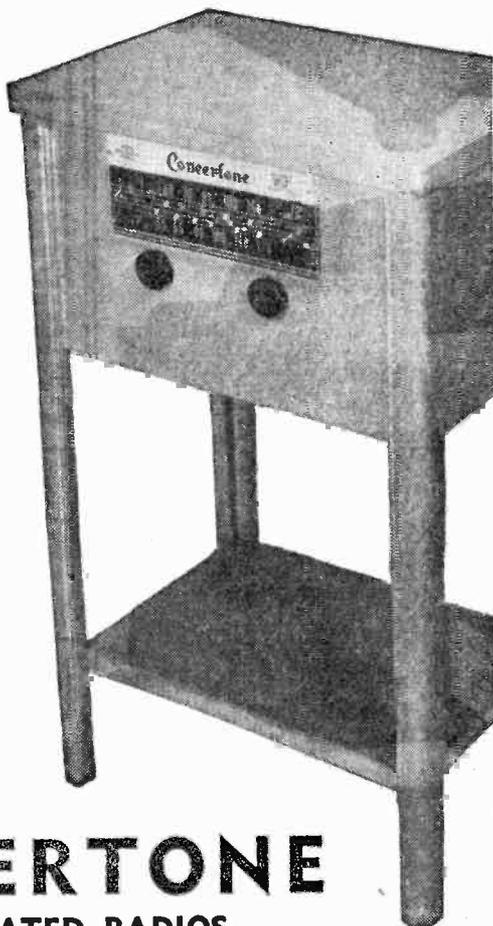
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GUARANTEED ONE FULL YEAR

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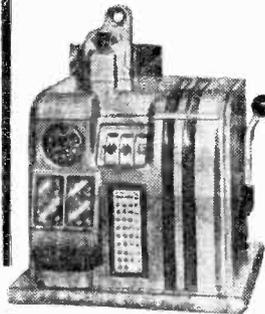


COLUMBIA DOUBLE JACKPOT BELL

Completely Reconditioned Like New

\$85.00 EA.

Convertible from 5¢ to 10¢, 25¢ play on location.



These Machines are Completely Reconditioned and look like New.

GOLD AWARD - \$75.00 EA.

1/3 Deposit Required with Order, Balance C.O.D.

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Abco NOVELTY CO.
 817 W. RANDOLPH ST. HAYMARKET 9076 CHICAGO 7, ILLINOIS

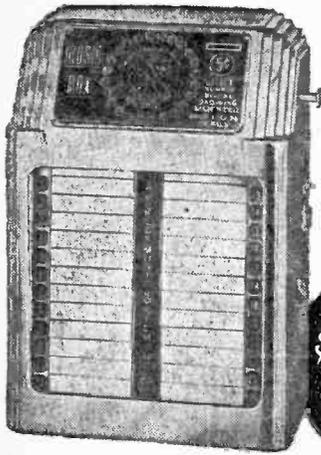
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7 1946 Model Track Odds, used three weeks; latest model, twin tube Buckley Track Odds. Guaranteed like new, \$850.00 each. One-half certified deposit must accompany all orders.

Heath Distributing Co.
 217 THIRD STREET, MACON, GA.
 PHONES: 2681-2

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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.

Quality of material and workmanship have not been sacrificed. This sensational low price is the result of economies realized in large quantity production.

The new Buckley Music Box is genuinely chrome plated, with beautiful red dial plates and attractively illuminated. Equipped with positive nationally known slug rejector and double capacity cash box. Complete program of selections always in full view. Buckley's exclusive features of construction, combined with outstanding beauty and eye appeal makes this the outstanding remote control music box . . . equally popular for wall or bar installation.

\$25.00

TRACK ODDS



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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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.
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- Heavy brass chrome plated etched Reward Plates, 2/5 or 3/5.
- 5¢-10¢-25¢ chrome Denominator Coin Intake.
- Payout Cups with anti-spoon Cup.
- Drillproof Plates.

\$50.00

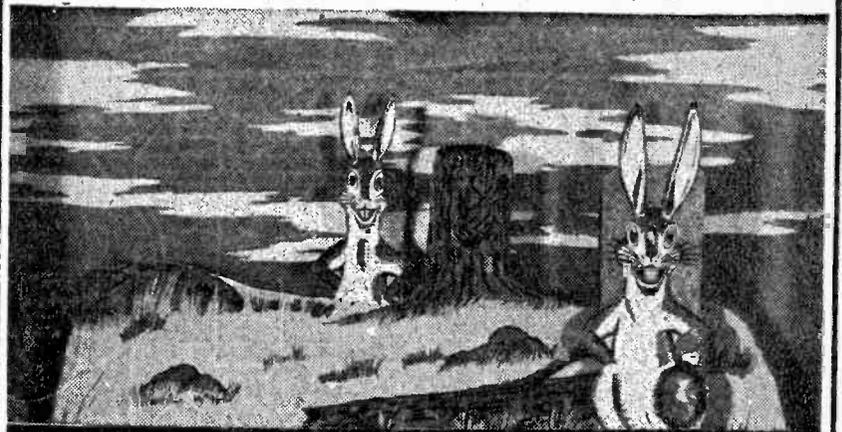


Buckley Manufacturing Co.

4223 WEST LAKE STREET • CHICAGO 24, ILLINOIS

PHONES: VAN BUREN 6636-6637-6638-6639

MAKE BAGS O' MONEY WITH — "BAG-A-BUNNY"



BAG-A-BUNNY

20 SHOTS • 5¢

CONVERSION UNIT FOR SEEBURG GUNS

Not just a piece of cardboard — But a UNIT

complete with
IMMEDIATE DELIVERY

2
MOVING TARGETS
ELECTRIC MOTOR
PHOTO TUBE
ATTRACTIVE HUNTING SCENERY
Two Targets means ACTION ALL the time!
PROFITS DOUBLE!

Price only **\$39.50**

TERMS: One-Third Down, Balance C.O.D., F.O.B. Chicago.

IT'S SIMPLE!
No soldering! **EASILY INSTALLED!** Just slip terminal on properly labeled prongs! Can be installed on location in a few minutes. Diagram included with each unit.

IT'S FUN!
One Bunny goes around, the other pops in and out from behind scenery in two different places. **ORDER YOUR BAG-A-BUNNY Unit Today . . . Legal everywhere!**

WRITE for information on complete changeover service for Rapid Fire, Convoy, Sky Battle, Defender—"JUNGLE FURY", featuring 3 moving targets.

COIN AMUSEMENT GAMES, INC.

1335 E. 47TH STREET

KENWOOD 5556-7

CHICAGO 15, ILL.

ROSENFELD WILL NOT BE UNDERSOLD . . .

SATISFACTION GUARANTEED OR YOUR MONEY BACK IN FULL!

5 BALL FREE PLAYS

Thoroughly Checked and Overhauled in Our Modern Service Dept. **READY FOR LOCATION!**

CHECK THESE SPECIALS — COMPARE

★ SPECIAL GROUPING!		YOUR CHOICE	SPECIAL GROUPING! ★	
Burlesk	Girls Ahoy	\$39.50	Metro	Sport Parade
Cross Line	Hi Babe		Play Ball	Topic
Dive Bomber	Hi Stepper		Snappy	Ten Spot
Eagle	Invasion	3 for \$100.00	Sky Line	Wew
Squadron			Spot Pool	

Allout (Crossline)	\$ 49.50	Jeep	\$ 49.50
Air Force	49.50	Keep 'Em Flying	69.50
Big Chief	35.00	Knock Out	74.50
Baseball (Seven Up)	44.50	Majors, '41	49.50
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Big Parade	69.50	Owl, 1 or 5 Ball	59.50
Cover Girl	99.50	Pin-Up Girl	69.50
Catalina	99.50	Surf Queens	129.50
Duplex	59.50	Strip Tease	69.50
Flat Top	99.50	Sky Blazer	59.50
5-10-20	74.50	Sky Chief	79.50
Four Aces	74.50	Speed Ball	49.50
Grand Canyon	99.50	Suspense	159.50
Hi Hat	49.50	Super Liner	169.50
Jungle	59.50	Victory (Genco)	64.50

VICTORY DERBYS

Brand New—in Original Crates

Just a few left!
While they last!

\$395.00

THEY'RE HERE! BALLY'S NEW GAMES! IMMEDIATE DELIVERY!

A Game for Every Territory and Type of Location. WRITE FOR PRICES!

- Double Barrel, 5 Ball, F.P.
- Special Entry, 1 Ball F.P.
- Bally Entry, 1 Ball P.O.
- De Luxe Draw Bell (Hold and Draw Console)
- Triple Bell 3-Coin Console

Exclusive Bally Distributors in E. Missouri, Central and S. Illinois, W. Kentucky.

NOW DELIVERING U-NEED-A'S 1947 MONARCH CIGARETTE MERCHANDISERS—6 AND 8 COLUMN! NOW ON DISPLAY IN OUR SHOWROOM

Stop In—see the finest profit-producing cigarette merchandiser on the market today. Exclusive U-NEED-A Vendor Distributors in Missouri, Kentucky, Central & S. Illinois.

EXPORT BUYERS—Write today for our complete list of machines available for export!

USE OUR E-Z PAYMENT PLAN

to buy your new equipment. Come in or write today for full particulars! USE YOUR CREDIT AND OUR CASH TO COVER ALL YOUR LOCATIONS!

TERMS: 1/3 certified deposit, balance sight draft or C. O. D. Member C. M. I. References: United Bank & Trust Co., St. Louis

J. ROSENFELD CO.

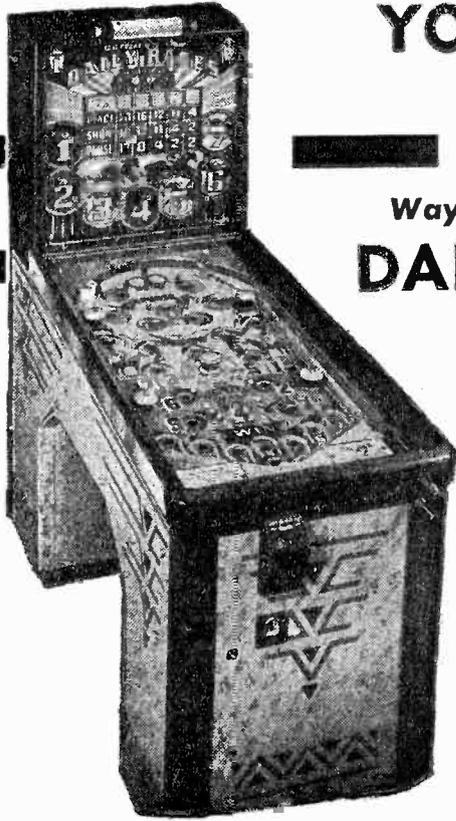
3218 OLIVE ST.

ST. LOUIS 3, MO.

NEWSTEAD 1592

FIGURE IT ANY WAY YOU LIKE . . .

YOU'LL BE WAY AHEAD with
GOTTLIEB GAMES



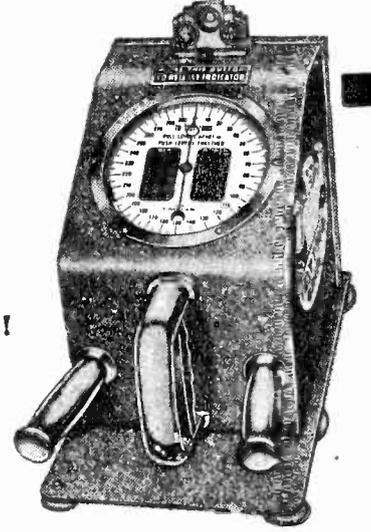
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DAILY RACES

One-Ball, convertible to fast 5-Ball Play. Changing Multiple Odds. Available in Payout or Replay models. Number One in One-Balls . . . Number One in Play!

Way Ahead in Dependability!

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GRIP SCALE

Consistently Best Since 1927!



You Can't Miss If You Operate
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Way Ahead in Money-Making Features!

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TWENTY YEARS OF LEADERSHIP
1140 N. Kostner Ave.

"There is no substitute for Quality!"



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YOUR CHOICE \$34.50 EACH ANY THREE, \$100.00

- ALL AMERICAN
- BOLAWAY
- GOLD STAR
- MAJORS
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- PLAYBALL
- SEVEN UP
- SPORT PARADE
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- SNAPPY
- STAR ATTRACTION
- STRATOLINER
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- VELVET
- WILD FIRE

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1/3 WITH ORDER, BAL. C. O. D.

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"YOU CAN ALWAYS DEPEND ON ACTIVE-- ALL WAYS"

SEE SCOTT-CROSSE FOR . . .

THE NEW WILLIAMS

TORNADO



A new 5-ball game crammed full of action—designed to blow nickels your way!

"Shoot-the-Chute" and surprise features that stop, hold and keep the player playing.

DAVAL'S **SKILL THRILL**
PISTOL TARGET GAME

A fast penny makes more dollars than a slow nickel! Small and Compact — Fast Action—Jamproof Pistol Shoots actual pennies and returns them to player for replay each time the target is hit.
ORDER TODAY!



Scott-Crosse COMPANY

1423 SPRING GARDEN ST. PHILA. 30, PA.



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

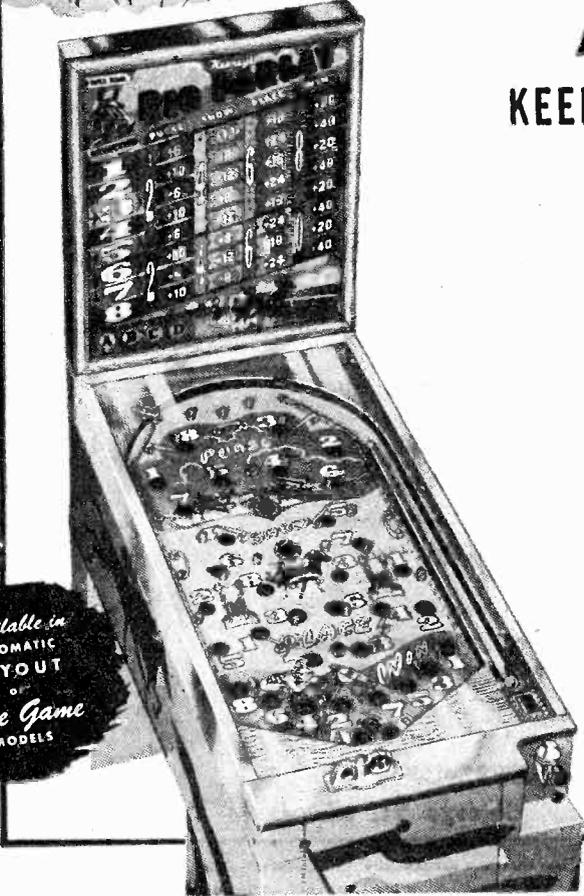
★ Order and install Keeney's BIG PARLAY with full confidence. For this new 1-ball game has been pretested in every type of location. Has definite player appeal. Here's why: two selections plus a big Bonus Jackpot Award pop up with the first coin inserted. Next three coins each post up a selection for 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.

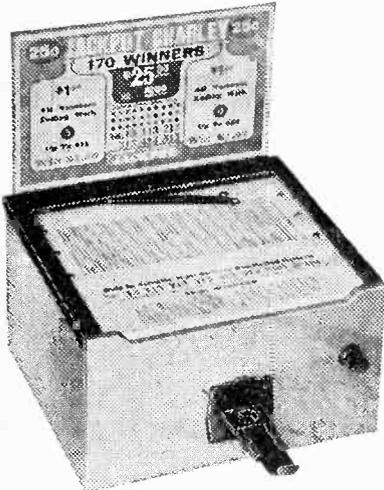
"THE HOUSE THAT JACK BUILT"

2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS



Available in
AUTOMATIC
PAYOUT
or
Free Game
MODELS

**NO. 1
AT THE COIN MACHINE
CONVENTION**



**COIN-OPERATED
AUTOMATIC
SALES BOARDS**

Deals of all kinds
Write for particulars

R. C. WALTERS MFG. CO.
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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.

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Phone: 7475 or 3-9164.

**NOW
\$7.95**

AMAZING NEW PRICE SCHEDULE

on
THE ORIGINAL CHANGE MASTER
LIST PRICE.....\$7.95
OPERATORS..... 6.95

Write for Exclusive Distributors' Territory

You Can Have the Original CHANGE MASTER

with the

IMPROVED SLIDE ACTION ★

10 OUTSTANDING REASONS WHY YOU SHOULD HAVE
THE ORIGINAL CHANGE MASTER

- ★ 1. The greatest time saver on the market today for making accurate, quick change for Busy Location Owners.
- ★ 2. Guaranteed accurate and non-jamming.
- ★ 3. Rugged Construction.
- ★ 4. Heavy solid aluminum casting.
- ★ 5. Smooth operation—Dispenses five nickels with each pull.
- ★ 6. Duralumin slide action—Completely machined.
- ★ 7. Chrome plated brass coin tube.
- ★ 8. Tube holds \$10.00 in nickels.
- ★ 9. Can be used on counter or bracketed against the wall.
- ★ 10. Attractive baked crackle paint finish.

— AND —

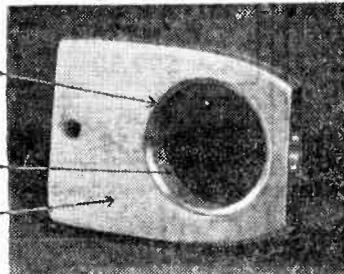
**AVAILABLE NOW
FOR IMMEDIATE DELIVERY**

★ IMPROVED SLIDE ACTION



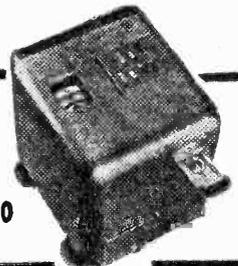
Bevel insures accurate count. Prevents jamming. Finely machined. Correct depth. Holds five nickels—will not jam on thin coins. Long wearing duralumin—Toughness of steel. Money - back guarantee — Sample sent on request.

Wire Your Requirements
Collect to



PUGET SOUND NOVELTY CO. 114 Elliott Ave., West
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EXCLUSIVE NATIONAL DISTRIBUTORS

**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**

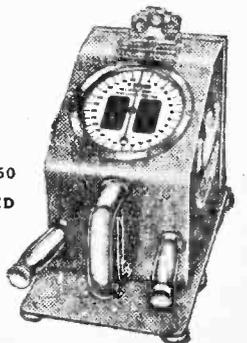
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**BRAND NEW
ORIGINAL
GOTTLIEB
THREE-WAY
GRIPPERS**

Single . . . \$39.50
ORDERS FILLED
Day received.

**T. O. THOMAS
CO.**

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DON'T MISS THIS BIG SHOW!

O. D. JENNINGS AND COMPANY
 4307-39 WEST LAKE STREET • CHICAGO 24, ILL.

PRESENTS

THE ADVANCE TRADE SHOWING OF LATEST
1947 MODEL JENNINGS' MACHINES

AT

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 AUTOMATIC SALES, 421 BROAD ST., NASHVILLE, TENN.

APRIL 3-4-5

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

This preview is limited to 3 days, so be sure to see these sensational models on display at the above dealers now.

GLOBE—WHERE SMART OPERATORS BUY! NOW DELIVERING

5 BALLS
 Exhibit's MYSTERY
 United's HAVANA
 Bally's DOUBLE BARREL
 Marvel's CARNIVAL

CONSOLES
 Bally DELUXE DRAW BELL 5¢
 Bally DELUXE DRAW BELL 25¢
 Bally TRIPLE BELL
 Evan's CONSOLES (All models)

BRAND NEW

ALL MAKES, SLOTS ALL MODELS.

BRAND NEW SILVER KING PEANUT VENDORS

COUNTER GAMES
 POP-UP
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 (all models)

WANT TO BUY!!!
 We are in the market for a sizeable quantity of Victory Specials, Fairmounts, Longacres, Club Trophies, Pimicos. Also 500 Pin Games. State condition and when shipment can be made.
CASH WAITING!!!

1 BALLS
 Bally ENTRY
 Bally SPECIAL ENTRY

BRAND NEW GOALEES!!
 Write for Special Close-Out Price!!!

WRITE—WIRE—PHONE

IMMEDIATE SHIPMENT: CHICAGO METAL REVOLVE-A-ROUND SAFE AND STANDS. Single—Double—Triple Units. Also Mills
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 OR SIGHT DRAFT

WE ARE NATIONAL DISTRIBUTORS FOR THE:
 DOWNEY-JOHNSON COIN COUNTER \$217.50
 GLOBE COIN SORTER 290.00
IMMEDIATE SHIPMENT.
 Wide awake distributors—Write us for full particulars and circular.

Our Reconditioned Machines Defy All Comparison—Write For Our Complete List and Remember: "If we can't guarantee it — We won't sell it!"

GLOBE DISTRIBUTING CO.
 CHARLES (JIMMY) JOHNSON
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UNITED'S NEW FIVE-BALL GAME **RIO** Novelty or Replay

- Dynamic . . . intriguing new playing principle
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- **RIO** Feature doubles value of pockets
- Eleven ways to score replays
- Last second play suspense

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UNITED MANUFACTURING COMPANY
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Yes ***FRB** means

***Floating**

***Roll-over**

***Button**

The Feature That Makes "ADVANCE ROLL"

GENCO BUILDS GREATER GAMES
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T-E-R-R-I-F-I-C!

In the average hand

Your Middle Finger  Is As Long As

Your Hand Is Wide 

THAT'S A FACT!

The Seeburg 2-Year Plan And 5¢ 

Music Are Best In The Long Run, and

THAT'S A FACT!

Be first — stay first in your field with Seeburg's 2-year plan that gives operators the first 3-year phonograph in the history of the coin-operated music machine business. With this plan you can operate profitably on 5c play and keep the good will and patronage of the public.

MUSIC and ONLY music is our business. Ask any operator in the Eastern Pennsylvania, Southern New Jersey and Delaware area about our superior service . . . honest advice . . . and "rated" equipment. Drop in to see us and get acquainted.



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EXCLUSIVE SEEBURG DISTRIBUTORS FOR EAST PA., SO. JERSEY AND DELAWARE
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CLEAN SWEEP SALE

All games complete—in good working order

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FLICKER	25.00	SUPER CHUBBIE	25.00
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HOME RUN, '41	25.00	SKY RAY	25.00
HOME RUN, '42	35.00	SLUGGER	30.00
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USED PHONOGRAPHS

COMPLETE-IN GOOD WORKING ORDER

WURLITZER		SEEBURG	ROCKOLA	
616	\$110.00	ROYAL	\$195.00	
500	200.00	ROYAL, R.	195.00	
VICTORY, '42	200.00			
850	450.00			
950	475.00			
			SUPER, '40	\$225.00

TERMS: 1/3 DOWN, BALANCE SIGHT DRAFT

OAKLAND AUTOMATIC SALES CO.

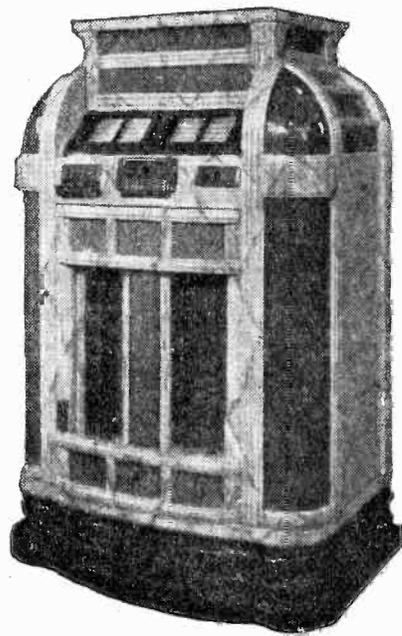
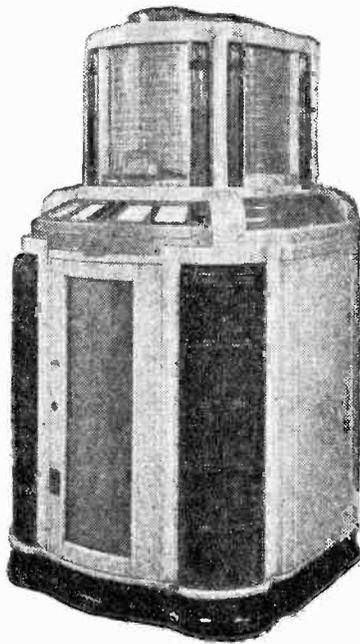
125 10TH ST.

OAKLAND, CALIF.

THESE PICTURES TELL THE STORY!

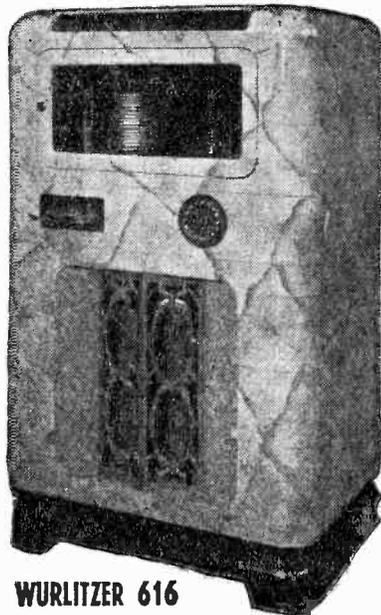
**SEEBURG 8200 HI-TONE
RC-ES
NOW ONLY \$300.00**

Sparkles like new. Mechanically perfect inside. You won't find a better bargain than this Shaffer completely reconditioned Seeburg.



**SEEBURG
COMMANDER
RC-ES
ONLY \$275.00**

A real bargain in beauty and performance. All ready to go on location. Completely rebuilt to give you years of profit-making service. Looks like new.



**WURLITZER 616
(LIGHT UP)
SPECIAL \$95**

Reconditioned like new. Just right for a spot that doesn't call for latest equipment. Beautiful appearance. Perfect operation.

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These are unretouched photographs of typical bargains picked at random from Shaffer's complete list of latest reconditioned buys. Every machine looks like new and operates like new. It's completely torn down and rebuilt in one of America's finest equipped reconditioning shops. Every part is checked and tested. Wherever needed, new parts are installed. Shaffer reconditioned phonographs sparkle with new beauty. The cabinet is completely refinished. New plastics and glass are added wherever needed. It's all ready to give you 100% perfect performance on location—guaranteed completely reconditioned inside and outside.

Be sure YOU get top quality phonographs at rock bottom prices. Pick YOURS from Shaffer's complete list of latest guaranteed reconditioned bargains. WATCH FOR OUR AD EVERY WEEK!

**PLAY SAFE—PICK A SHAFFER BARGAIN—YOU'RE SURE
IT'S TOP QUALITY—GUARANTEED COMPLETELY RECONDITIONED**

PHONOGRAPHS

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SEEBURG 8200, E.S.	285.00	SEEBURG WS-2Z WALLOMATIC..	27.50	WURLITZER TWIN TWELVE ...	65.00
SEEBURG 9800, R.C.E.S.	300.00	SEEBURG DS20-1Z SELECTO-		WURLITZER 616 (Light-Up) ...	95.00
SEEBURG 8800, R.C.E.S.	300.00	MATIC	22.50	WURLITZER 24 RECORD HIDE-	
SEEBURG 8800, E.S.	285.00	SEEBURG 5-10-25c WALLO-		AWAYS	95.00
SEEBURG MAESTRO, E.S.	265.00	MATICS	35.00	MILLS "EMPRESS"	199.50
SEEBURG COMMANDER, R.C.E.S.	275.00	WURLITZER 950	295.00	ROCK-OLA PREMIER	275.00
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SEEBURG ENVOY, R.C.E.S.	275.00	WURLITZER VICTORY 24	200.00	ROCK-OLA IMPERIAL	110.00
SEEBURG ENVOY, E.S.	265.00	WURLITZER VICTORY 616	150.00		
SEEBURG VOGUE, R.C.E.S.	255.00				
SEEBURG CROWN	200.00				

IF YOU DON'T FIND WHAT YOU WANT IN THIS AD, WIRE OR WRITE US. WE HAVE MANY BARGAINS COMING IN ALL THE TIME—AND WILL HOLD ANY MACHINE FOR YOU

**ALL ITEMS OFFERED SUBJECT TO PRIOR SALE
TERMS: 50% CERTIFIED DEPOSIT — BALANCE C. O. D.**

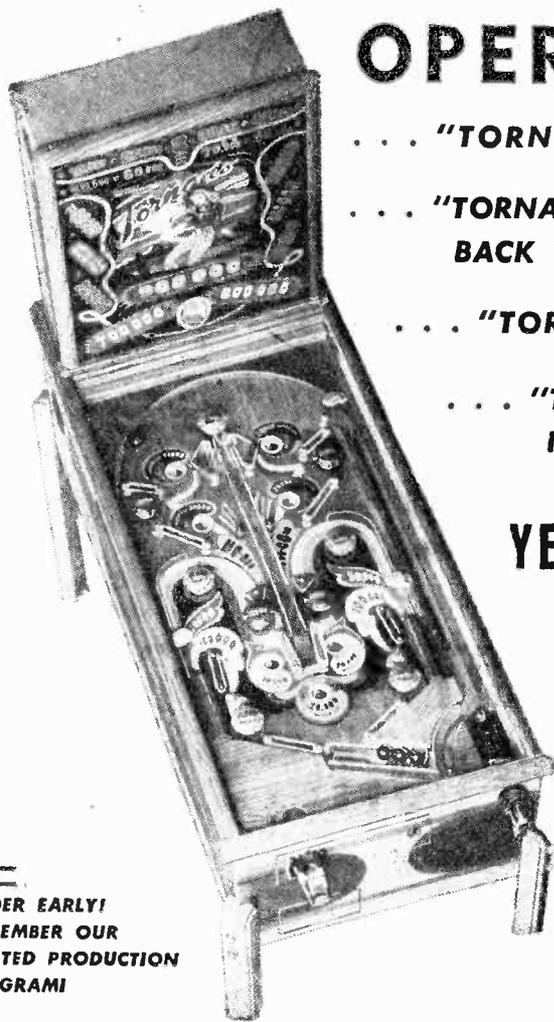
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to get your name on our mailing list and keep posted on ALL our latest bargains in better reconditioned machines.

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Phone 63381

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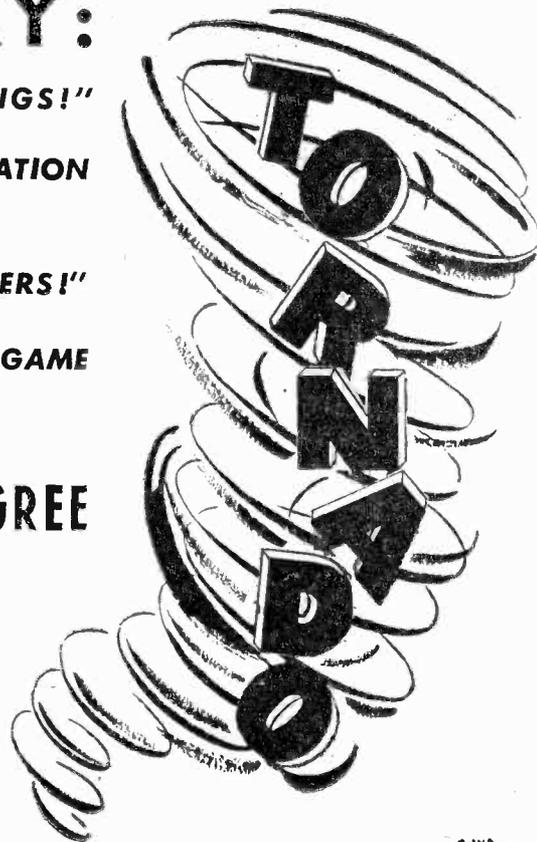
OPERATORS SAY:

- ... "TORNADO DOUBLED THE EARNINGS!"
- ... "TORNADO BROUGHT A DEAD LOCATION BACK TO LIFE!"
- ... "TORNADO CREATES NEW PLAYERS!"
- ... "TORNADO IS THE GREATEST GAME I HAVE EVER OPERATED!"

YES, WE MODESTLY AGREE —IT'S A TORNADO!

Williams MANUFACTURING COMPANY

161 W. Huron St.
Chicago 10, Ill.



ACTION! HIGH SCORE— 950,000!



P. S.—
ORDER EARLY!
REMEMBER OUR
LIMITED PRODUCTION
PROGRAM!

BADGER'S Bargains

"Often a few dollars less — Seldom a penny more"

LOS ANGELES *for*
Bill Happel
MILWAUKEE *for*
Carl Happel

RECONDITIONED CONSOLES COMPLETELY REBUILT AND REFINISHED LIKE NEW

BALLY TRIPLE BELLS.....	WRITE	EVANS 1946 BANGTAILS, F. P.,	
BALLY DRAW BELLS.....	WRITE	P. O.	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	149.00	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

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WURLITZER MODEL 950	475.00	SEEBURG 8800, R.C., E.S.	345.00
WURLITZER MODEL 750E	475.00	SEEBURG COLONEL, New Rock-o-	
WURLITZER MODEL 700	395.00	Lite	324.50
WURLITZER VICTORY 500	295.00	SEEBURG CLASSIC, New Rock-o-Lite	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-Lite	245.00	ROCK-OLA SUPER, New Rock-o-Lite	335.00
MILLS THRONE, New Rock-o-Lite	199.50	ROCK-OLA MASTER, New Rock-o-	
SEEBURG MODEL 1-46	645.00	Lite	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: 1/2 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

Badger Sales Co., Inc.
2251 WEST PICO BLVD.,
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ALL PHONE KIL. 3030.



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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.

BRAND NEW VEST
POCKET BELLS..... **\$74.50**
Ea.
Lots of 10 \$65.00 Ea.

MILLS SLOT MACHINE PARTS

Main Clock Gears	\$ 3.00
Idler 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

WRITE FOR COMPLETE LIST OF PARTS AND EQUIPMENT
TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

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, 5c/25c	169.50
Pace Twin Reels, 5c/10c	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, 5c	\$109.50
10c	119.50
Blue Front, 25c	124.50
Brown Front, 5c	124.50
10c	\$129.50; 25c
Gold Chrome, 5c	159.50
10c	\$164.50; 25c

ALL USED EQUIPMENT RECONDI-
TIONED BY FACTORY TRAINED
EXPERTS

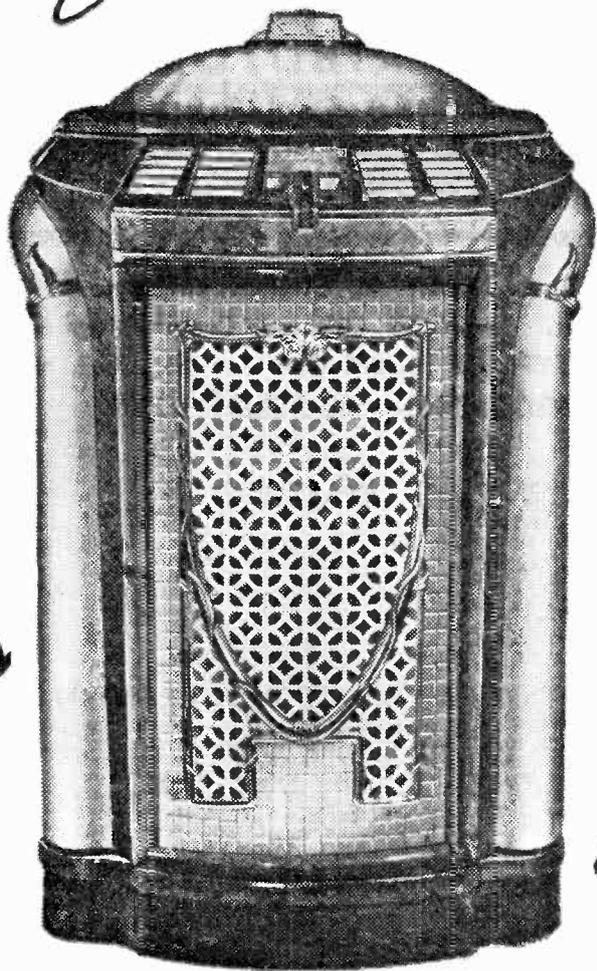
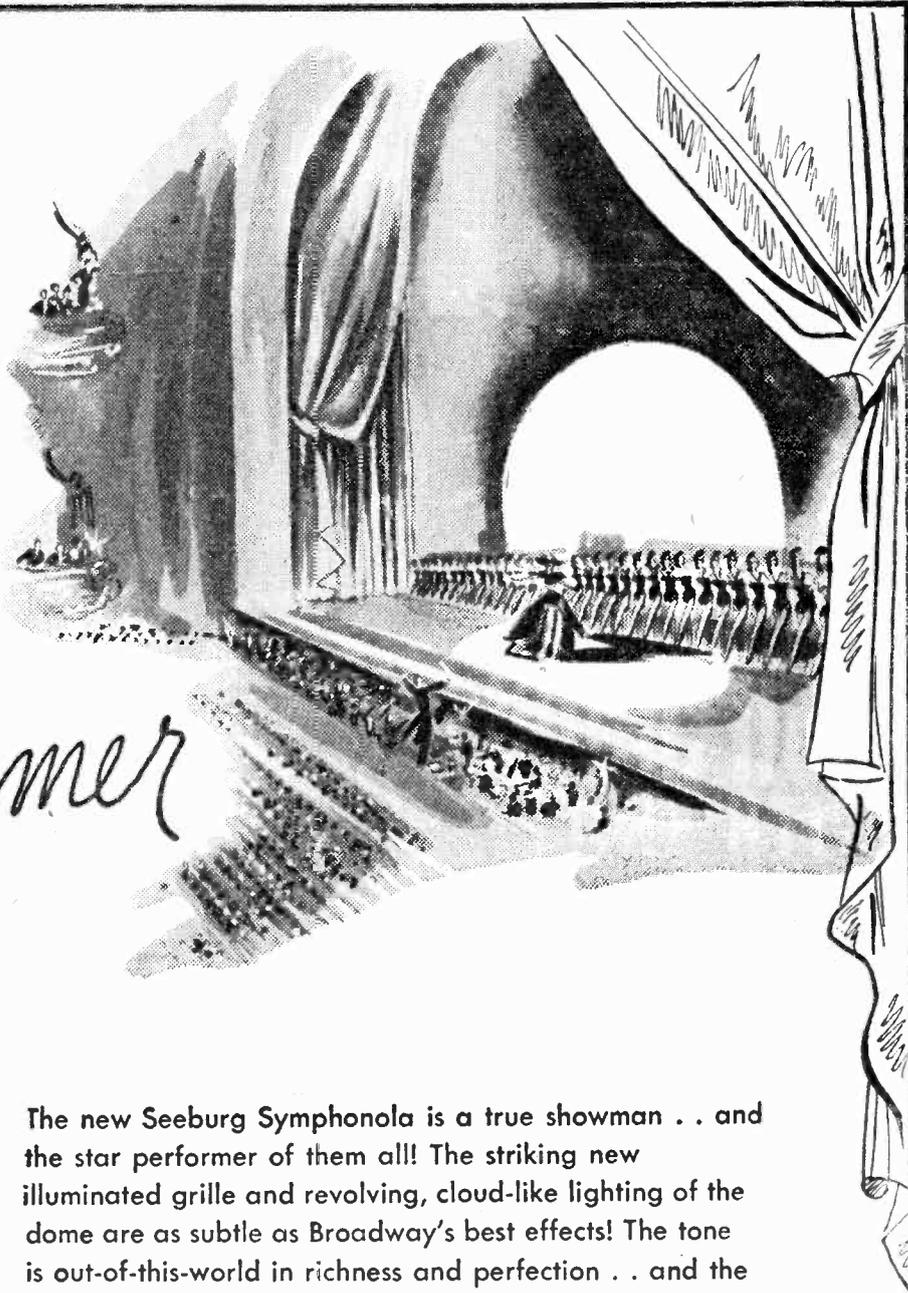
AUTOMATIC COIN MACHINES & SUPPLY CO.

ALL PHONES: CARITOL 8244

4135-43 ARMITAGE AVE. • CHICAGO 39, ILLINOIS

Affiliate Office: IOWA STATE SALES CO., 567 Seventh St., Des Moines 9, Iowa

*Colorful,
Star Performer*



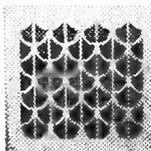
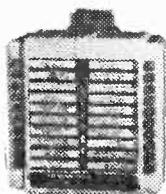
This

The new Seeburg Symphonola is a true showman . . . and the star performer of them all! The striking new illuminated grille and revolving, cloud-like lighting of the dome are as subtle as Broadway's best effects! The tone is out-of-this-world in richness and perfection . . . and the featherlight tone arm (just one ounce pressure on records) is causing reports of 20,000 to 30,000 plays-per-needle . . . extraordinary record life and economy!

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DEPENDABLE MECHANISMS

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plus



= Good music

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by EXHIBIT

HIGH SCORE BUILD UPS
BIG MYSTERY POCKETS AND HIGH SCORE BUMPERS
 plus MYSTERY SPOT-EMS and SPECIAL SCORING LANES.

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 (ESTABLISHED 1901)
 4222-30 WEST LAKE ST. · CHICAGO 24, ILL.

OPERATOR'S PRICE 299.50

HIGH SCORE WITH SKILL and NEW SCORING ACTION with MYSTERIOUS SURPRISES

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 BONUS BELLS, 5¢-10¢-25¢, ORIGINAL CRATE	WRITE	MILLS JUMBO PARADE, P.O. (LATE HEADS, REFINISHED)	\$ 64.50
KEENEY BONUS BELLS, 5-5	5635.00	MILLS JUMBO PARADE, F.P. (LATE HEADS, REFINISHED)	57.50
KEENEY BONUS BELLS, 5-25¢	595.00	MAY BELL 4-WAY, 5-5-5-25, P.O. (NEW)	475.00
KEENEY BONUS BELLS, 5¢, F.P., P.O.	495.00	BUCKLEY TRACK ODDS, 5¢, J.P.	475.00
KEENEY SUPER BELLS, 5¢, F.P., P.O. (REFINISHED)	114.50	BALLY HI HANDS, F.P., P.O.	89.50
KEENEY SUPER BELLS, 5¢-25¢, F.P., P.O. (REFINISHED)	219.50	BALLY CLUB BELLS, F.P., P.O.	94.50
KEENEY SUPER BELLS, 5¢-25¢, P.O. (REFINISHED)	209.50	BALLY ROLL-EM, 5¢, P.O.	94.50
KEENEY SUPER BELLS, 4-WAY, 5-5-5-25 (REFINISHED)	294.50	BAKERS PACERS, 5¢, LATE D.D.	144.50
MILLS 3 BELLS, 5-10-25 (REFINISHED)	369.50	PACE'S SARATOGA, 5¢, F.P., P.O.	74.50
MILLS 4 BELLS, 5-5-5-5 (ORIGINAL HEADS, NEW CABINET)	339.50	JENNINGS SILVER MOON, F.P.	69.50
MILLS 4 BELLS, 5-5-5-25 (ORIGINAL HEADS, NEW CABINET)	379.50	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	5229.50	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
 Chicago Coin's Goalee 375.00

BALLY DRAW BELL, 5¢	WRITE	EVANS GALLOPING DOMINOS, P.O.	WRITE
TRIPLE BELL, 5-5-5	WRITE	KEENEY BONUS BELLS, SINGLES-TWINS	WRITE
TRIPLE BELL, 5-5-25	WRITE	SUPER SKEEROLLS (ORIGINAL CRATES)	WRITE
EVANS BANGTAILS, COMB. F.P., P.O.	WRITE		

TERMS: 1/3 DEPOSIT WITH ORDER

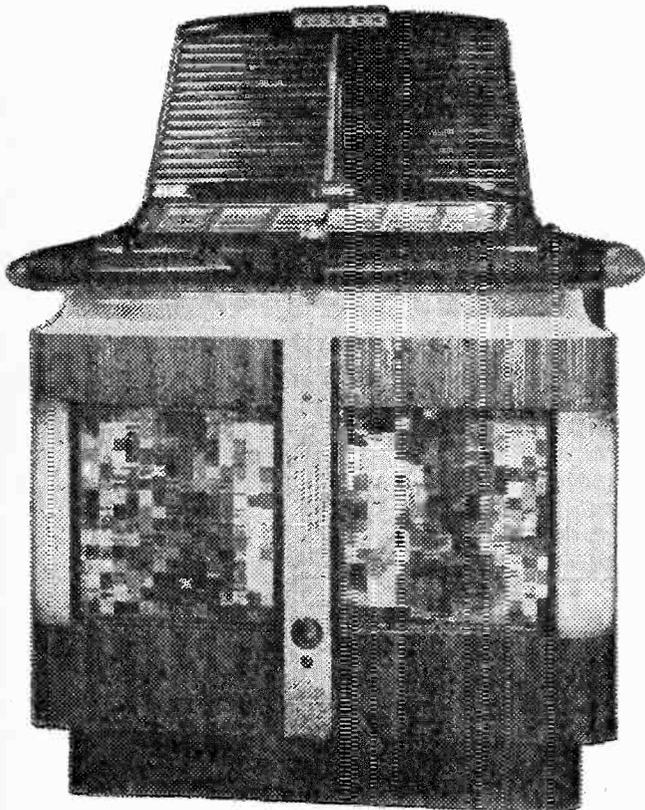
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Exclusive Distributors AMI PHONOGRAPHS. California Oregon · Washington · Nevada · Arizona · Hawaiian Islands

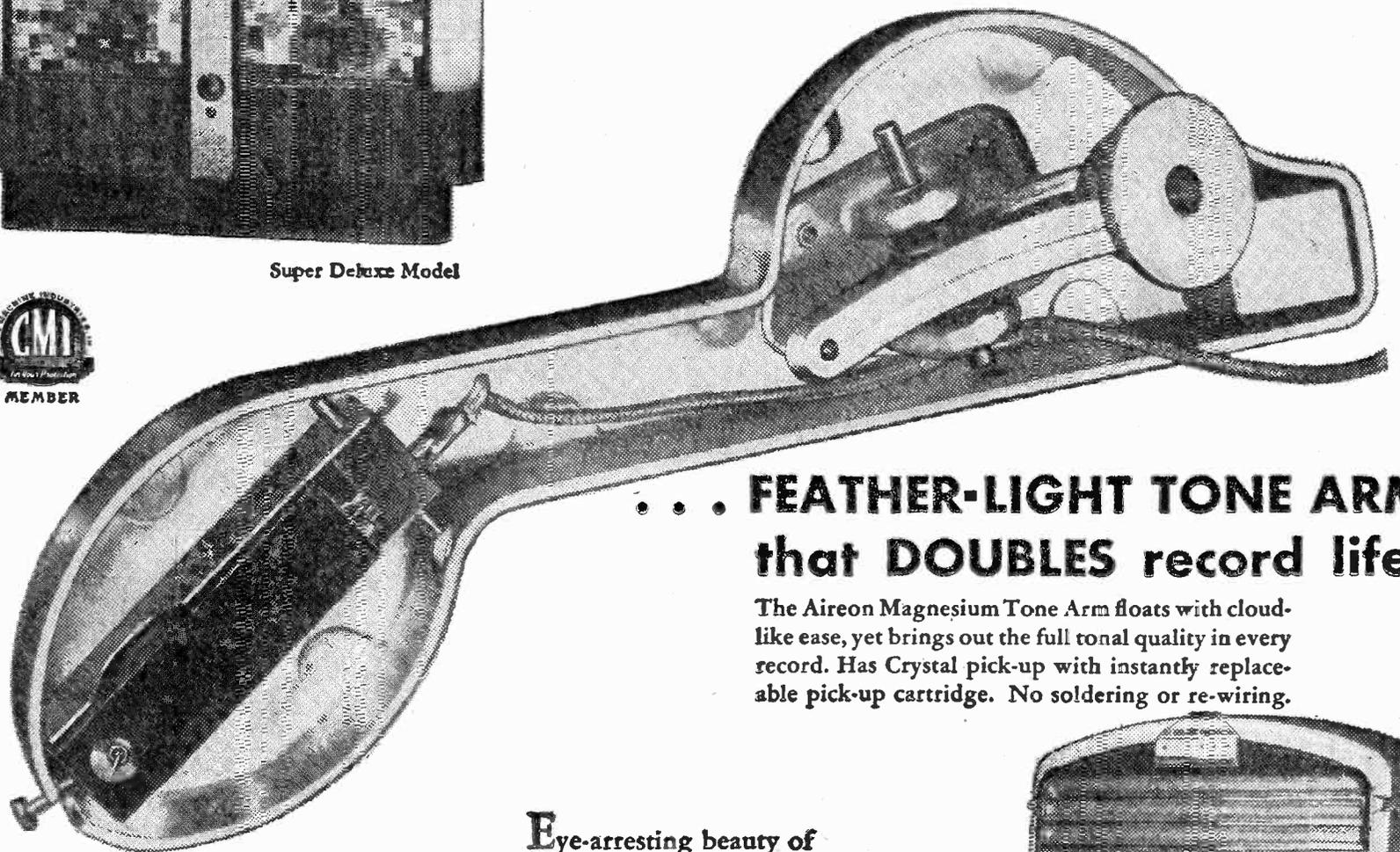
1348 Venice Blvd. LOS ANGELES PRespect 4131	1175 Folsom St. SAN FRANCISCO HEmlock 0575	427 S.W. 13th Avenue PORTLAND ATwater 7575	2313 3rd Avenue SEATTLE MAin 0166
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Another
Aireon
Beauty Secret

... that pays off in
INCREASED PROFITS



Super Deluxe Model

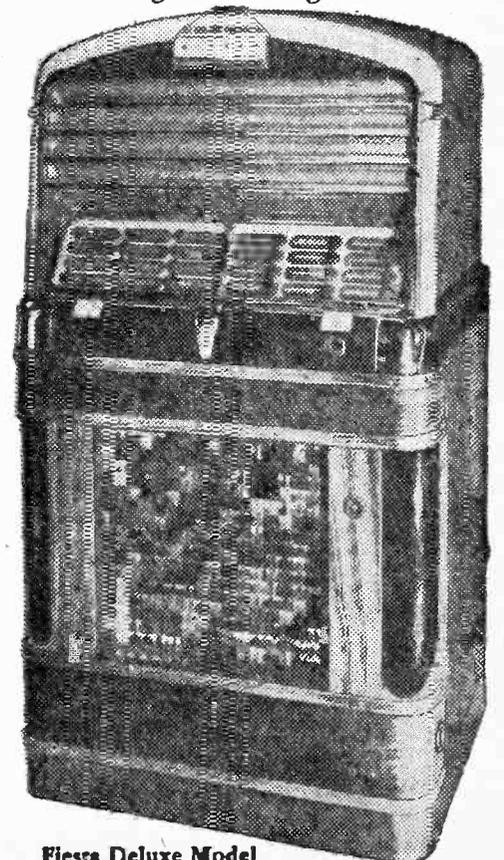


... **FEATHER-LIGHT TONE ARM**
 that **DOUBLES** record life!

The Aireon Magnesium Tone Arm floats with cloud-like ease, yet brings out the full tonal quality in every record. Has Crystal pick-up with instantly replaceable pick-up cartridge. No soldering or re-wiring.

Eye-arresting beauty of design—the irresistible play appeal of soft, fluorescent lighting—sparkling prisms of color, revolving in an ever-changing pattern of beauty—that's Aireon! And inside there's a deeper beauty, a mechanical beauty that pays off in more play, more trouble-free hours of operation, 18% to 36% greater profit!

Aireon
 MANUFACTURING CORPORATION



Fiesta Deluxe Model

General Offices: 1401 Fairfax Trafficway, Kansas City, Kansas

In Canada: Mafco Corp., Ltd., 4001 St. Antoine Street, Montreal, Quebec

GET SET WITH THESE WINNERS FROM..

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
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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

TERMS: 1/3 Deposit (Money Order), Balance Sight Draft.

EXHIBIT'S

NEW 5-BALL
FREE PLAY

MYSTERY

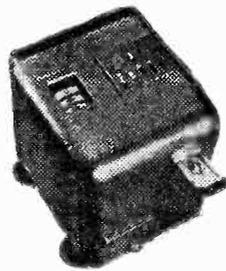
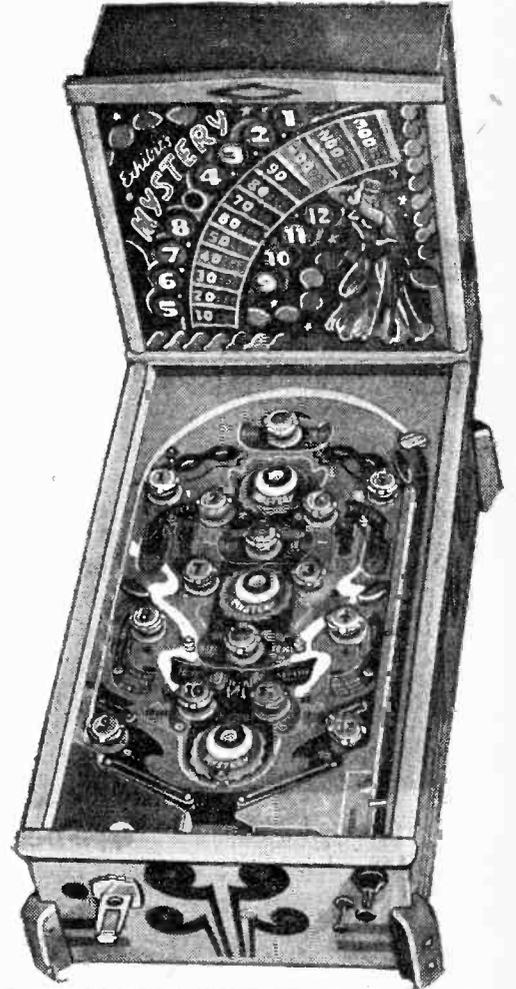
HIGH SCORE

PLUS

SKILL!

New Scoring Action!

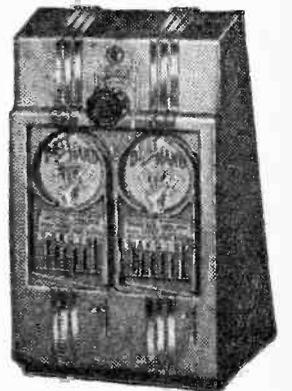
- 7 High Score Build Ups!
- Big Mystery Pockets!
- High Score Bumpers!
- Mystery Spot-Ems!
- Special Scoring Lanes!



MILLS
VEST POCKET BELL
\$74.50

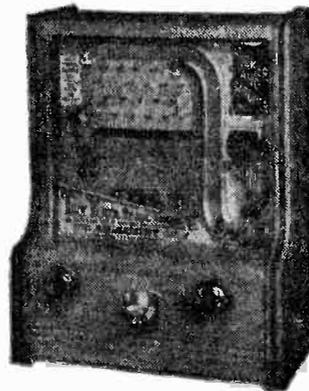
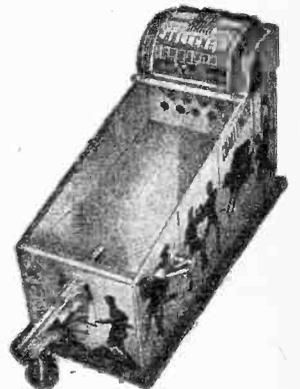
DAVAL
BEST
HAND
\$59.50

Also in
Oomph High
Score and
Mexican
Baseball
Models



A. B. T.
CHALLENGER

\$60.00

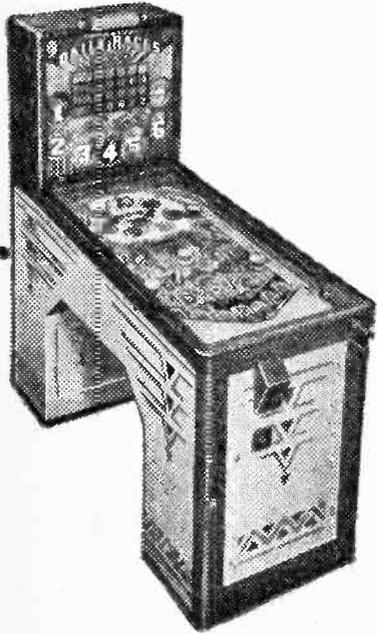


BAKER
KICKER AND
CATCHER \$49.75

ORDER FROM YOUR NEAREST SOUTHERN OFFICE

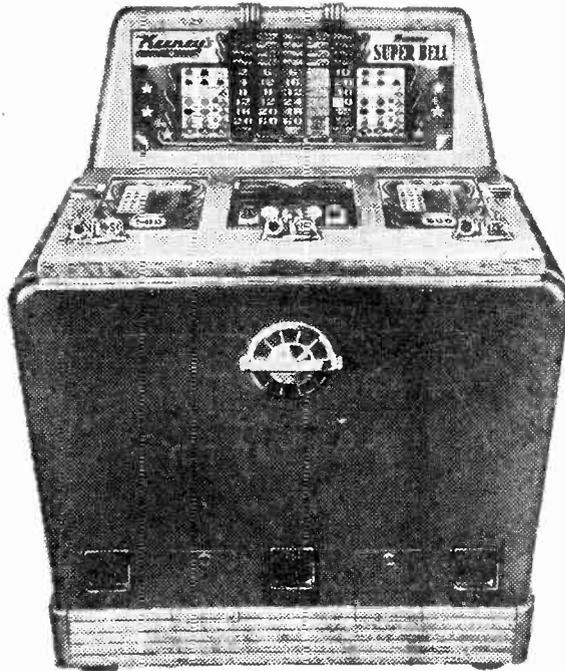
..SOUTHERN AUTOMATIC!

GOTTLIEB



1-BALL
DAILY RACES

KEENEY

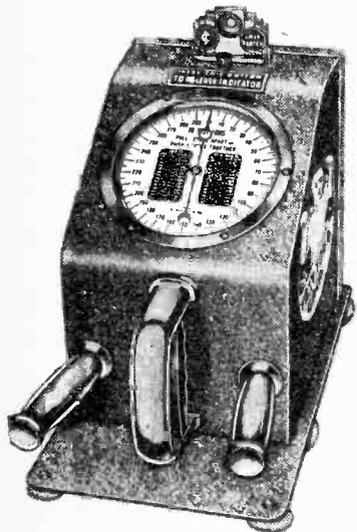


3-WAY MODEL
BONUS SUPER BELL

CHICAGO COIN



KILROY



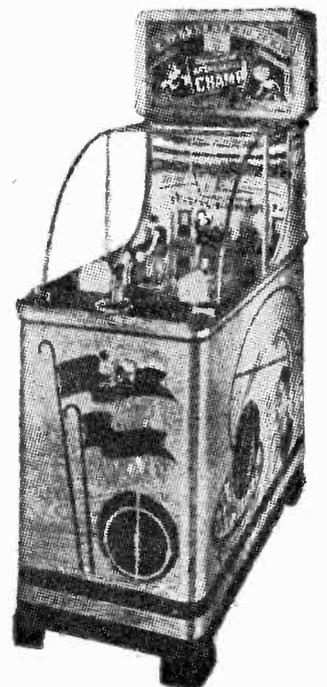
DeLuxe
GRIP SCALE
\$39.50



BIG
PARLAY

BASKETBALL

C
H
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AT ALL OFFICES — NEW EQUIPMENT BY ALL LEADING MANUFACTURERS

GETTING THE BIGGEST PLAY IN COIN MACHINE HISTORY



De Luxe
DRAW BELL

New
SUPER SPECIAL
Award

New
EXTRA DRAW
Feature

CONVERTIBLE
AUTOMATIC—FREE PLAY

TRIPLE BELL



THREE
COIN CHUTES
TRIPLE PLAY!
TRIPLE PROFIT!

All the bell-fruit flash and spinning-reel action of Draw Bell . . . plus the big 1000 Super-Special popularized in Triple Bell . . . plus the new EXTRA DRAW feature that permits players to deposit three, four, five coins per game to hold favorable reels and spin again for a winner! That's Bally's new console, DE LUXE DRAW BELL. Available in Nickel or Quarter play.

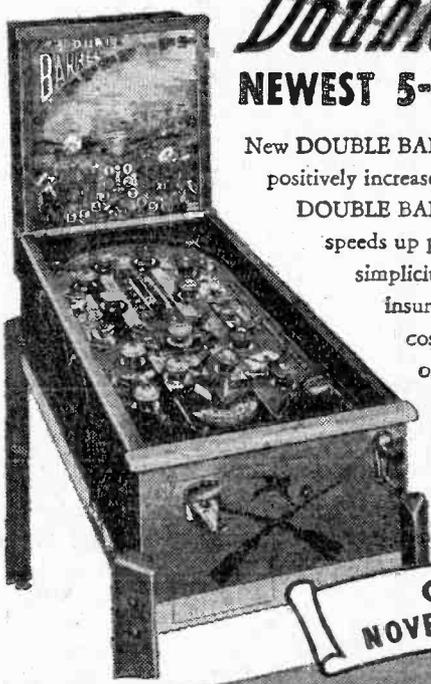
Triple Coin Chutes permit three players—or three coins—every spin. 1000 Super Special Awards, plus plenty of other big awards and single-cherry awards insure continuous repeat play. Deluxe cabinet in rich wood-grain finish. Simple trouble-proof mechanism guarantees rock-bottom service costs. Available in straight Nickel, Dime or Quarter or any desired coin-combination.



BALLY ENTRY
ONE BALL AUTOMATIC MULTIPLE
AND
SPECIAL ENTRY
ONE BALL FREE PLAY MULTIPLE

New
BIG
ODDS
3-10-1
MINIMUM

New "Mystic Flash" feature magically transfers Win-section of play-field to top of the board—to sections which normally score only Purse or Show. Players play, not merely two to four coins per game, but five, six, eight or ten . . . to catch the "Mystic Flash." Bally's new multiple masterpieces can easily double or triple your normal one-ball profits. For quick delivery order today!



Double Barrel
NEWEST 5-BALL SENSATION

New DOUBLE BARREL features positively increase play. Clever DOUBLE BARREL score-system speeds up play. Mechanical simplicity and strength insure rock-bottom service cost. For quick delivery order DOUBLE BARREL from your Bally distributor today.

CONVERTIBLE
NOVELTY—FREE PLAY



Bally **MANUFACTURING COMPANY**
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



RECESSED SPEAKERS

The complete Seeburg line includes Recessed Speakers for wall and ceiling installation. Available with 8 and 12-inch impedance matched speakers that faithfully reproduce any volume of sound.



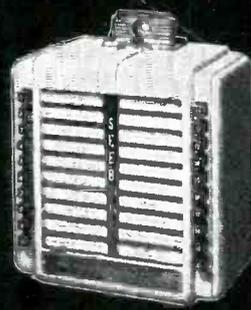
MIRROR AND TEAR DROP SPEAKERS

The Mirror Speaker is of beautiful plastic with baked lacquer finish, trimmed with blue mirrors and chromium. 12-inch impedance matched speaker. The Tear Drop Speaker is of plastic, baked-enamel finish, rimmed in chromium. 8-inch impedance matched speaker.



WIRELESS WALLOMATIC

No wires to phonograph necessary—plug into an electric light socket. Available with nickel coin chute or with 5-10-25 cent coin chute. Made of non-breakable steel, ivory baked-on enamel finish.



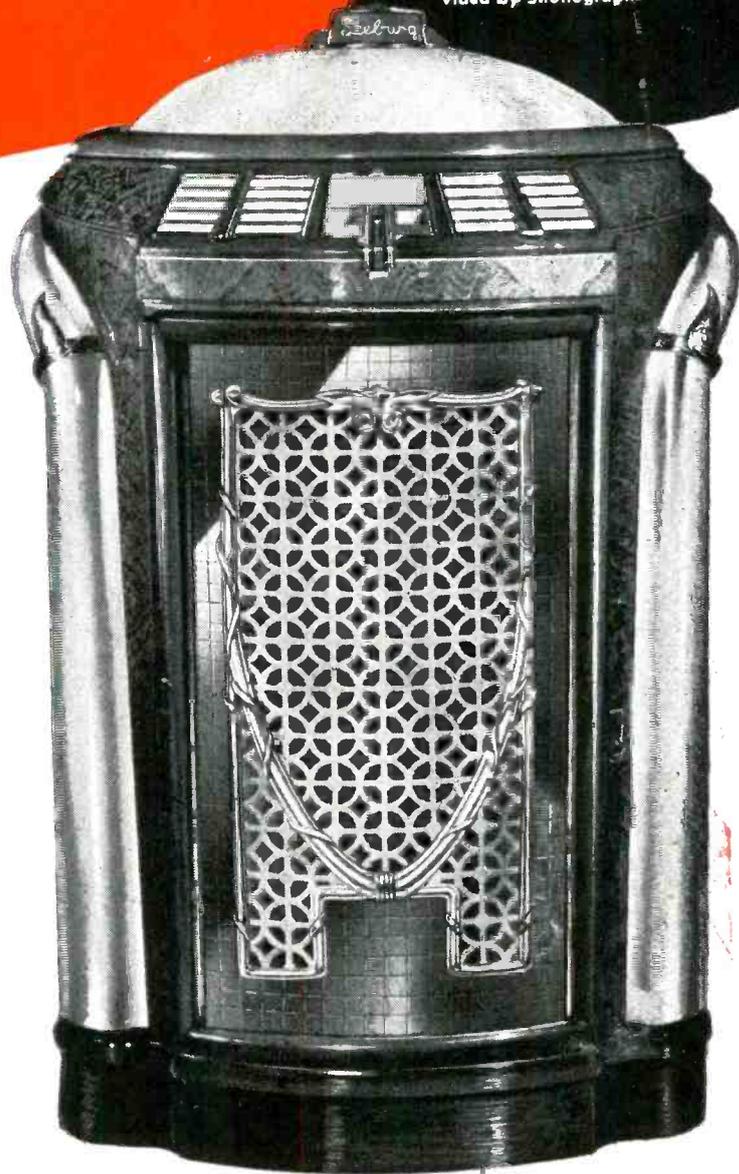
THREE-WIRE WALLOMATIC

Similar in design and construction to the Wireless Wallomatic but a three-wire cable runs to the phonograph. May be had with nickel coin chute or 5-10-25 cent coin chute. Operates on 24-volt current provided by phonograph.

Only Seeburg Offers Complete Music Systems

A phonograph placed in the corner of a location is not an adequate answer to today's music demands. The public wants and is willing to pay for music brought to them at just the right volume provided that the selection of that music is made easy. This means that each location must be engineered for Scientific Sound Distribution and that sufficient Wallomatics be installed so crossing the room to make selections is unnecessary.

By providing equipment necessary for every kind of installation, Seeburg makes possible the tailoring of sound to meet every condition. By installing dual amplifiers in the Symphonola, Seeburg makes possible complete flexibility to assure ample volume at remote tables—yet no blare near the phonograph.



America's Finest and Most Complete Music Systems

Seeburg
1902 • DEPENDABLE MUSIC SYSTEMS • 1947
J. P. SEEBURG CORPORATION
1500 N. Dayton St., Chicago 22

See Your Seeburg Distributor For a Demonstration



REMOTE CONTROL SPECIAL

Where space considerations do not permit the installation of a Symphonola, the Remote Control Special is recommended. Mechanism is identical with that of the Symphonola and it may be used with all other components of a complete "Seeburg Music System."



DUAL REMOTE VOLUME CONTROL

Volume of the Symphonola Speaker and all auxiliary speakers may be controlled from a remote point. Records may be cancelled. Volume may be predetermined and locked, preventing change by unauthorized persons.



AUXILIARY REMOTE CONTROL AMPLIFIER

Ideal for large auditoriums or locations having many rooms. Effective at distances up to 1000 feet from the Symphonola. Operation of auxiliary amplifier is entirely separate from master amplifier.



PRE-AMPLIFIER AND PUBLIC ADDRESS SYSTEM

An amplifier with its own tone and volume control. This permits using Symphonola speaker as a public address system. Music from phonograph and announcements on microphone may be mixed.

ROCK-OLA HAS:
COMPLETE VISIBILITY
AND
RAINBOW LIGHTUP MOTIF

ROCK-OLA HAS:
POWERFUL TWO-TONE
AMPLIFIER
INSURES RICH AND TRUE
FULL RANGE FIDELITY

HEADLINE NEWS

ONLY ROCK-OLA HAS ALL THESE
OUTSTANDING FEATURES

ROCK-OLA HAS:
SEPARATE
5c, 10c, 25c COIN CHUTES

MODEL 1422



HAS:
RANGE
AND TRUE

ROCK-OLA HAS:
LINE-O-SELECTOR AND
SINGLE PROGRAM PLATE
REMOVABLE FOR EASY
TITLE STRIP CHANGE

ROCK-OLA HAS:
MECHANISM CHASSIS
ANCHORS PERMANENTLY
ATTACHED

ROCK-OLA HAS:
ELECTRICAL DISTRIBUTION
PANEL — EQUIPPED FOR
WIRED REMOTE CONTROL
HOOK-UP

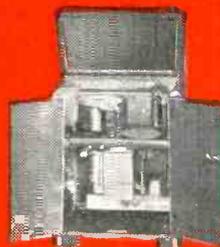
ROCK-OLA

THE PHONOGRAPH THAT SELLS MUSIC

WALL BOX
MODEL
1430



PLAYMASTER
MODEL
1424



ROCK-OLA Manufacturing Corp.
605 NORTH CECILIE AVENUE CHICAGO 31, ILLINOIS