

The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

• APRIL 12, 1947 •



Sporting million disk smiles here on the New York Paramount stage are (l. to r.) Dave Kapp, Decca veepee; Louis Jordan, and Milt Gabler, of the plattery. Event was presentation of a gold platter by Decca to Jordan commemorating sale of the one-millionth copy of his "Choo Choo Ch'Boogie" pancake. If all the copies of Jordan's best-seller and most-played disks were laid end to end they would probably make a shellac route clear across the country and back. In the current Billboard lists, for instance, the Tympany Five titan has "Ain't Nobody Here But Us Chickens," "Texas and Pacific," "Open the Door, Richard" and "Let the Good Times Roll" riding high. Piloted by Berle Adams, the sax-tootling songsalesman has proved cox office in theaters and other personal appearances dates, and his independently produced movie shorts are among the most solid grossers around the country for items of that type.

The sets are different but the act hasn't been changed...

THIS week *The Billboard* began the somewhat large task of moving into its new plant at 2160 Patterson Street in Cincinnati. This issue is the first to be published in these new quarters. Blushingly and with pride we mention that the Patterson Street operation consists of some 60,000 square feet of what is one of the most, if not the most modern, well-equipped trade newspaper publishing plants in the world. At 25 Opera Place, where *The Billboard* has published for the past 35 years, we worked with some 15,500 square feet.

We requested one of our valued advertisers to relinquish this space this week so that we could do a piece about the new plant. We sat for hours trying to find the right words. And then we checked our issue of September 14, 1912, which was a "House-warming Issue," commemorating completion of the 25 Opera Place building. And we discovered that all the words had been said for us by the men who made *The Billboard* what it is, and who passed on to us who are with it today a heritage rare even to such tradition-filled facets of American life as show business and the newspaper business.

In changing the sets in 1912 at the time the paper moved into its 25 Opera Place plant, for instance, W. H. Donaldson, the paper's publisher and founder wrote:

"The *Billboard* had a humble enough beginning. It was founded—if its establishment can be dignified by such a predicate—in 1894, and the first issue which bore date of November of that year, was turned out at 127 East Eighth Street, Cincinnati, containing only eight pages, its contents being devoted solely and entirely to billposting, poster-printing and advertising agency interests.

"It early disagreed with the leading spirits of the Associated Billposters' Association. The issue was the "closed" association idea, which obtained versus the open association scheme which *The Billboard* championed.

"This was *The Billboard's* first declaration of independence: it was the first occasion for its refusing to submit to dictation or to prostitute itself to subsidy. But it was not the last—far from it. Since then it has been threatened and cajoled,

urged and pleaded with by one or another of the interests that make up the amusement business. That it was as fearless as it was fair is evinced by the fact that no faction in any branch of the business has ever been able to use it as an instrument for the furtherance of its own selfish ends; no interest, however powerful, has ever succeeded in allying it by subsidy or vassalating it by coercion."

That's what the man said. And now the sets are being changed again, but we're figuring on continuing to do the same old act.

Come Around

IN THE same period, 1912, on the occasion of moving into 25 Opera Place, W. H. Donaldson, did another piece inviting *The Billboard's* many readers and friends to "come around." Here's what he said:

"Come around. The new home of *The Billboard* is not yet finished (How long, Oh, Lord, How long?) but you can now gain entrance without climbing over mortar boxes and various piles of broken lath, plaster and builder's refuse.

"Come around and see us. A painter may drop a brush on you, or a paperhanger may splash you with a gob of paste, but do not let little things like that deter you. Come around and let us show you thru a model newspaper office. Come around and make a convenience of these rooms and of us, too. You can write a letter, keep an appointment, consult our files or directories, or just rest a bit. Come around and meet the bunch.

"Leave your purse at the hotel office, if you must, but—'come around.'"

Yessir, come around. The address is 2160 Patterson Street, Cincinnati, Ohio. Come around.

The Billboard

JOCKEY WEB IN THE WORKS

IA Goes After Clerical Help In Disk Field

Clash With CIO Units Looms

NEW YORK, April 5.—Two of the most significant developments among showbiz unions are the comparatively recent move of the International Alliance of Theatrical Stage Employees, an affiliate of the American Federation of Labor, into the clerical field, and the decline of the stagehands, IATSE's nuclear group. Thru the medium of its B Local, Motion Picture Home Office Employees (MPHOE), 863, IATSE, has already taken 220 employees of music publishers under its wing, and it is now readying a drive to organize the clerical help in record firms.

MPHOE, which claims its intention is to organize only office workers in showbiz, has the clerical, accounting and shipping help unionized in two of the leading film-controlled music publishing groups—the Metro-Robbins combine (Robbins-Feist-Miller) and the Warner Bros.' Music Publishers Holding Corporation (Remick-Harms-Witmark-Advanced) and also (See IATSE, Losing on page 18)

Anti-AFM Pitch By Carroll Gets Solon's Support

HOLLYWOOD, April 5.—Earl Carroll's one-man campaign to stop alleged AFM "featherbedding" was one step nearer accomplishment this week with the introduction of a new bill in the California Legislature by Assemblyman M. Philip Davis. Davis's anti-Petrillo bill would make it unlawful for any employer to hire more workers than actually needed or to pay for services not actually performed.

Carroll recently conferred with Davis following his squabble with AFM Local 47 over the addition of three sidemen to the staff of his Hollywood Theater-Restaurant. Carroll (See Anti-AFM Pitch on page 33)

'Cap Henry' Cotten

NEW YORK, April 5.—Actor Joe Cotten is cooking up plans to run an old-style showboat up and down the Mississippi this summer. The legit-radio-film thesp has his local agent, Leah Salisbury, checking the market trying to pick up a tub, and if one can be found, Cotten will proceed with full summer show plans.

WBKB Video Survey Reveals Wide Viewers' Preferences

CHICAGO, April 5.—Results of the most extensive survey of video audience program preferences ever made here was released this week by WBKB, local B&K station. Above all, survey demonstrated the interest video viewers have in the medium, with more than 40 per cent of the local 1,071 set owners to receive the survey participating and giving details on their preferences. Questionnaire was more than four pages long. Twenty per cent of those answering further indicated their interest by asking for copies of the final tabulation. Most indicated they would be

anxious to fill out similar questionnaires in the future. Altho there are about 1,800 to 2,000 sets in Chicago, questionnaires were received by only 1,071 because it was mailed late in February, when there were only that many registered sets here.

Because of the extensive amount of information in the results of the survey, Bill Eddy, head of WBKB, is making it available to anyone in the trade who asks for it and is planning to conduct a similar pulse-taking late in the summer or early fall, when, he believes, there might be a (WBKB Video Survey on page 16)

Senate Probes Diskers, Retail Set-Ups After War Vets Charge Freeze-Out

Monopoly Inquiry May Result From Subcommittee Hearing

WASHINGTON, April 5.—Officials of four of the largest record manufacturing companies in the nation, who testified at a hearing here today before a subcommittee of the Senate Judiciary Committee on "Monopoly Trends in U. S. Industry," were ordered by Sen. William Langer (R., N. D.), the chairman of the group, to produce "complete statements" on their organizations' financial and operating set-ups. Langer revealed that today's hearing was called "primarily because the committee has received a large number of complaints from war veterans who are finding it impossible to break into

the record dealer business because of preference shown by the record industry to long-established and heavily-credited dealers in the various retail areas."

Witnesses at the hearing were Jack Kapp, president of Decca Records; Edward Wallerstein, president of Columbia Records, Inc.; James W. Murray, vice-president in charge of the record division of Radio Corporation of America, and Leopold Friedman, vice-president and secretary of Loew's Inc., in charge of the MGM record division. All the witnesses testified that their companies had no direct hand in selecting retail dealers since the manufacturers sell their product directly to distributors. None but Decca admitted a controlling interest in distributors. Kapp testified that Decca has proprietorship of (See Retail Disk Set-Ups on page 18)

P&G Preparing 23d Air Show

NEW YORK, April 5.—Procter & Gamble, leading radio sponsor with 21 shows currently airing, will add its 22d in June and still another this fall. Irna Phillips' *Guiding Light* will be revived by P&G in June over Columbia Broadcasting System (CBS). Compton is the agency.

Fall serial show, as yet unselected, will be used to plug a new P&G product, *Tide*, a heavy duty laundry soap. Company's laboratories currently are putting the product thru final tests before placing it on the market.

Return of *Guiding Light* is interpreted in some quarters as a move to pacify criticism of daytime radio. Series, with a religious theme, was one of a few soap operas credited with having a social awareness.

Stem Theater Is Sought For Indian Thesps, Terps

NEW YORK, April 5.—Prominent members of India's showbiz are shopping around the Stem for a house (a 1,200 to 2,000-seater) to use as a showcase for Indian plays, dance recitals, music and pix. Possibilities are that the India Society, sponsoring the project, will approach radio webs to discuss part-time lease of one of the Stem showhouses now used for airings.

Among the proposed showings is a return visit of India's top terper, Uday Shan-Kar, whose last Broadway appearance was in 1938. Vajay Bhatt, India's top pic producer-director, is in New York in connection with the project.

Spinners as Supper Club Supplement

One Year in the Making

NEW YORK, April 5.—Newest wrinkle in the disk jockey field is the development of what is virtually a disk jockey "network," comprised of selected platter spinners in key market areas, with the local commercials being used to back up and supplement a national network program. Development has been going on quietly over the past year for Chesterfield cigarettes, with the result that in addition to its National Broadcasting Company (NBC) *Supper Club* program, smoke account has plattered jockey *Supper Clubs* on about 20 additional stations.

Spread in Other Fields

Chesterfield move is another facet in the growing importance of pancake flippers in the radio-music fields. Past year has seen jocks emerge as tops in the song and band-making field, so much so that Paul Whiteman, (See New Jockey Web on page 33)

60 Cities Ink U. S. Longhair World Tours

Biggest Summer Since '39

NEW YORK, April 5.—Sixty cities in Europe, Latin America, the Caribbean, the Near East and Australia will hear Yank longhair musician between now and fall. The nam opera and concert musicians at readying for the heaviest world-wide trekking they had done since 1939.

Spearhead of the invasion is violinist Yehudi Menuhin, who with sister, Hephzibah, left recently extended concertization in Europe. Chirper Dorothy Maynor is off Cuba, and later will tour the Car (See 60 CITIES INK on page 33)

Info, Please

NEW YORK, April 5.—WNEW, New York, this week got a letter asking for the name of the theme song on its *Perfect Program*, and the composer.

Request came from the *Answer Man*, who broadcasts over WOR.

BEGINNING IN THIS ISSUE: THE BILLBOARD'S NEW NETWORK PROGRAM REVIEWS AND ANALYSES, PART III OF CONTINUING PROGRAM STUDIES

Stem Fears Realty Tax Hike, But Prefers It To Biz Bite

NEW YORK, April 5.—Mayor O'Dwyer's announcement this week that he did not plan at present to take advantage of the recently passed Dewey Enabling Bill (*The Billboard*, March 15), which could let the city tax showbiz admissions, restaurant meals costing over \$1 and retail liquor licenses, somewhat soothed the nerves of show ops. The Stem had developed the jitters just thinking about what such taxation would do to already sagging grosses.

O'Dwyer said he still had to make up his estimated \$1,000,000,000 budget to run the city, and intended to make showbiz pay a slice of the billion. This would come, he proposed, in the form of a hike in real estate taxation from the current \$2.70 per \$100 of assessed property. At first he estimated the new rate at \$2.95, but Thursday (3) he revised the figure, stating that a tax of \$2.90 or even a few cents less would be sufficient.

Blow to Legit and Pix

Such taxation, if passed, would hit really only two branches of showbiz in New York, legit and pix, since both are major owners of real estate. A rough estimate of such holdings ranges between \$25,000,000 to \$40,000,000, on which the current tax would be approximately \$675,000 at the \$2.70 rate. The greater part of this is pic-owned theaters, studios, warehouses, offices, etc. The new rate would increase the tax by between \$50,000 and \$80,000.

Such a proposal showbiz ops took in their stride. Not that they were going to let it go without a fight. On the contrary, they were ready to join with merchants, private property owners and others affected in the three-day hearings before the city council skedded for Monday-Wednesday (7-9). But their mild reaction to announcement of the proposal encourages the belief that if it goes

In This Issue

American Folk Tunes	114
Broadway Showlog	44
Burlesque	43
Carnival	48-69
Circus	71-73
Classified Ads	83-90
Club Activities	58-59
Coin Machines	99-156
Fairs and Expositions	74-76
Final Curtain, Births, Marriages	46
General Outdoor	47
Minor Roll of Hits	22
Legitimate	44-45
Letter List	94-95
Magic	43
Merchandise-Pipes	83-95
Music	18-36
Music as Written	34
Music Machines	108-115
Music Popularity Charts	22-31
Night Clubs	38-42
Night Clubs-Cocktail	37
Parks and Pools	77-79
Pipes for Pitchmen	91-92
Radio	5-17
Repertoire	82
Reviews: Legit	45
Night Club	40-41
Records	28
Television	14
Vaudeville	39
Rinks and Skaters	80-81
Roadshow Films	82
Routes: Carnival	62
Circus	62
Legitimate	44
Miscellaneous	62
Sponsored Events	69
Continuing Program Studies	9-11
Television	14-15
Vaudeville	37-42
Vending Machines	102-107

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

thru, there will not be too much wailing along the Stem.

At its worst, the proposed 20-cent hike is preferable to the Dewey plan, which would have hit showbiz far harder in the pocketbook and might even have signed the death warrant of some phases of the biz (notably niteries), as was predicted by some ops when news of the Dewey plan first came out of Albany (*The Billboard*, March 15).

Broadway Opening

ALICE IN WONDERLAND

(Opened Saturday, April 5)

INTERNATIONAL THEATER

Adaptation of Lewis Carroll books by Eva Le Gallienne and Florida Friebus. Staged by Eva Le Gallienne. Sets, Robert Rowe Paddock. Costumes, Noel Taylor. Masks and Marionettes, Remo Bufano. Music, Richard Addinsell. Dances, Ruth Wilton. Conductor, Tibor Kozma. General manager, John Yorke. Stage manager, Thelma Chandler. Press representatives, Wolfe Kaufman and Mary Ward. Presented by Rita Hassen and American Repertory Theater.

Alice.....Bambi Linn
(By arrangement with David O. Selznick)
White Rabbit.....William Windom
(Julie Harris)
Mouse.....Henry Jones
Dodo.....John Straub
Lory.....Angus Cairns
Eaglet.....Arthur Keegan
Crab.....Don Allen
Duck.....Eli Wallach
Caterpillar.....Theodore Tenley
Fish Footman.....Ed Woodhead
Frog Footman.....Robert Rawlings
Duchess.....Raymond Greenleaf
Cook.....Don Allen
Cheshire Cat.....Donald Keyes
March Hare.....Arthur Keegan
Mad Hatter.....Richard Waring
Dormouse.....Theodore Tenley
Two of Spades.....Eli Wallach
Five of Spades.....Robert Rawlings
Seven of Spades.....Donald Keyes
Queen of Hearts.....John Becher
King of Hearts.....Eugene Stuckmann
Knave of Hearts.....Frederic Hunter
Gryphon.....Jack Manning
Mock Turtle.....Angus Cairns
Three of Clubs.....John Behney
Five of Clubs.....Bart Henderson
Seven of Clubs.....John Straub
Nine of Clubs.....Thomas Grace
Red Chess Queen.....Margaret Webster
Train Guard.....John Straub
Gentleman Dressed in White Paper.....William Windom
Goat.....Don Allen
Beetle Voice.....Donald Keyes
Gnat Voice.....Cavada Humphrey
Gentle Voice.....Angus Cairns
Other Voices.....Mary Alice Moore, Eli Wallach
Tweedledum.....Robert Rawlings
Tweedledee.....Jack Manning
White Chess Queen.....Eva Le Gallienne
Sheep.....Theodore Tenley
Humpty Dumpty.....Henry Jones
White Knight.....Phillip Bourneuf
Horse (Front Legs).....Will Davis
(Back Legs).....Charles Townley
Old Frog.....Donald Keyes
Shrill Voice.....Angus Cairns
Singers.....Eloise Roehm, Rae Lenn
Hearts: Don Allen, Robert Carlson, Michel Corhan, Will Davis, Robert Leser, Gerald McCormack, Walter Neal, James Rafferty, Dan Scott, Charles Townley.
Marionettes worked by Michel Corhan, Thomas Grace, Bart Henderson, Cavada Humphrey, Robert Leser, Mary Alice Moore, Walter Neal, James Rafferty, Charles Townley, under the direction of A. Spolidoro.

Eva Le Gallienne has been threatening to revive the stage version of the Lewis Carroll classics which she and Florida Friebus adapted for her old rep house on 14th Street back in 1932. Now she's gone and done it—or rather Rita Hassen and the American Repertory Theater have sponsored it—with new faces in the cast, but sets and costumes are substantially replicas of the 17-year-old original. *Alice in Wonderland* still packs its same old appeal up at 59th Street as it did downtown. It will be a sure-fire must for the moppets, and plenty of oldsters should get a kick out of the Carroll nonsense.

The Le Gallienne-Friebus version divides the play into two parts, the first dealing with the *Wonderland*

Al Jolson's 50G For 10 Shots a Guest Record

HOLLYWOOD, April 5.—Al Jolson (the fellow who didn't want a steady radio job because it was too much work) will have set some sort of a record in guest shots by the season's end with 10 guesters since January 15. At \$5,000 a crack, Joly will pocket a neat 50G for his efforts.

In his mike wanderings, Jolson will have traveled four times to the Crosby show, and paid one visit each to Jack Benny, Fred Allen, Burns and Allen, Bob Hope, and *Lux Radio Theater*. Outlook for next season is even rosier for Jolson, with a deal for 10 guesters on the Crosby show all settled and ready for pacting.

Jolson's closest competition is from the ubiquitous Bob Hope, whose unofficial score to date is nine guest appearances this season. As for personal dates and benefits, agents for Bob Hope and Jolson stopped counting long ago.

Pa. Bill Would Bar Hikes In Night, Sunday Admish

HARRISBURG, Pa., April 5.—Pennsylvania House Bill 696, sponsored by Rep. J. A. Scanlon, would make it illegal to increase or decrease the price of admission to amusement "because of evening, Sunday or holiday hours." Penalty would be \$500 fine or one year in jail. The bill has been referred to the committee on law and order.

sequences, and the second, with *Thru the Looking Glass*, altho some of the *Wonderland* characters step over into the latter book for a second-act finale. Anyway, practically all of Carroll's odd creations find a spot in it somewhere, from the White Rabbit down to the White Knight.

Since the play follows the episodic dream quality of the material, Alice is naturally a bit-part show. Except for the title role and the Red and White queens, the rest of the cast are on for little more than individual specialties. However, they are all so good at their stints, that the overall is good, sharp fun all the way.

Best news of the revival, however, is the casting of little Bambi Linn as Alice. La Linn is perfect for the chore, bringing to it just the right little girl quality, and at the same time making excellent use of her terping ability to round it out. The current dance sequences are something this reporter does not remember from the original production, but they are a highly pleasant addition. Le Gallienne is again amusing in her role of the silly, fluttery White Queen, and Margaret Webster adds waspish humor to her Red counterpart. There are so many good bits that it is impossible to give them all a nod, but Raymond Greenleaf's Duchess and Richard Waring's Mad Hatter could have stepped out of a Tenniel drawing. Eugene Stuckmann's and John Becher's King and Queen of Hearts are right out of the text, too, and Angus Cairn's mike-crooning as the Mock Turtle is a delight. Robert Rawlings and Jack Manning get all the best out of Tweedledum and Tweedledee with their walrus and the carpenter puppet show, and Philip Bourneuf is mournfully excellent as the top-heavy White Knight.

Paddock's sets are cleverly designed for quick sequence changes, and Taylor's costumes in combo with Bufano masks are sock all over again. LeGallienne has put plenty of imagination into the staging. In sum, Alice makes a welcome comeback. It's too bad that ART waited so long to get round to doing it.

Bob Francis.

Pennsy Tax Bill Would Nick All Entertainment

HARRISBURG, Pa., April 5.—A sweeping legislative proposal to slap a straight 10 per cent tax on all entertainment in Pennsylvania has been filed in the House of Representatives by Rep. D. Raymond Sollenberger. The bill, H-1130, taxes all showbiz—period.

Specifically, it mentions "every form of entertainment, diversion, sport, recreation and pastime," and could apply to theaters, sporting events, circuses, carnivals, etc.

To facilitate collection of levy, all promoters or owners would be registered by the State at a \$1 fee per man.

Meanwhile, in the Senate, a bill sponsored by Sen. M. F. Crowe, was amended this week to relate to Sunday afternoon ice shows. By passage of this bill, ice shows would be permitted Sunday after 2 p.m., but they must be over before 6 p.m. The curfew, Crowe stated, was put in his bill to aid in its passage by the Senate and also to placate the churches, which strongly oppose night ice shows.

Anti-Scalper Bill Voted by Pa. House

HARRISBURG, Pa., April 5.—A bill to crack down on ticket scalpers with maximum penalties of \$1,000 and a year in prison was passed by a 200-to-0 vote in the Pennsylvania House of Representatives Tuesday (11).

Maximum profits on resales would be set at \$1 a ticket. If the printed price on the ticket was less than \$1 originally, profits would be limited to one-half the re-sale price.

Ticket brokers would have to pay a license fee of \$50 a year and post a \$1,000 surety bond with the commonwealth "for the faithful observance" of the law.

The Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford Jr.

William D. Littleford

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

Editors

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

Managers and Divisions:

W. D. Littleford, General Manager Eastern Division
1564 Broadway, New York 19, N. Y.
Phone: MEdallion 3-1615
M. L. Reuter, General Manager Midwest Division
155 North Clark St., Chicago 1, Ill.
Phone: CENTRAL 8761
Sam Abbott, General Manager West Coast Division
6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLlywood 5831
F. B. Joerling, General Manager St. Louis Office
390 Arcade Bldg., St. Louis 1, Mo.
Phone: CHEstnut 0443
C. J. Latscha, Advertising Manager
B. A. Bruns, Circulation Manager
Cincinnati, Ohio Phone: DUBar 6430
Printing Plant and Circulation Office
2160 Patterson St., Cincinnati 22, Ohio
Subscription rates, payable in advance—One Year, \$10.00; Two Years, \$17.50. These rates apply in the United States, U. S. Possessions, Canada and countries in Pan-American Postal Union. Rates in other foreign countries sent upon request. Subscribers when requesting change of address should give old as well as new address.

The Billboard also publishes:
The Billboard Encyclopedia of Music
Vend



FIRST UNION WEB COMMERCIAL

Lux May Wash Up on CBS, Take 'Radio Theater' to NBC

NEW YORK, April 5.—One of the most important program moves in years is reported under consideration, the story being that *Lux Radio Theater* may shift from its long-time Monday evening spot on Columbia Broadcasting System (CBS) to a Sunday night position on National Broadcasting Company (NBC). Yarn could not be confirmed this week, tho circulating both in New York and Hollywood.

According to the report, *Theater*, a steady member of the top 15 evening Hooperated shows, may air on NBC from 10 to 11 p.m. Sundays. First

Coca-Cola Eyes Two Half-Hour Shows Over CBS

NEW YORK, April 5.—Coca Cola, which cut its once big radio budget recently because of sugar shortages—along with cuts in other media—is getting ready to return to the air in the fall. Two programs are mentioned, both slated for Columbia Broadcasting System (CBS). Coke had been on Mutual, with *Spotlight Bands* and Morton Downey. Shows are due to start in October.

New programs, according to report, call for an evening band spot, using a different band each week, with Downey as emcee, plus a Sunday program, possibly an afternoon show, similar to the Sunday afternoon Andre Kostelanetz musical formerly aired over CBS. Time involved may be the 5:30 Sunday time, first half of which now goes to Luden's Cough Drops. Second half, just vacated by William Shirer for J. B. Williams Shaving Cream, now is sustaining.

Deal would mean \$100,000 or more in annual time sales to CBS. Coke agency is D'Arcy, with Music Corporation of America booking the talent.

Fennelly Graduates, Fills in for Haymes

NEW YORK, April 5.—Replacement summer show for Dick Haymes for Autolite was set this week by Ruthrauff & Ryan, in a package the agency has built around Parker Fennelly, the "Titus Moody" character of the Fred Allen program. Howard Breslin and David Howard will write the series, to be aired over the Columbia Broadcasting System on Thursdays.

The central character is that of a small-town lawyer. Others set for the cast are Maurice Welles, Mae Shults and Arthur Anderson. The starting day in June has not been set.

Choice of Fennelly for his own show highlights the fact that performers made prominent on big-time air shows are being developed increasingly, with Phil Harris, Dennis Day and Kenny Baker among those scupped.

half of this hour now is held by Procter & Gamble with its Don Ameche show for Drene, but the program has been mentioned as due for a fold. The second half-hour, now held by Old Gold with *Meet Me at Parky's*, winds up its run at end of this season. Information in New York is that if Lever Bros., sponsors of *Theater*, decide to stick with CBS, NBC may pitch for *Theater Guild of the Air*, now aired for U. S. Steel over American Broadcasting Company (ABC). Both hour-long programs use top pix and stage stars.

Loss of the Lux program would be a terrific clip for Columbia, not only because of the big billings the hour program means, but because of the program's standing in the top Hooper brackets. It would also be the third CBS program to vamp to NBC, other being *Ellery Queen* and *Hit Parade*.

Either show would give NBC a sock program hypo, following that web's potent Jack Benny-Edgar Bergen-Fred Allen Sunday parlay.

WNEW Seeking W. W. Repeat; Maybe Others

NEW YORK, April 5.—Considerable conjecture was occasioned in the trade this week by the report that Andrew Jergens Company was negotiating with WNEW, New York, to air a repeat broadcast of the Walter Winchell Sunday night network newscast over the independent station. Winchell now broadcasts at 9 p.m. over American Broadcasting System (ABC). Coast repeats later via recording.

The new plan calls for Winchell to be repeated via transcription over WNEW at 10 p.m., an hour after his WJZ-ABC broadcast. The theory is that the repeat will give the sponsor an additional segment of the New York audience, plus making the show available for those who missed the original stanza. The deal had not set definitely as of today.

What caused the trade talk was the fact that it was considered likely that should the Winchell thing go thru, WNEW would immediately shoot for other network shows, thru the repeat transcription idea. With increasing activity in the e. t. field—notably the Bing Crosby-Philco show—the repeat method could develop into a means whereby many local stations could add network stars to their program logs. Opposition from the network is considered likely if the trend shows signs of developing.

Ted Streibert to Bermuda

NEW YORK, April 5.—Theodore Streibert, president of WOR, New York, left yesterday for a vacation in Bermuda. He'll be back in about two weeks.

Jabber-Talky

NEW YORK, April 5.—Devootees of Lewis Carroll will do a spin when they hear Esquire Boot Polish's newest spot announcement. It's a jingle, the words of which use the famous double talk of *The Jabberwocky* (" 'Twas brillig and the slighty toves," etc.).

Art and lanolin.

Strike Notice By Writers Expected Soon

Final Vote Tally April 10

NEW YORK, April 7.—Four major networks are expected to get 30 days' notice of a strike of free-lance writers shortly from the Radio Writers' Guild (RWG). Action is due to follow RWG's membership meetings tonight, at which it is a foregone conclusion the scribblers will vote to strike. Final vote is to be tabulated Thursday (10).

Call for the strike vote followed a year during which the RWG tried to get the American Association of Advertising Agencies (AAAA) to negotiate. When this proved unsuccessful, the Guild asked the webs to negotiate. Webs have contracts for staff writers, but the Guild now wants contracts covering free-lance writers on commercial programs.

Webs Seek Delay

Networks want the Guild to wait until it is certified as the writers' bargaining agent by the National Labor Relations Board. Networks also are concerned that the negotiations now going on for new staff writer contracts are not being given no-strike clauses, meaning that staffers will be called out should the free-lancers strike. Fact that members of the American Federation of Radio Artists (AFRA) are refusing to cross picket lines thrown around WCKY, Cincinnati, by striking members of the International Brotherhood of Electrical Workers (IBEW) is giving networks further grief, since it might mean AFRA will not cross an RWG picket line, too.

RWG maintains it does not want a strike, but that, having exhausted all other means, it will be forced to walk out unless the networks agree to negotiate in the near future.

Chicago for Walkout

CHICAGO, April 5.—Strong likelihood that the Chicago chapter of the Radio Writers' Guild (RWG) will vote to strike when the issue of its demands against the networks is taken up at a general membership meeting here Tuesday (8) was seen in a check of various writers and Guild execs this week. Consensus was that writers are plenty irked by the refusal of networks to agree to negotiate recent demands of the (See *Strike Notice Soon on page 13*)

MBS Knitting Commentator Series for UE

Stowe or Kingdon Slated

NEW YORK, April 5.—The first network commercial series to be sponsored by a union is now being put together by Mutual Broadcasting System (MBS) for the United Electrical, Radio and Machine Workers of America (UE), affiliated with the Congress of Industrial Organizations (CIO). The program is to be a news commentary series, with either Leland Stowe or Frank Kingdon slated for the spot.

Both MBS and UE officials confirmed this week that the program was being developed, but both said no contract had been signed. The series has been under consideration by the union for a long time. It's understood Mutual is now in the process of clearing the evening time the union wants.

Innovation

Altho individual unions have sometimes bought time on local stations, especially in specific labor disputes, this will be the first time a national union has bought a regular series over a major web. Both the CIO and American Federation of Labor (AFL) have been on the air, over American Broadcasting Company (ABC), for some time, but they are parent bodies, not individual unions.

UE will use its Mutual time for institutional purposes, primarily to tell listeners about the various public services and educational functions it performs, as well as its general program. Like the auto workers, the UE is one of the leading unions in such work. It has 600,000 members and 400 locals.

Mutual's Co-Op Pitch After Dinah for Bkfst. With George

NEW YORK, April 5.—The scramble by webs to strengthen their co-op programing was intensified this week with Mutual Broadcasting System reported dickering for a bevy of Hollywood talent, including Loretta Young, George Montgomery and Dinah Shore. The plan is to air the shows by transcription. Montgomery and Miss Shore (Mrs. Montgomery) would do a morning Mr. and Mrs. show.

One Mutual exec this week indicated the deals were in a preliminary stage. If they materialize, Mutual's already strong position in the co-op field will be tremendously strengthened. The web already has Kate Smith set to start in June, Fiorello H. La Guardia now airing, and a batch of such tried co-ops as Fulton Lewis Jr.

Both the National Broadcasting Company and Columbia Broadcasting System are planning new co-op (See *Mutuals Co-Op Pitch, page 13*)

BEGINNING IN THIS ISSUE: THE BILLBOARD'S NEW NETWORK PROGRAM REVIEWS AND ANALYSES, PART III OF CONTINUING PROGRAM STUDIES

An Editorial

ON IMPRACTICAL DO-GOODERS

Radio Has No Need for Czar, Says Miller

Self-Discipline Needed

NEW YORK, April 5.—Radio has no need of a "czar," Justin Miller, president of the National Association of Broadcasters (NAB) declared Thursday (3) at a bi-weekly luncheon of the Radio Executives Club (REC). The best way to meet the growing tide of criticism directed toward the industry, he stated, is to increase industry self-discipline.

Miller spoke to one of the best REC turnouts in some time, with Frank Stanton, head of Columbia Broadcasting System (CBS); Frank Mullen, executive vice-president of National Broadcasting Company (NBC); Fred Gamble, of the Advertising Agency Association; Paul West, of the Association of National Advertisers; Edgar Kobak, head of Mutual Broadcasting System (MBS), and many others attending. Robert Swezey, REC president, presided.

Plenty of Control Now

Miller started by outlining the various groups which now exercise varying control over radio—Congress, the Federal Communications Commission (FCC), the Federal Trade Commission and the Securities and Exchange Commission. He followed by stating that the spheres of operation for a radio "czar" were such as to make the actual function of such an official untenable.

In these fields he included the problems of good taste, over-commercialization, children's programs, news and commentators, labor relations and the allocation of good time for public service programs. He raised the question, in any of these matters, of how a "czar" could implement his decisions, pointing out that regulations in any of these fields would be subject to possible anti-trust action.

Miller also declared that if one medium of communication—radio—were to become subject to such controls, then others, notably the press, would be subject to the same action. He added that a suggestion that the oft-discussed "czar" act as an informer, to bring out FCC intervention, had been declared untenable, both by government officials and by broadcasters.

Times Criticism Met

Altho he did not mention names, Miller was clearly directing some of his criticism at *The New York Times*, which recently published a report that the newly formed Broadcasters Advisory Council (BAC) was to produce radio's "czar." He sharply criticized "headline thinkers" as responsible for "Ku Klux Klans and Prohibition amendments." He added that there was no clash between BAC and NAB, and said NAB was attempting to solve the industry's problems thru its standard of practice committee and recently organized program department. He warned, however, that the problems were such as to preclude overnight solutions.

Free Press Commission, White's "American Radio" Overlook Practicalities

\$215,000 and 4 Years of Work Ignore Important Basics

IT'S such a nice, bright, noisy band wagon, this one with the flashy gold-leaf reading "Radio Stinks," that we're probably suckers for not getting on it. But with the Commission on Freedom of the Press (CFP), CFP staffers like Llewelyn White, and who-knows-how-many newspapermen and assorted characters riding it, it's getting a little crowded. And the piping of the calliope is beginning to get uncommonly shrill and repetitious.

We didn't rush into print with comment on the Commission on Freedom of the Press Report or White's *American Radio*, because we felt both are earnest, comprehensive critiques, representing the expenditure of much time and money by learned men, warranting more than the normal amount of thought and study before comment on our part. One must agree that some aspects of radio can stand improvement. We had looked forward to the Commission Report and White's book with the hope they would offer sound, workable ideas on how such improvements can be achieved. In the Commission's Report we were totally disappointed; in White's book somewhat less so, but still disappointed. Both have overlooked too many everyday, routine, practical considerations in suggesting cures for radio's ills.

Those Agency Programs

The Report contains a number of contradictions on vital points. In its chapter on *Performance*, decrying advertising agency control of radio programming, it says: "Altho the station owner is legally responsible to the government for what goes out over his station, he gets a large part of it from the networks. The networks get their programs from the advertising agencies. The advertising agencies are interested in just one thing, and that is selling goods. . . ."

In the *What Can Be Done* chapter, the Report states: ". . . The Federal Communications Commission (FCC) should explore the possibilities of requiring the radio networks to increase the number of their affiliated stations and of using clear-channel licenses as a means of serving all the less populous regions of the country. *The extension of radio service of the quality supplied by the networks (italics ours) and the maintenance and multiplication of local stations are of the first importance. . . .*" We italicize the line above to ask, and not facetiously: "What! And have even more people hear those horrible network programs produced by advertising agencies?"

Open-End Time Only

The Report says: "We recommend that the radio industry take control of its programs and that it treat advertising as it is treated by the best newspapers." White makes the suggestion that broadcasters create all their own shows and simply sell advertisers brief time periods at the beginning and end of each program. Both these recommendations, we presume (much of the Report on radio is based on White's findings), mean that broadcasters should tell advertisers they have no voice whatsoever in the program. We don't argue with the idea. It's an admirable one. White adds: "Such a move would take courage, but it might be a very good thing for us all if broadcasters were to discover, as the publishers long ago discovered, that a resolutely independent editorial policy does not drive away advertisers who have nowhere to go."

How Much for 10C?

We agree such a move would take courage. It would also take someone smart enough to figure out how to convince a man who is spending \$10,000 a week for a half hour of radio time on a network that he should have absolutely nothing to say about the show with which his advertising is inevitably linked *and yet continue to spend that \$10,000 weekly*. Is the brief time period before and after the show, which White suggests, worth the same \$10,000 for time charges that the full half hour is worth? If it isn't, how much less is it worth? And if it's worth a lot less, where is the network or the station going to get the money with which to pay producers, writers, directors, actors, musicians and technicians to create the better programs which radio needs? And why presume that broadcasters have a monopoly on good program ideas?

And who says the advertisers would "have nowhere to go"? Could it be that White didn't discover in his research that newspapers and magazines are competing quite aggressively with radio for that advertising dollar?

Big Bad Business

Again the Report says: "The press (meaning all segments of it) has been transformed into an enormous and complicated piece of machinery. As a necessary accompaniment, it has become big business." Broadcasting is certainly big business. And big business is notorious for being eager to control its own business to the greatest possible degree. Broadcasters would like to control the essence of their business, which is programs. They hardly need the urging of White or the Commission, or any of radio's other critics in that direction. If any interested parties would tell them how it could be done, beyond the perhaps inadequate degree presently achieved, we are certain the broadcasters would be most appreciative. And both the Commission

(On Impractical Do-Gooders page 12)

NAB in Easy Low Gear on New Standards

NEW YORK, April 5.—Altho the National Association of Broadcasters' (NAB) new standards of practice committee held its first meeting here this week, it is certain that months will elapse before action really takes place. Robert Swezey, Mutual vice-president, who is committee chairman, says problems being tackled by the NAB group are so complex that both caution and time are needed to solve them.

The committee's principal action at this week's meeting was the appointment of two sub-committees to explore the problems and make recommendations for the new broadcasters' code. Commercial practices will be studied by a group including John Outler, WSB, Atlanta; Eugene Carr, WPAY, Portsmouth, O., and Harold Fellows, WEEI, Boston. Program policies generally will be tackled by Edgar Bill, WMBD, Peoria, Ill.; Walter Damm, WTMJ, Milwaukee, and Gilson Gray, of Columbia Broadcasting System. Reports will be tackled by the full committee, meeting next month.

NAB's program committee also met this week and heard a report by Swezey on developments of his committee, and fired a blast at newspapers and other critics sounding off against broadcasting.

Wolverton Bill Due for Delay

WASHINGTON, April 5.—Rep. Charles A. Wolverton (R., N. J.), chairman of the House Interstate and Foreign Commerce Committee, who introduced his long-anticipated bill last week for investigation of Federal Communications Commission (FCC), will avoid pushing for immediate action on the measure, it was indicated today. After Easter recess, Wolverton is expected to sound out committee members on the measure and, according to his aids, will not risk a showdown vote in committee unless he is confident that it will be favorably discharged.

Word is that GOP leadership in control of Congress is staying the hand of several Republican members anxious to get numerous inquiries under way. GOP wants to concentrate on some of the more important agencies where flagrant violations are sure to be uncovered. Question also is being raised whether a separate bill is needed for any possible investigation of FCC, inasmuch as House committee on executive expenditures has authority to investigate any executive agency.

Two CBS Shows Renewed

NEW YORK, April 5.—Philip Morris' *Crime Doctor* and Richard Hudnut Sales Company's *Jean Sablon* show have been renewed over CBS. *Doctor* renewal, 8:30-9 p.m. Sundays, is effective April 27, with Biow Agency handling the deal. *Sablon* renewal, Saturdays 7:15-30 p.m., set thru Kenyon & Eckhardt.

Coast Affiliates Approve NBC Chain Break Proposal; Web Council To Study Plan

Chain Would Lose \$1,800,000 Revenue on Own Stations

HOLLYWOOD, April 5. — Niles Trammell, president, and other top execs of the National Broadcasting Company were pleurably surprised at the web's regional station meeting here this week, when managers of Western affiliates reported their support of NBC's highly controversial chain break commercial proposal. (*The Billboard*, March 22.) This proposal, which got a cold shoulder from affiliates at earlier NBC station meetings, would cut chain break time sales in half or more.

Actually, NBC was getting ready to put forth its best arguments in favor of its recommendation to affiliates, when the Coast managers caught them almost flatfooted, approving a resolution favoring the proposition and recommending that it be referred to the NBC station planning and advisory committee for study. This means the NBC recommendation has a far greater chance of going thru than was thought in the face of affiliate opposition elsewhere.

The web wants chain break commercials reduced from one every half hour to one an hour. In return for this concession, NBC will eliminate or drastically curtail the hitch hike and cow catcher commercials. Toppers did not dwell on specific plans. While NBC's demands were couched as "recommendations," net execs are understood to have warned affiliates that the move is urgently needed in the face of growing criticism.

\$1,800,000 Jolt to NBC

It was pointed out that NBC itself would suffer to the tune of \$1,800,000 loss if chain break commercials were cut on web's five owned-and-operated outlets.

Promise that the web would "make it up" to stations was privately interpreted to mean a raise in rates to compensate for revenue loss. Local owners argued that with break commercials curtailed, sponsor competition would be lessened, and advertisers would be amenable to rate hikes under such circumstances. It was estimated that station revenue from chain breaks represented a siz-

Strike Still On At WCKY, Cincy

CINCINNATI, April 5. — Strike called by members of International Brotherhood of Electrical Workers, Local 1224, against WCKY here last Saturday is still on, with nothing in the wind to indicate an early settlement.

Station resumed operation last Sunday morning, after a 19-hour period of silence, with WCKY execs and supervisors manning the mikes and controls. AFRA members have ambled in sympathy with the electrical workers.

WCKY filed suit against the striking technicians for \$25,000 in U. S. District Court here Tuesday (1), charging that the union "acted without giving strike notice," and that, as a result, the station has been unable to meet its obligations. The union countered by filing a petition with the National Labor Relations Board, charging WCKY with unfair labor practice.

Meanwhile, the union continues its picket line in front of Hotel Gibson, in which the station is located.

able amount of gross take (in some cases running as high as 30-35 per cent), which made it clear that affiliates could not go along with web demands unless some concessions were forthcoming.

Net exec hinted at one further concession by stating that "something would be done about giveaway shows." Pledge was interpreted as meaning the end of free plugs for manufacturers who supply prizes to giveaway shows. Result would be two-fold: (1) To force giveaways (now found objectionable by some programmers) off the air, and (2) indirectly to compel manufacturers now capitalizing on free plugs to purchase air time.

It's understood that the net's station planning and advisory committee will hold a special meeting this summer to make final recommendations. Outcome of this confab will not only set policy for NBC but may set the pattern for other networks. Should the NBC plan be placed in operation, it is inevitable that rival webs would give it serious consideration.

Foote Denies Agency Shakeup; Jack Paar Subs for Jack Benny

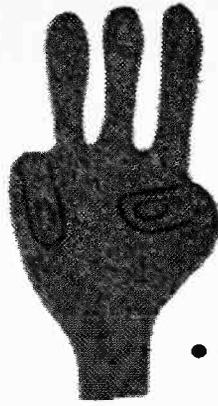
HOLLYWOOD, April 5.—Emerson Foote, president of Foote, Cone & Belding, this week denied persistent rumors that the agency was planning a major shakeup in its radio department centering around the removal of Hubbell Robinson as veepee in charge of radio. Foote told *The Billboard* that the agency was contemplating no personnel changes of any kind and that reports of Robinson's exit were totally false.

Recurrent rumors of an FC&B shake-up have been circulating in the trade here for some weeks, coming to a head with the appointment of Bob Ballin to head FC&B's Hollywood radio operations and Foote's trek to the Coast. Foote explained his Western jaunt as a look-see at Hollywood operations. While on the Coast, the prexy set the *Phillip Marlowe* series to replace Bob Hope this summer, beginning June 17, and completed a deal for Jack Paar as fill-in for Jack Benny. Altho contracts on the Paar show will not be signed until a final audition record is cut next week, Foote indicated that the Paar seg was in the bag.

J. D. Wilson Preps 'Woman,' New Show

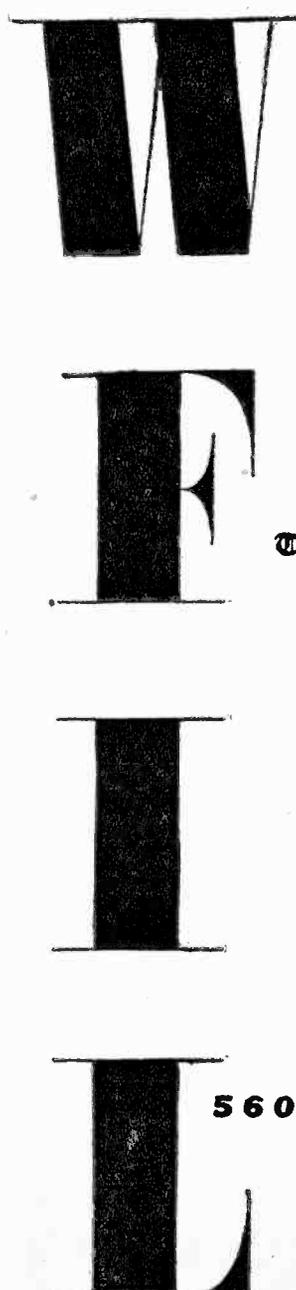
HOLLYWOOD, April 5. — New show is currently being shaped by J. Donald Wilson, father of *The Whistler* and ABC's Coast program director. Seg will be tagged *Thy Name Is Woman*, with yarns to be spun in the third person by name scribes acting as narrators. Dramatized material will concern itself with feminine psychology.

Understood show is being readied to kick off in early summer. Stature of scribe-narrators will depend upon whether the show will go on ABC's Coast web, on a Coast-to-Coast hook-up, sustaining or bank-rolled. Understood a deal is simmering now for the seg's sale.

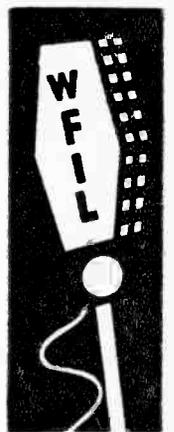


... **Three** top national awards went to WFIL in the City College of New York's annual competition for the *creation and promotion of radio programs*. WFIL's "Teen Age Time" and the station's promotion of the Louis-Conn fight broadcast received not only the highest awards in their respective categories of competition, but also the plaque as the outstanding entry—regardless of category—received from any radio station in WFIL's power class.

We are deeply appreciative of this valued recognition of WFIL's constant planning for perfection in every phase of radio programming and promotion. The same attention to detail, the same desire to do an outstanding job that brought WFIL three of the nation's top radio awards goes into the building of every WFIL program and plan of promotion. It is that regard for the tastes of our listeners and the needs of our advertisers that attracts both to WFIL.



The Philadelphia Inquirer Station



AN ABC AFFILIATE

560 *First* ON YOUR DIAL

REPRESENTED NATIONALLY BY THE KATZ AGENCY

PROGRAM AVAILABILITIES

A weekly advertising service, listing pertinent details concerning outstanding programs available for sponsorship. Agencies and advertisers inter-

ested in any one or more of these programs are requested to communicate with station representative or production organizations listed.

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

Networks

NAT'L BROADCASTING CO.

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

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

Radio Stations

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

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 Us

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

Rep.: Paul H. Raymer Co.

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

Massachusetts

WBZ-WBZA, Boston

Georgia Mae and Her Buckaroos

10:15-10:30 a.m., Mon., Wed., Fri.
Rep.: NBC Spot Sales

Georgia Mae's daily mail . . . one of the largest in New England radio . . . shows New England's clamoring for her specialty. . . plenty of Georgia Mae's own lively personality plus guitar and zingy Western songs. Accompanied by her Buckaroos, bass and accordion, Georgia Mae serves up a fast paced quarter-hour three times weekly. The gal with the "triple yodel" has captivated WBZ audiences for nearly seven years and is always widening her enthusiastic circle. Follows the news.

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.

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.

Bugler X

6-6:45 a.m., 5 times weekly

Rep.: Free & Peters

One-minute participation announcements or quarter-hour units available for this swift-moving presentation of easy-to-listen-to rhythmic music interspersed with ad lib patter, time signals and news. Especially tailored for early-morning listening by Barney Keep, well-known Portland disc jockey for the past five years. Bugler X has officiated as everything from emcee at school dances to honorary cowhand. Letters from New Zealand and Alaska, as well as from KEX coverage area, attest his popularity.

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

A Main Street Editor Looks at the News

6:45-7 p.m., Saturday

Rep.: NBC Spot Sales

"A Main Street Editor Looks at the News" is a 15-minute resume of the news, Saturdays at 6:45 p.m., by William J. Thomas, noted small-town newspaper editor. Thomas, indulging in no "exclusives" or high-flown analyses, relates news to listeners' everyday life, gives news clearly in down-to-earth approach. Program has built a great audience in its five years. One-time offer of copies of his newspaper pulled 8,000 replies from 25 States.

KDKA, Pittsburgh

Evelyn Gardiner's HOME FORUM

1:30-2 p.m., 5 times weekly

Rep.: NBC Spot Sales

Evelyn Gardiner's Home Forum (weekdays at 1:30) is a must with Tri-State homemakers and a plus for advertisers. Trained home economist, experienced homemaker herself, Miss Gardiner offers listeners practical, helpful information on foods, utensils, appliances, etc. Loyal listeners skyrocket mail count, flock to weekly demonstrations in KDKA's Test Kitchen to see and sample products, take home literature. Participating advertisers call the Home Forum their Star Salesman.

Washington, D. C.

WOL, Washington

Easy Listening with Bob Knight

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

Rep.: The Katz Agency, Inc.

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

WOL, Washington, D. C.

The Spice in Life, with Marian Sexton

10:30-11 a.m., Mon. thru Fri.

Here's a show with wider-than-average appeal for all ages and both sexes. Marian Sexton, formerly women's program director of KMOX, interviews guests ranging from lady wrestlers to princesses, bums to big-shots. During rice shortage, one mention by Sexton on behalf of an ill baby on a "permanent" rice diet resulted in baby's getting an unlimited supply of the unavailable life-giving food. Show being heavily promoted . . . carcards, ads, spots, other media. Participations available.

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 Service

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 Eric Madriguera and Jim Ameche as emcees. 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 Symphony. 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.

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 Brusiloff's 16-piece orchestra and Herb Sheldon on every program plus guest stars Desi Arnaz, Clark Sisters, Johnny Desmond, Ray Eberly, Bob Eberly, Tito Guizar, Gene Krupa, Phil Moore, Danny O'Neill, Tony Pastor, Carl Ravazza, Claude Thornhill, Miguelito Valdez, Jerry Wayne and Henny Youngman. A network caliber program. Write, wire or phone for free audition discs.

TELEWAYS RADIO PROD'S

8949 Sunset Blvd., Hollywood 46

Fact and Fallacy

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

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. Clingon 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.

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.

FREDERIC W. ZIV CO.
1529 Madison Rd., Cin. 6, O.
Boston Blackie

Thrilling transcribed half-hour detective stories, featuring Columbia Pictures' and Cosmopolitan Magazine's mystery hero, "Boston Blackie," starring Richard Kolmar as "Blackie," Maurice Tarplin as Inspector Paraday and Leslie Woods as Mary Wesley. Boston Blackie transcribed is earning top Hoopers for local and regional sponsors. In Minneapolis Boston Blackie earned 13.9, the fourth highest Hooper for all times and all stations; New York, 9.8; Louisville, 13.8; Youngstown 21.3. Write, write or phone for availabilities.

Live Shows

MAURICE C. DREICER PRO-GRAMS
998 Fifth Ave., NYC
Speed-O-Thought

This is only program in radio where it is impossible for contestant to know the answer when question is asked. Copyrighted, mathematical formula insures unique method in which contestants in studio compete with radio audience. This is only quiz in radio where no factual knowledge is required. Program may be run locally, 15 minutes across boards. First program is MC'd by Dreicer, and then turned over to local MC who is supplied with copyrighted format.

Coming to
WARNER BROS.
KFWB

Heard by most...

Preferred by most

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

Part I

The Billboard



DAYTIME TALENT COST INDEX

This feature was developed by The Billboard in co-operation with C. E. Hooper, Inc. Figures projected from telephone homes to total urban population.



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

Rank	Program Sponsor Agency Net. & Stat.	Previous Rating Hooper and Rating	Opposition	Talent Cost	Cost Per Point	Urban Listeners
1	KATE SMITH SPEAKS General Foods Post's Raisin Bran and Post's 40% Bran Flakes B&B CBS 145	8.7 7.6-8	Kenny Baker Show—ABC NSP—MBS NSP—NBC	\$5,000	\$ 574.71	\$.98
2	AUNT JENNY Lever Bros. Spry, Lux Soap R&R CBS 45	8.4 6.9-9	Kenny Baker Show—ABC Checkerboard Jamboree—MBS NSP—NBC	\$2,000	\$ 238.10	***
3	YOUNG WIDDER BROWN Sterling Drug Haley's M.O. Phillips Toothpaste D-F-S—NBC 143	7.9 7.1-7	Dick Tracy, LN, Co-Op—ABC Hollywood Jackpot, LN (MTWF)—CBS Buck Rogers—MBS	\$1,600	\$ 202.53	\$.35
3	MA PERKINS Procter & Gamble Oxydol D-F-S—CBS 75	7.9 8.3-2	NSP—ABC NSP—MBS NSP—NBC	\$1,300	\$ 164.56	***
3	STELLA DALLAS Sterling Drug Various Products D-F-S—NBC 143	7.9 7.1-7	NSP—ABC NSP—CBS NSP—MBS	\$1,750	\$ 221.52	\$.40
4	RIGHT TO HAPPINESS Procter & Gamble Ivory Soap Compton NBC 141	7.7 8.0-4	NSP—ABC Hint Hunt, LN—CBS NSP—MBS	\$2,250	\$ 292.21	\$.53
5	PEPPER YOUNG'S FAMILY Procter & Gamble Camay Soap—P&R Dref—D-F-S NBC 128	7.6 *	Edwin C. Hill, LN—ABC NSP—CBS NSP—MBS	\$2,650	\$ 348.68	\$.63
6	BREAKFAST IN HOLLYWOOD Kellogg Kellogg's Pep K&E ABC 230	7.5 7.6-6	NSP—MBS NSP—CBS Fred Waring (TT)—NBC	\$1,500	\$ 200.00	\$.35
6	PORTIA FACES LIFE General Foods Grapenuts Wheatmeal—Y&R Maxwell House Coffee—B&B NBC 87	7.5 7.0-8	Sky King—ABC NSP—CBS Superman—MBS	\$2,750	\$ 366.67	***
7	OUR GAL, SUNDAY Whitehall Pharmacal Anacin D-F-S CBS 153	7.2 8.3-2	NSP—ABC NSP—MBS NSP—NBC	\$1,750	\$ 243.06	\$.44
8	BIG SISTER Procter & Gamble Ivory Soap Compton CBS 68	6.9 7.0-8	Baukhage Talking LN, Co-Op—ABC NSP—MBS NSP—NBC	\$2,500	\$ 362.32	***
8	BREAKFAST IN HOLLYWOOD Procter & Gamble Ivory Flakes Compton ABC 230	6.9 *	NSP—CBS NSP—MBS Fred Waring (TT)—NBC	\$1,500	\$ 217.39	\$.39
9	WHEN A GIRL MARRIES General Foods Baker's Chocolate, Diamond Crystal Salt—B&B LaFrance, Satina, Calumet—Y&R NBC 76	6.8 8.3-2	Terry and the Pirates—ABC NSP—CBS Hop Harrigan (MWF)—MBS	\$2,300	\$ 338.24	***
10	LORENZO JONES Sterling Drug Various Products D-F-S NBC 143	6.6 7.0-8	NSP—ABC Hollywood Jackpot—(MWF)—CBS NSP—MBS	\$2,000	\$ 303.03	\$.51
10	ROMANCE OF HELEN TRENT Whitehall Pharmacal Heet Liniment, Kolydos, Blisdol D-F-S CBS 152	6.6 8.1-3	NSP—ABC NSP—MBS NSP—NBC	\$1,800	\$ 272.73	\$.48

* Not in top 15 previous report.
** Includes second broadcast on Pacific Coast.
*** Not available.
MA—Moving Average.

LN—Limited Network.
CH—Computed Hoopering.
NSP—No Sponsored Program.

L. & M.—Lennen & Mitchell. F., C. & B.—Foote, Cone & Belding. Y. & R.—Young & Rubicam. W. & L.—Warwick & Legler. W. & C.—Williams & Cleary. L. W. R.—W. Ramsey. J. W. T.—J. Walter Thompson. McK. & A.—McKee & Albright. R. & R.—Ruthrauff & Ryan. D. C. & S.—Doherty, Clifford & Shenfield. 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.

Kate Smith, "Aunt Jenny" Top Day Segs

New Report Shuffles Shows

NEW YORK, April 5.—Latest Daytime Talent Cost Index, prepared by *The Billboard* in co-operation with the C. E. Hooper organization, shows some wide fluctuations over previous reports. In the current listing, for instance, Kate Smith and *Aunt Jenny* are one and two, respectively, as against sixth and ninth in the last TCI. Kate Smith, airing for General Foods on CBS in the noon slot Monday thru Friday, costs the bankroller 98 cents per 1,000 urban listeners, as estimated from a talent cost of \$5,000. *Aunt Jenny* makes the number two spot with a cost of only \$2,000—a solid buy for Lever Bros.

Three shows are tied for third, and each of them make that high slot with a talent cost below \$2,000. *Young Widder Brown*, for instance, with a rating of 7.9, delivers 1,000 urban listeners at 35 cents predicated on a talent cost of \$1,600. *Widder* was seventh in the last report with a Hooper of 7.1.

Acc Buys

Ma Perkins and *Stella Dallas* (both shows tied with *Widder* for third) shape up as strictly sock daytime buys. Procter & Gamble's *Perkins*, second in the last report, reaches its wide listening audience for a total talent cost of only \$1,300, or \$164.56 per point. Sterling Drug's *Stella Dallas*, which bounced to third from seventh in the last report, is another unusually low-cost opus for the audience it delivers. Nut on this one is only \$1,750, which breaks down to an estimated 40 cents per 1,000 urban listeners.

A couple of daytime segs dived strongly. General Foods' *When a Girl Marries*, in second spot on the last daytime TCI with a Hooper of 8.3, shows up ninth in the current compilation with a rating of 6.8—and is still a buy at the production cost of \$2,300. *Romance of Helen Trent* also hit the skids, somewhat, and just about got into the chart by tying *Lorenzo Jones* for 10th place. You can't squawk at those prices, however—\$1,800 for *Trent* and \$2,000 for *Jones*.

"Our Gal" Slips

Our Gal, Sunday, Whitehall Pharmacal Company's soapie, also lost out somewhat, coming seventh in the current report as against second in the previous. Its talent cost, however, is only \$1,750, which means 44 cents per 1,000 urban listeners.

Couple of shows which were not in the first 15 the last time made the grade this trip. An instance is *Pepper Young's Family*, in fifth place (See *Top Day Segs* on page 12)

Part II

The Billboard



URBAN Circulation Index

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



FIRST 15 DAY AND NIGHT PROGRAMS BASED ON MARCH 30, 1947 HOOPERATINGS

Program, Sponsor, Agency	Hooperating	Over-All Listeners Per Listening Set	Hooperatings Multiplied by Listeners Per Set	No. of Urban Listeners**
JACK BENNY American Tobacco—F.C.&B.	28.5*	2.98	84.4	12,354,419
BOB HOPE Pepsodent Div., Lever Bros.—F.C.&B.	31.0	2.44	75.6	11,077,386
FIBBER MCGEE AND MOLLY S. C. Johnson—N.L.&B.	27.1	2.60	70.5	10,318,781
WALTER WINCHELL Andrew Jergens—Robert Orr	26.5*	2.59	68.6	10,051,512
RED SKELTON—CH B. & W. Tobacco—R.M.S.	24.7	2.61	64.5	9,441,114
RADIO THEATER Lever Bros.—J.W.T.	25.1	2.53	63.5	9,299,937
AMOS 'N' ANDY Lever Bros.—R.&R.	24.4	2.54	62.0	9,076,310
FRED ALLEN Standard Brands—J.W.T.	22.1	2.70	59.7	8,738,599
EDGAR BERGEN Standard Brands—J.W.T.	19.4	2.92	56.7	8,296,030
TRUTH OR CONSEQUENCES Procter & Gamble—Compton	20.4	2.78	56.3	8,245,652
SCREEN GUILD PLAYERS Lady Esther—Blow	22.4	2.43	54.4	7,971,500
BANDWAGON F. W. Fitch—L.W.R.	19.3	2.78	53.7	7,857,563
SUNDAY EVENING HOUR Musical Digest—K.&E.	18.0	2.80	50.4	7,381,019
DUFFY'S TAVERN Bristol-Myers—Y.&R.	20.0	2.41	48.2	7,058,831
MR. DISTRICT ATTORNEY Bristol-Myers—D.C.&S.	18.8	2.42	45.0	6,591,952
DAYTIME PROGRAMS				
GRAND CENTRAL STATION Pillsbury—McC.E.	9.0‡	2.19	19.7	2,886,505
STARS OVER HOLLYWOOD Bowey's—Sorensen & Co.	10.1‡	1.92	19.4	†
THEATER OF TODAY Armstrong—B.B.D.O.	8.5	1.87	15.9	2,327,803
LET'S PRETEND Cream of Wheat—B.B.D.O.	7.2‡	2.04	14.7	2,151,040
KATE SMITH SPEAKS General Foods—B.&B.	8.7	1.85	14.4	2,102,272
AUNT JENNY Lever Bros.—B.&B.	8.4	1.85	13.9	†
COUNTY FAIR Borden—K.&E.	6.6‡	2.08	13.7	2,010,449
PORTIA FACES LIFE General Foods—Y.&R. Maxwell House Coffee—B.&B.	7.5	1.78	13.4	†
YOUNG WIDDER BROWN Sterling Drug—D.F.S.	7.9	1.85	13.0	1,908,960
STELLA DALLAS Sterling Drug—D.F.S.	7.9	1.58	12.3	1,804,835
WHEN A GIRL MARRIES General Foods—Y.&R.	6.8	1.79	12.2	†
BREAKFAST IN HOLLYWOOD Kellogg—K.&E.	7.5	1.62	12.2	1,779,353
RIGHT TO HAPPINESS Procter & Gamble—Compton	7.7	1.56	12.0	1,759,143
PEPPER YOUNG'S FAMILY Procter & Gamble—D.F.S.	7.8	1.55	11.8	1,725,167
MA PERKINS (CBS) Oxydol—D.F.S.	7.9	1.49	11.8	†

*Includes first and second Coast broadcasts.

**Based on 14,644,878, total number of radio homes in cities with more than 25,000 population. †No "number of urban listeners" figure reported on programs broadcast in less than 100 cities. ‡Based on program Hooperating in March 15th report.

CH—Computed Hooperating.

L.&M.—Lennen & Mitchell. F.C.&B.—Foote, Cone & Belding. Y.&R.—Young & Rubicam. W.&L.—Warwick & Legler. W.&C.—Williams & Cleary. L.W.R.—L. W. Ramsey. J.W.T.—J. Walter Thompson. McK.&A.—McKee & Albright. R.&R.—Ruthrauff & Ryan. D.C.&S.—Doherty, Clifford & Shenfield. 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-Erloxson. P.&R.—Pedlar & Ryan. D.F.S.—Dancer-Fitzgerald-Sample. N.L.&B.—Needham, Lewis & Borby. R.M.S.—Russell M. Seeds. B.&B.—Benton & Bowles.

Hope, No. 1 in Hooper, No. 2 In Listeners

Benny Has Bigger Audience

NEW YORK, April 5.—In the latest C. E. Hooper survey (March 30), Bob Hope is No. 1 Hooperater (31.0) and Jack Benny runs second (28.5). Yet when the shows are rated according to their actual number of urban listeners, the standing order is reversed. The Waukegan funnyman rates first with 12,354,419 urban listeners and Pepsodent's comic second with 11,077,386 urban listeners. This variation in rank order between the Hooperating of a show and the actual number of city listeners it pulls is emphasized in the Urban Circulation Index (see tabulation on this page), an analysis of the top 15 daytime and evening programs in the March 30 Hooper study.

The key to the disparity is, of course, in the number of listeners per listening set, a factor which, strangely enough, varies considerably with the individual program. It may be a difference of less than one listener (average, of course) but variation is enough to shift the rank order of programs.

Computation Explained

The Hooperating of a program does not reflect the number of persons listening to each set tuned to a specific program. It is simply a comparative measurement of popularity of a web-sponsored program in cities which have four-network service. Total urban audience is obtained in a two-part process by using the Hooperating. First the rating is multiplied by the number of listeners per listening set. The result, used as a percentage, is multiplied by 14,644,878 (total number of radio homes in cities of over 25,000 population) and the answer is the actual number of city listeners for the program.

The variations in rank order that occur when the Hooperating is transformed into actual urban audience figures are not restricted to the first two shows in a Hooper survey. Some interesting comparisons can be noted in standings of such evening shows as *Screen Guild Players*, *Duffy's Tavern* and *Edgar Bergen*. The first two named each fell three places in the top 15 total audience list against their slots in Hooper points: *Players* rates eighth in Hooper points, but only 11th in total listeners, while *Duffy's* could reach only 14th place in listeners, tho it was 11th in point standings.

Daytime Divergencies

Even wider divergencies are noted among daytime shows. An outstanding example is *Stella Dallas*, which stands sixth in points among 15 programs listed, but fell to 10th place in number of estimated urban listeners. (See HOPE No. 1 on page 17)

FCC Okay Seen On Editorials Via Facsimile

WASHINGTON, April 5.—Federal Communications Commission contemplates an important new policy which will exempt facsimile broadcasting from its ban on station editorializing. Whether the exemption for facsimile will open the way for complete removal of the ban from the rest of the broadcast industry is uncertain at present, but strong possibility is seen for at least a review of the policy stated by FCC in the famous Mayflower decision of 1941, declaring that "the broadcaster cannot be an advocate" and that "a truly free radio cannot be used to advocate the causes of the licensee."

Pressure for declaration of editorializing policy for facsimile stations is growing in FCC, with *Miami Herald* readying to start regular facsimile broadcasting this fall and several others expected to get under way later. FCC has been nursing a challenge on the facsimile editorial issue ever since John S. Knight, owner of *Miami Herald* and other newspapers, told the National Association of Broadcasters convention in Chicago last October that he would "fight for the right to express ourselves freely" when he gets his Miami facsimile paper on the air. Commission is known to respect the aggressiveness of publisher Knight and reportedly would not want to be forced to defend its Mayflower decision in open court on a case springing from facsimile.

Denny Favors Freedom

Chairman Charles Denny, of FCC, has acknowledged that a facsimile newspaper will have to enjoy "exactly the same privileges and the same freedom as the newspaper which the boy leaves on your doorstep that is printed with ink and type."

Inside word here is that National Association of Broadcasters, which has been campaigning openly against the Mayflower ruling, has been hopeful that a court challenge would ensue from Knight's newspaper once the facsimile broadcasting gets under way. NAB is known to have been searching for a good test case for months.

Derr Gets CBS Dolan's Spot

NEW YORK, April 5.—John J. Derr has been named assistant sports director at Columbia Broadcasting System, succeeding Jimmy Dolan, who resigned last week. Derr, who joined the staff of Red Barber, CBS sports director, early this year, has been editor of Barber's five-a-week nighttime series.

Means every effort is being exerted to make it a better vehicle for listeners and an honest, resultful medium for advertisers.

WINS

CROSLY BROADCASTING CORPORATION

Part III

The Billboard



NETWORK PROGRAM Reviews & Analyses

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



Beulah

Reviewed April 3, 1947

Sustaining via ABC

Wednesday, 9:30-10 p.m.

Jack Hurdle, producer-director; ABC producer, Bill Johnson; writer, Charles Stewart, cast: Bob Corley, Lois Corbet, Jess Kirkpatrick, Ernie Whiteman and Hank Weaver. Basil Adlam orchestra, with vocals by Penny Piper.

Current Hooperating for Beulah... 4.5

Average Hooperating for Shows of this Type (Dramatic)... 10.6

Hooperating of Show Preceding: No Sponsored Show

Hooperating of Show Following: Bing Crosby... 17.1

HOOPERATING OF OPPOSITION SHOWS

CBS Dinah Shore... 9.0

MBS... No Sponsored Show

NBC Mr. District Attorney... 18.6

Beulah—the Bob Corley version now being tried by the American Broadcasting Company (ABC)—debuted in the Monday 9:30-10 p.m. slot a few weeks ago and it's still there—in addition to being aired Wednesday at 9:30-10 p.m., in the period formerly held by Tums Pot o' Gold. The web will drop the Monday airing April 14, when Treasury Agent moves into that time.

Beulah currently is not doing much to build up the Wednesday night programing on ABC—and Wednesday is the web's biggest pitch, what with Crosby and Henry Morgan immediately following Beulah. The show makes fair listening, but that's about all. The comedy line is maintained moderately. But there are no real boffs. Too, scripter Charles Stewart had a predilection for puns of the type which helped kill vaudeville. The cast, however, brings a naturalness and ease to the mike, and if the comedy can be sharpened, Beulah will contribute materially to the web's Wednesday line-up.

Corley the New Beulah

The new Beulah is Bob Corley, former Atlantan, who is trying to fill the gap left by the late Marlin Hurt, who created the character. Corley's version of the Negro maid is competent enough, altho diction is fuzzy at times. Beulah's boy friend, played by Ernie Whiteman, does well with his material and the same can be said for the lesser characters.

Midway in the show Adlam's ork delivered You Can't See the Sun When You're Crying, with Penny Piper doing the vocal. The band delivered okay, and so did Piper. The show, however, has not set a permanent vocalist.

Competition to Beulah is fairly rough, National having Mr. D. A. and Columbia, Dinah Shore. To make a dent in this sort of opposition, the show needs sharper material to lift it out of the commonplace. Paul Ackerman.

The Big Story

Reviewed April 2, 1947

AMERICAN TOBACCO COMPANY For Pall Mall Cigarettes

Thru Foote, Cone & Belding Cy Nathan, Account Exec.

Via NBC (158 Stations) Wednesdays, 10-10:30 p.m.

Estimated Talent Cost: \$3,000. Package producer, Bernard J. Procter; agency director, Harry Ingram; writer, Allen Sloane; music, Vladimir Selinsky; narrator, Berry Kroeger; announcer, Ernest Chappell; cast, Robert Sloane, Mitchell Artist, George Petrie, John Gibson, Jim Boles, Anne Seymour.

AVERAGE HOOPERATING

Average Hooperating for Programs of this Type (Mystery Drama)... 10.0

Current Hooperating of Show Preceding: "Mr. District Attorney"... 18.6

Current Computed Hooperating of Show Following: "Kay Kyser"... 11.1

HOOPERATING OF OPPOSITION SHOWS ON OTHER NETWORKS

ABC Bing Crosby... 17.1

CBS AND NBC: No Sponsored Programs

ABOUT THE ADVERTISER

American Tobacco spent almost \$2,000,000 for network radio time in 1945, and undoubtedly is exceeding that budget for 1947. For Lucky Strike cigarettes, it has Jack Benny and the "Hit Parade" on the air, and this week inaugurates an extensive 15-second spot campaign with the Sportsmen Quartet, vocal group that has received a terrific build-up this season via Benny's show. Program being reviewed, however, is for Pall Mall cigarettes, American Tobacco's king sized entry. Copy follows the long-used "Travels the smoke further" theme introduced some years ago.

American Tobacco has replaced its unsuccessful Frank Morgan—Dr. Tweedy program with a straight mystery drama based on true adventures of American newspapermen. Despite an expert and taut production, the program does not show indications of having too much staying power. One big point in its favor is that it follows the whodunit daddy-of-'em-all, Mr. District Attorney, giving thrill-chill fans an hour, back-to-back, of cops and robbers. But if Bing Crosby continues to offer the high-caliber shows he's been doing lately, mystery fans may have enough with Mr. D. A., and consequently dial Crosbyward.

Past radio experience has proven that an essential ingredient of successful mystery or adventure shows, is a steady central character toward whom listeners may develop some loyalty. Witness, D. A., The Norths, The Shadow, and all the others. On Big Story, they have no such character. Each week there's a different hero (newspaperman) whose big story provides the title and the material. On top of that is the fact that with the action confined to a newspaper background, an inevitable sameness in story outline is inevitable. (See The Big Story on page 17)

Lawyer Q

Reviewed April 3, 1947

Sustaining Via MBS

Thursdays, 8-8:30 p.m.

Aaron Steiner, producer-director; Dennis James, announcer; cast: Malcolm Easterlin, Karl Swenson, Joseph Julian, Eleanor Audley, Ronnie Liss, Neil O'Malley.

Average Hooperating for All Shows of this type (Audience Participation-Quiz)... 12.4

Current Hooperating of Show Preceding: "Inside of Sports"... 2.4

Current Hooperating of Show Following: No Sponsored Show

HOOPERATING OF OPPOSITION SHOWS ON OTHER NETWORKS

ABC "Lum and Abner," 8-8:15 p.m... 2.9 "Monitor Views News," 8:15-30 p.m... 2.5

CBS "Suspense"... 15.0

NBC "Aldrich Family"... 16.3

Aaron Steiner has an essentially sound program idea in Lawyer Q, based upon legal oddities, quirks of Malcolm Easterlin (Q) quizzing the participants on such interesting and inherently amusing subjects as whether the statement, "I can't live without you," constitutes a marriage proposal; whether a man can force his wife to live with her mother-in-law, etc. Laughs from this sort of thing are varied by a sprinkling of serious subjects, such as the difference between libel and slander. All material and the decisions are taken from actual records and the more interesting legal bits are dramatized by a rotating cast. There's a cash giveaway, of course, and in the event the participants answer incorrectly, moola goes into the following week's jackpot. Additionally, program includes a jury trial, 12 members of audience passing sentence on evidence presented. This, too, is dramatized, and jurors are paid for serving.

Needs Polishing

Show as it stands now has some flaws. First, actors doing the brief dramatizations turned in a not-too-professional job. What's needed on the courtroom stuff is more direction, more restraint and less ham. Secondly, when the mike is taken into the audience to pick up quizees, the approach should dispense with "here's a lady," or "here's a man," etc. It's corny.

Apart from these faults, however, Lawyer Q holds interest—mainly thru the careful choice of its intriguing material. Easterlin, too, is quick to take advantage of a comic situation or a humorous legal twist. Given a continuing flow of good material, the program should prove attractive for a bankroller—particularly if Steiner can iron out the above mentioned kinks. Opposish to Q is very tough on the major webs, however.

Easterlin, incidentally, was bankrolled by P. Lorillard Tobacco firm (See LAWYER Q on page 17)

The Mel Blanc Show

Reviewed April 1, 1947

COLGATE-PALMOLIVE-PEET CO.

For Colgate Toothpowder Advertising Manager: R. E. Healey

Thru Sherman & Marquette, Inc.

R. Matthews, Account Exec.

Via CBS (148 Stations)

Tuesdays, 8:30-8:55 p.m. EST Rebroadcast: 11:30-12 midnight EST

Estimated Talent Cost: \$6,000; director, Sam Fuller; writers, David Victor, Herb Little Jr.; music, Victor Miller, The Sportsmen; cast, Mel Blanc, Earle Ross, Bee Benadaret, Mary Jane Croft.

Blanc Hooperating... 7.3

Average Hooperating for all Shows of this type (Variety)... 13.4

Current Hooperating of Show Preceding "Big Town"... 15.0

Current Hooperating of Show Following: "Vox Pop"... 7.4

CURRENT HOOPERATING OF OPPOSITION SHOWS ON OTHER NETWORKS

ABC Boston Symphony Orchestra... 2.5

MBS "The Falcon"... 8.9

NBC "Date With Judy"... 14.5

*Johns-Manville News (8:55-9 p.m., with a 10.4 Hooper immediately follows Mel Blanc.

ABOUT THE ADVERTISER

Account is consistently among the top 10 users of airtime, with latest available figures showing it ranks about eighth among radio spenders. In '45 (latest estimate) air budget hit around \$4,500,000, almost \$1,000,000 better than the '44 radio outlay. In magazine space, firm spent some \$2,000,000, which represented a drop of almost \$1,000,000 as against '44. Newspaper expenditures are a closely guarded secret. Figures, of course, include budgets for all products which, in addition to Colgate Toothpowder (plugged on Blanc stanza), include Cashmere Bouquet, Palmolive Brushless and Shaving Cream, Palmolive Soap, Super-Suds, Halo Shampoo, Palmolive Dental Cream. Account also bankrolls "Blondie" on CBS, and Dennis Day, Kay Kyser, "Can You Top This?" Judy Canova and Bill Stern on NBC. All but latter, which is a 15-minute seg, are half-hour shows. Spot purchases are hefty.

After more than five months (series began September 3, 1946), the Mel Blanc program still seems to be groping. Probably most responsible for its failure to come anywhere near the show-type average, or to top programs aired opposite, is the scripting, the production contributing to a lesser extent. Writers seem to have been misled by Blanc's vocal versatility into trying to introduce too many odd characters, at the same time essaying interest-holding and rib-tickling situation comedy. Effort doesn't jell at all.

Show reviewed, being an April Fool's Day stanza, had the first seven minutes devoted to Blanc's efforts to convince Mr. Colby, a super-market proprietor, that a wealthy uncle of Colby's had died and left him a million dollars. When Colby gives away his merchandise free, Blanc worries about how to salvage the situation. Commercial was followed by several stereotyped caricatures, among them an egotistical dandy, Beau Brummel Hartley Benson, a lodge biggie with a battle-ax wife, mighty potentate, and stuttering character. They (See The Mel Blanc on page 17)

Radio Set Ownership Hits New High; Family Ears Up

NEW YORK, April 5.—Time salesmen received a terrific piece of sales ammunition this week in new figures dealing with radio set ownership, resulting from two surveys completed recently by Market Research Corporation and Nielsen Radio Index for Columbia Broadcasting System (CBS). Studies show that set ownership is at an all-time high, with 93 per cent of all American families owning radios, and one out of every three U. S. families owning more than one radio. As a result of the increased radio circulation, total listening, CBS declared, has increased by 4,600,000 hours daily.

CBS analysis was the first post-war circulation study made, adopting the so-called area technique developed by the Census Bureau. This method is believed to give unusually accurate returns. CBS sample numbered 5,000 homes in 200 communities and rural areas.

35,900,000 Radio Homes

Key findings of the survey are as follows:

Total radio homes now number 35,900,000, up 1,902,000 over the January 1, 1946, figure issued by Broadcast Measurement Bureau (BMB).

Total home receivers, excluding auto and portable sets, come to 52,500,000 sets. This is 93 per cent of all U. S. homes, and counts only sets actually in use, according to CBS.

Multiple set ownership has zoomed

enormously, up 89 per cent against the 1944 figure. CBS states one out of every three U. S. families owns more than one radio.

Number of sets bought in 1946 was 8,500,000, retailing for a total of \$330,000,000.

Family listening is up 28 per cent daily as a result of multiple ownership. Averages are, one-set family, 223 minutes daily; two-set families, 285 minutes.

CBS To Air Return Of 'Guiding Light'

NEW YORK, April 5.—Procter & Gamble is bringing Irna Phillips' *The Guiding Light* back to radio. The show will start in June over Columbia Broadcasting System. Compton is the agency.

Return of *Guiding Light* is interpreted in some quarters as a move to pacify critics of daytime radio. The series, with a religious theme, was one of the few soap shows credited with having a social awareness.

Newspaper Learns Radio Co-Op Pays

LEBANON, Pa., April 5.—Radio stations which have run into local newspaper opposition are taking considerable interest in a plan set up here by WLBR. When station went on the air last November, it found that the local daily ignored its existence, turning down a co-operative newscast deal and refusing to list WLBR schedules. Station then hired its own news staff and swung a deal with a small weekly paper published in the county.

WLBR followed by setting up three local newscasts daily, which soon were sold, and also added numerous other local features, including personal announcements. Deal with the *Register* called for the weekly to print the station's logs and program news. WLBR in turn supplied sheet with local news review about Lebanon events, and promoted paper's city sale thru station breaks.

Pay-off is that, as a result, *Register* has nearly doubled circulation and soon may switch from weekly to daily.

CBS Shoots Works To Make 'Tune' a Biggie

NEW YORK, April 5.—Columbia Broadcasting System (CBS), in its search for new program formats, is devoting a lot of moola and choice time to building *Once Upon a Tune*, by Ray Darby-Morris Surdin. Last Saturday (29) the web quietly moved the show off 6:15-8:45 p.m. to 8-8:30 p.m., a very cream spot. Too, since the show's debut in January of this year, the net has been able to get an increasingly impressive array of dramatic talent—all of whom, incidentally, go on unbilled. Tonight's broadcast, for instance, a piece of whimsy entitled *The Wabbits of Warren*, will bring together Minerva Pious, Parker Fennelly, Everett Sloane, Arnold Stang and Mae Questel (Betty Boop).

This batch of talent is typical of the caliber used on the show. In the past few weeks very solid legit theater actors have been used, notably Nicholas Joy, Frank Twedell and Ruth Gilbert, all of *The Iceman Cometh*; Howard Smith, who played the lead in *Dear Ruth*; William Lynn, who was in *Three Men on a Horse*; Dort Clark, of the Helen Hayes show, *Happy Birthday*, and Joe De Santis.

14-Man Ork

In addition to talent of this stature, the show uses a 14-piece orchestra, a standing chorus of six voices and soloists as needed, plus original music.

It's all mounting into heavy sugar, but the web figures it has perhaps latched onto a new idea in radio programming in the U. S. Described as a sketch book of radio cartoons, the program goes in for such whimsy as *The Sentimental Locomotive*—a yarn about a backwoods engine which falls in love with a shiny French locomotive. This proved popular enough to be repeated. Another yarn with the same unorthodox approach to romance will be aired next week (12) when two buildings get tired of the city, move to the country to get away from it all, and fall in love with a barn and a chicken coop.

CBS thinks there's a terrific amount of promise in the stuff and has inked Ray Darby, scripter and lyricist, and Morris Surdin, composer and conductor, to nine-year pacts.

KMBC, WADF Sign Pacts With AFRA

KANSAS CITY, Mo., April 5.—KMBC and WADF here this week signed contracts with the American Federation of Radio Artists (AFRA), thereby ending the tense situation which had been threatening to erupt into a strike. The stations followed WHB and KCKN, which signed last week.

The new contract gives announcers raises of \$10 to \$18 weekly, starting at \$60, going to \$70, \$75 and \$80 after three, nine and 15 months. Present staffers were boosted to \$80. About 35 are covered by the contract.

TOP DAY SEGS

(Continued from page 9)

with a Hooper of 7.6. At a production cost of \$2,650, this sells Camay for 63 cents per 1,000. Also in this report, P&G's *Breakfast in Hollywood* made the chart, scoring eighth with a rating of 6.9. Kellogg's *Breakfast in Hollywood* is holding on evenly, scoring sixth in the current report with 7.5 and sixth in the last with 7.6. Both *Breakfasts* cost only \$1,500, or 35 cents per Kellogg's and 39 cents per 1,000 for P&G.

Chart shows standings of others in the first 15, with production costs and other pertinent data.

On Impractical Do-Gooders

(Continued from page 6)

and White say over and over again that government regulation or control is not the answer.

What the People Want

Another failing common to "big business" is that it will attempt to give the great mass of the people what they want, or in the case of radio "big business," what the best available research proves is wanted. Radio's yardsticks must be the tastes of all people; not those alone who prefer Toscanini or *Invitation to Learning*. Radio ratings show mass tastes are on lower levels, which makes appropriate the Report's foreword by Dr. Robert M. Hutchins, in which he says:

"They (the agencies of mass communication) are, taken together, probably the most powerful single influence (in forming American culture and American public opinion) today. The new instruments at their disposal, which have not been exploited by other agencies such as the school and the church, are making them more powerful all the time. The inadequacy of other agencies has doubtless contributed to the rapid growth of the power of the press. *I should say, for example, that if the schools did a better job of educating our people, the responsibility of the press to raise the level of American culture, or even to supply our citizens with correct and full political, economic, and social information would be materially altered.*" (Italics ours.)

Educators and Schools

It's a practical consideration, tho perhaps an unfortunate one, that "big business" is likely to continue to try to satisfy the wants of the masses. Perhaps, as Dr. Hutchins suggests, if the schools did a better job of educating, people would reject the programs which now get the highest ratings and would instead insist on the higher type of programming which the Commission, White and radio's critics generally demand. It is probably naive, but we wonder why the Commission on Freedom of the Press, 11 of whose 13 members are among the nation's greatest educators, spend four years and \$215,000 preparing a report on the freedom of the press, and in that report blithely admit the inadequacy of the schools. Maybe educators don't know the education business as well as they know the radio business.

White makes many good points in his book, far better than most made by others outside radio. One of these is a recommendation that the newspapers devote as much space to criticizing radio constructively as they do to such commentary on movies, books and the theater. Another is that all interested parties work toward developing "greater listener participation in the evaluation of radio fare."

Can Cliches Be True?

He tears into the National Association of Broadcasters (NAB) for the "monotonous references to 'free speech' and the 'American system,'" with which the NAB answers practically every criticism of radio. We have probably criticized the NAB, for what we considered its failures, in more instances than any other single medium, trade or otherwise. We don't feel inclined to rap its knuckles for its "monotonous references to free speech and the American system." It doesn't seem to have occurred to White that perhaps one of the reasons for NAB's repetitiousness in this direction is that Justin Miller and the NAB leaders actually believe that free speech applies to radio and that the "American system" of broadcasting is the "best in the world." That last quote is from White's own book, to wit: "... What must be done is to make American radio not merely the best in the world but the best it would be possible to achieve. . . ."

We believe many thinking network and station executives are aware of the desirability of that objective, and are working toward it in every way they know how. We think they are also aware that if some of radio's evils aren't cleaned up by the industry itself, there is danger of unhealthy government regulation. We think reports such as the CFP's and books like White's are fine to keep radio reminded of these facts. We also wish that it were possible for such reports and such books to come up with a few sound, practical methods for achieving the desired ends.

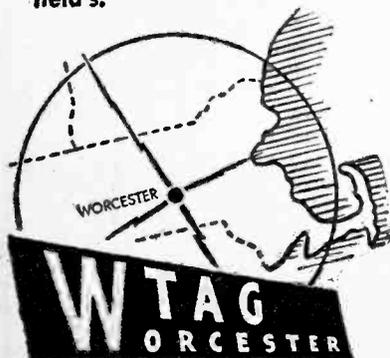
Durr Dissents But KFI Wins

WASHINGTON, April 5.—Clifford J. Durr remained "lone wolf" and was in the minority again this week in a Federal Communications Commission (FCC) decision which granted renewal of license to Earl C. Anthony, Inc., for Station KFI and auxiliary for the period ending November 1, 1949.

Durr alone dissented from the decision, voted for a hearing, and declared:

"The complaints against Station KFI got to issues which are fundamental to the operation of a broadcasting station in the public interest—namely, fairness and balance in the presentation of news and opinion. These complaints are in my opinion too numerous to be resolved on the basis of a mere *ex parte* statement of the licensee and the very general evidence presented in the hearing on applicant's television application. I therefore do not think action should be taken on the application for the renewal of the license on a regular basis until the issues raised in the complaint have been fully explored in a public hearing."

There are 6,468,256 consumers in Worcester's 75 mile radius — 4,974,868 in Boston's — 4,681,726 in Springfield's.



Trammell Says AFM Has Key To FM Future

Ban Spells 10-Year Setback

HOLLYWOOD, April 5. — NBC Prexy Niles Trammell told a press conference that AFM head James C. Petrillo held the key to the development of FM broadcasting, and that the speed at which FM progressed depended to a great extent upon when Petrillo's feud with broadcasters is amicably settled.

Here to attend a meeting of NBC's Western division affiliates, Trammell stated: "If FM is required to develop a separate service because of Petrillo's ban on use of music in FM, it will take 5 to 10 years to develop FM broadcasting. FM must be developed as a simultaneous service (with AM broadcasting) to be of use in the immediate future." Trammell made no further comment as to when an eventual settlement with musickers could be achieved.

Commenting on NBC's tele plans, Trammell added a new "if" to previous statements that Hollywood would be the world's tele center by stating that the film capital was a natural video focal point if production costs did not get out of hand. Trammell pointed out that talent and labor costs in Hollywood are the highest in the world, and that the infant video industry cannot stand much higher tariffs. The alternative would be to shift video headquarters elsewhere, he added.

In discussing criticism of radio, Trammell stated that the industry was spending more money than ever before on research in order to discover the best means of improving its service. Critics of radio, he said, were mostly of the "something must be done about it" school, with criticism falling into three main categories: (1) Too much advertising; (2) too many mystery shows in early evening hours, and (3) too many daytime serials.

With regard to over-commercialism, Trammell said that the web was studying public reaction to radio advertising in an effort to improve practices. As for whodunits, NBC was little concerned, since the net now carries only three thrillers, two t.c. and one regional, and all aired in late evening hours. Commenting on scap operas, Trammell stated that serials have a definite place in radio and are the most popular daytime shows. "However," he added, "I will not defend the number of these programs now heard. NBC, notably thru such programs as the Fred Waring show, is trying to achieve a better balance in its daytime listening."

STRIKE NOTICE SOON

(Continued from page 5)

Guild and that an authorization to strike will be the only power the executive committee will be able to use in an attempt to make the networks start discussions. New York and Hollywood chapters of the Guild are taking similar strike votes Monday (7).

It also was reported here that execs of Procter & Gamble had a meeting in New York this week to discuss pending strike and at that meeting P. & G. resolved not to hire other writers if the Guild members now scripting their shows were to walk out.

Time's A-Wastin'

NEW YORK, April 5.—Biggest laugh of the Radio Executives' Club lunch session this week came when Edgar Kobak, president of Mutual, commented that he was opposed to long sessions. He thought radio personnel ought to get back to work fast, he said, adding:

"I've got seven salesmen here right now—and five of 'em have hot prospects."

WOV Holder Out To Block Bulova "B" Stock Sale

NEW YORK, April 5.—An injunction suit was instituted in Federal Court this week by Richard E. O'Dea, a stockholder in WOV, New York, seeking to prevent Arde Bulova from carrying out the proposed sale of stock in WOV to his brother-in-law, Harry D. Henschell. Bulova last month agreed to sell his 60 per cent Class B stock holdings in the Wodaam Corporation, which operates the station, to Henschell for \$400,000. Under the Federal Communications Commission (FCC) duopoly ruling, Bulova must dispose of his control of either WOV or WNEW.

O'Dea's suit, which seeks both temporary and permanent injunctions against the sale, is based upon two allegations. First is that, by terms of incorporation, Bulova is legally bound to offer all stockholders first opportunity to buy stock in proportion to their current holdings in the corporation. Both O'Dea and Henschell thus could qualify to purchase 20 per cent of Bulova's Class B stock. O'Dea also alleges that the \$400,000 price is inflated to freeze him out of the deal.

"B" Stock Without Power

Basis of second point is O'Dea's claim that the Class B stock is entitled only to dividends and does not control station's assets, and that since the corporation was organized, no dividend ever has been declared. Attorneys for O'Dea said further that since 1941 Wodaam's profits never exceeded \$10,000 in any one year, and that in two war years the losses were more than \$60,000. Attorneys, Warren & McGroody, said WOV's profits last year were about \$7,000.

Attorneys also asserted that some years ago Bulova was willing to sell his own and Henschell's Class B stock, totaling 80 per cent of the firm, plus 50 per cent of the station's Class A stock, for only \$300,000. Profits since FCC nixed that sale have not, O'Dea claims, been sufficient to warrant the boost in asking price.

Complaint alleges that because of O'Dea's opposition to the previous sale and FCC's subsequent rejection of that deal, Bulova assumed a vengeful attitude and has attempted to "deprive and defraud the plaintiff of his rights." Summonses were to be served upon Bulova and Henschell this week, allowing them 20 days in which to file an answer. Neither could be reached for comment.

MUTUALS CO-OP PITCH

(Continued from page 5)

shows. The American Broadcasting Company too, which recently put *Town Meeting* up for co-op sales, has added another, *Nancy Craig*. The latter starts as a five-a-week co-op Monday (14) in the 1:15-30 p.m. slot. It will continue its regular WJZ airing at 12:35-1 p.m.

AWARD:

"For the creation of the most effective direct selling sponsored radio program, 50,000 watt radio stations."

Thanks C.C.N.Y.*

FOR YOUR AWARD TO MY PROGRAM

"BAKER'S SPOTLIGHT"

WGN - MUTUAL

MONDAY THRU FRIDAY

MY SINCERE THANKS TO . . .

DON BRINKLEY
HAL LANSING
GLENN RANSOM
JANE HARRINGTON
for helping me deliver a fine show
WGN PUBLIC RELATIONS STAFF
for starting the ball rolling.

DICK "TWO TON" BAKER

SINCE MONDAY, MARCH 31ST

A NEW MUTUAL NETWORK SHOW

Monday Thru Friday
Featuring the singing, playing and chatter of "Two Ton" Baker the Music Maker



*CITY COLLEGE OF NEW YORK National Radio Awards Committee

LATEST MERCURY RECORD

"I'VE GOT A GAL I LOVE"
(In North and South Dakota)
"MANAGUA, NICARAGUA"

Video Workmen—No. 5 of a Series

Wade, NBC, Forecasts Rebirth Of Stock Companies in Video, With Low-Cost Shows Ruling

By Warren Wade
Executive Producer, NBC Television

TELEVISION is a medium of communication. If a television show is not good in front of the camera, it won't be good on the screen of the receiver. The show's the thing. Receivers will be sold on the basis of consumer curiosity—at first. But once that receiver is in the home, curiosity will quickly wear off and the broadcaster will have to provide good programs to keep the set tuned on. This is the burden of my plea—television from the showman's point of view is merely a new method of bringing the viewer face to face with good show—the show business.

Warren Wade, executive producer of NBC Television, is a pioneer in the video field. Associated with NBC radio and television since 1930, Wade joined the television department in 1938 and became chief of production in 1940.

Before joining the television staff he was program director at NBC's WTAM in Cleveland for eight years. Prior to that his wide experience in the entertainment world dated back more than two decades. After completing high school, he toured the country in stock and later came to Broadway as both actor and director. It was while Wade was directing the stock company in Cleveland that he drew the attention of officials of Station WTAM.

Wade, who served as a sergeant during World War I, re-entered the service in July, 1942, as a captain. When he returned from the war to NBC in December, 1945, he had risen to the rank of lieutenant colonel.

Now that we recognize that television is a medium for show business—and we know what kind of a show television can give—how about program formulas? All I can say in answer to this is, let him who is brave enough now to predict the shape of things to come in video—let him come back in five years and see what time has wrought. We are all experimenting—constantly experimenting, learning from our mistakes as well as from our accomplishments. But there are certain things that people in show business have always known about the show:

First, no play, no dramatic effort whatever it may be, can ever be better than its material. By that I mean that the script writer in television, like the script writer of stage, or

movies or radio, will become the backbone of the medium and without good material there will be no good shows and without good shows there will be no video audiences.

Secondly, we need competent, practical, tried-and-true actors and actresses, easily adaptable to any type of show. Television should bring back the dramatic stock and repertoire companies. Certain it is that television stations attempting to program one or two hours a night will be forced to maintain the equivalent of the stock companies. The suggestion has been made by some of our better known Broadway actors that such troupes be formed now with an eye toward future performances. This is something that we have been working on for several years and indeed has been part of our company policy. When we get to the point where 28-hour-a-week programming will be routine, a stock company of actors will be as necessary to our operation as an iconoscope.

And, just as in regard to talent, television will resort to the stock company, so it will employ stock company techniques in designing its scenery. Television stations will need a set of standard scenery that can be rearranged constantly and made over. Television productions will not demand the gigantic scenic investitures of which Hollywood boasts. Television productions will be sensibly inexpensive, practical and all-purpose.

Thirdly, competent producers and directors, of course, are necessary to whip the script and the actors into workable shape. This needs little further explanation. The relationship between the producer and the director has been outlined.

Insofar as television productions are concerned, there are those who say that "the nut" of the television show will be more than that of the radio show or the Hollywood production and will make television uneconomical. This is a statement that is not borne out by the facts. Television productions will not demand the gigantic production investments which Hollywood makes necessary. Television productions, as I pointed out above, will be sensible, inexpensive, practical and all-purpose, and the secret of the medium's success will be close-ups. In this the dramatic stock company at every large television station will become a practical necessity—the stage troupe can put on as many as five or six shows a day—comparable to the daytime serials in radio. It will certainly cost no sponsor a high "nut." It will be the backbone of daytime programming, probably, and with it will come a fair share of fashion programs, home economics, demonstrations and other forms of entertainment and education. Thus television will avoid the million-dollar costs of Hollywood.

There will be technical advances in television as the engineers keep up with the times and continue to find new and better equipment. The only problems that face the television broadcaster are the ones that have faced entertainers since the first mountebank performed. Have a good show; make sure the audience easily sees what's going on. That phrase, "easily sees," is the key to all entertainment. And television is entertainment—show business.

Baseball

Reviewed Friday (4), 2:30 p.m.
Style—Baseball remote. Sustaining over KTLA (Paramount), Hollywood.

In taking its cameras down to Wrigley Field for on-the-spot scanning of baseball games, KTLA, is giving dealers another good sales argument why it's good to own a set. What hits the screen is of sufficient merit to warrant buying a receiver, with lenses putting up a good fight to deliver enough to keep tele-viewing baseball fans wide-eyed.

KTLA is shooting the game from all angles, endeavoring to give the looker as much as possible while itself experimenting in an effort to discover the best vantage point which would give a more complete picture of what happens on the diamond. So far, it has been shooting across home plate, bringing in the pitcher and batter, and has succeeded to some extent in giving viewers a better-than-bleacher look at what transpires.

For a starter, outlet and its crew is delivering beyond expectations, but is far from having all the answers at this stage of the game. While close-ups of base men point up the superiority of the tele medium as compared to watching the game from the stands, it would help to gain a more complete understanding of what's going on if the close-ups could be preceded at times by shots of the entire diamond.

Bill Welch knows his sports and is turning in a noteworthy job in the gab department. Would help if a crowd mike could be used to relay some of the game's excitement to living room lookers.

Lee Zhitto.

Harriet Van Horne

Reviewed Thursday (3) 8:45-9:05 p.m. Style—Interview. Sponsor—General Foods. Agency—Young & Rubicam. Station—WNBT (NBC, New York).

There's no reason why, despite an unfortunate premiere, this new General Foods video series, featuring Harriet Van Horne, radio editor of *The New York World-Telegram*, shouldn't eventually become a pleasant quarter-hour interview session. The mistakes and faults of the tee-off session were painfully obvious; yet, because they were obvious, they can be remedied easily.

Format is simple, presenting Miss Van Horne at her typewriter, working at interviewing her guests. Visitors on this program were Sally Victor, hat designer; Mrs. Walter Thornton, model, and Donald Bain, bird imitator. Bain and Miss Victor present a natural affinity for television, but the originally projected thought was not pursued.

Continuity Lacking

Where the show fell down was in its lack of continuity, evident from the very first moment. The opening had Miss Van Horne interviewing Bain, with virtually no introduction for either, and after a quick gander at Bain's repertoire of sound effects, switched to Miss Victor and a display of her newer and seemingly more alarming and ungainly millinery creations. What bogged this feature—one of obvious interest to femmes—was a glaring lack of close-ups, plus the fact that both gals gabbed away at the same time, effectively muddling the listener-viewer. Unimaginative camera work, giving virtually no mobility or fluidity, helped make for a diffuse and jumbled program.

Commercial for Birdseye frozen foods was obtrusive and overly cute. It consisted of a brief interlude in which an announcer made a hat out of a lamp shade and assorted frozen tasties. If the program sticks to using commercials keyed to guests, what will be done next week when ex-

Gene Autry's Championship Rodeo

Reviewed Sunday (30), 2-5:30 p.m. Style—Rodeo field pick-up. Sustaining over KTLA (Paramount), Hollywood.

KTLA hit the tele bell with a resounding smack in its coverage of the Gene Autry Rodeo. Outlet which first started its splurge on remotes with the scanning of a rodeo last August, has come a long way since it first moved its cameras out of the studio.

Living-room lookers saw more of what was going on than those in the stands. Fine camera work framed each event in a manner that kept viewers on seat's edge. Telescopic lensing brought lookers within horn's reach during the bulldogging event. Calf-roping, bronk bustin', steer riding, harness racing and trick riding kept the screen alive with action from start to finish. Novel camera angles and on-the-toes shooting made this one of the best pieces of tele material yet to be delivered by this station. Also scanned was Gene Autry's entry, as well as the grand entry march of Palomino-borne riders, and Virginia Mayo, queen of the event.

Altho seg lasted three and a half hours, fine commentary by Bill Welch and Kieth Hetherington as well as the top-drawer camera work kept interest at high key thruout.

Lee Zhitto.

Alber-Dahlman Set First Tele Package

NEW YORK, April 5.—Press agent David O. Alber this week secured a new account when he participated in formation of Alber-Dahlman Television Productions. Other half of the team is Louis J. Dahlman, who produced *Swing Shift Frolics* for two years over American Broadcasting Company.

Outfit already has placed its initial package, *Television Talent Hunt*, for three half-hours weekly on DuMont Station WABD, beginning May 1. Billed as video's first amateur show, *Hunt* will follow the pattern of Dahlman's *Frolics* by featuring talent plucked out of local movie houses. Another Alber-Dahlman package, *Your Pet Show*, spotlighting live pets, currently is making the rounds of tele stations.

pug Mickey Walker is to be on hand? A plug for cauliflower, of course. With ham.

Rehearsals Needed

Quite obviously, Miss Van Horne's program needs more rehearsal, not only for lines—especially since it's mostly ad lib—but for camera, as well. The static nature of the first show was a distinct handicap thruout.

Roger Muir directed for NBC; Wes McKee pinch-hit as the agency producer, subbing for Dave Levy.

Jerry Franken.

THE SPOT'S ON ME

Can't help stealing the spot. Who else turns out over 50,000 glossy Photos a day! And at such low prices!

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

Write for Free Samples and Price List B.



U. S. A.'S LARGEST REPRODUCTION HOUSE

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

Unsurpassed in Quality at any Price

NO NEGATIVE CHARGE—NO EXTRAS OF ANY KIND

100, 8"x10", \$6.73	MOUNTED ENLARGEMENTS
1000, 8"x10", \$55.00	30" x 40" \$3.85 EA.
Fan Mail Photos	20" x 30" \$2.50 EA.
1000, 5"x7", \$34.00	
1000 Postcards, \$22.00	

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

COPY ART 165 West 46th St. Photographers BRyant 9-1723 N.Y.

WE DELIVER WHAT WE ADVERTISE

All in Favor
WITH BOB MURPHY

D. C.'S PROGRAMMING HYPOTHESIS

British Video Needs Sponsors, Says TV Society Prexy

LONDON, April 5.—British television must have sponsored programs if it is to retain its lead in commercial development of video, according to Sir Robert Renwick, president of the British Television Society. Renwick declared that Parliament's allocation of 2,000,000 pounds (over \$4,000,000) for television during the next year is insufficient. For five years at least, he added, there should be sponsored shows to help the export drive and provide the expanded facilities the government cannot supply.

Parliament this week heard a BBC spokesman defend the current set-up, saying it is succeeding in reaching the people, whereas U. S. sponsored video "is making no headway as far as getting over to the people is concerned." British receiving sets currently are selling at a rate of 400 to 500 per week.

Brighter Tele Screen Developed by RCA

NEW YORK, April 5.—RCA Victor this week disclosed it has developed a screen which permits reception of television images two and one-half times brighter on projection-type home receivers than currently can be obtained on large screens. New screen will be part of RCA Victor's television receivers scheduled for commercial distribution this year. Special demonstration was held before the New York section of the Institute of Radio Engineers, showing a special studio and film program of WNBT.

16mm. Video Film Halted By Ideal Co.

Producers Bring Pressure

CHICAGO, April 5.—In an unexpected move that could greatly curtail the supply of film available for television programming, Ideal Pictures Corporation, one of the major distributors of 16mm. film in the country, this week stopped distribution of all film to video stations. Elmer Willoughby, one of the heads of the company, stated that some of the producing companies whose films Ideal had been distributing objected to having their films shown by video stations, and that Ideal, rather than get involved in any trouble at this time, was turning the entire matter over to its legal department to see if producing companies had the right to stop distribution to video stations.

That Ideal's decision not to distribute its films to television stations will have a strong effect on video programming is proved by the fact that Ideal distributes for practically all the major 16mm. producers in the country. Among these are: Castle Universal RKO cartoons, RKO-Pathe news reels and documentaries, Monogram, PRC, Universal, Official-Pictoreel, Julien Bryan, Frith, Cathedral, Encyclopedia Britannica and many more. All that Ideal now will distribute to television stations, it has been said here, are U. S. government films.

Industry sees the possibility that if Ideal's legal advisers rule that distributors have this protection, and if (See *Ideal Halts 16mm.* on page 16)

Tele To Be Issue In Coming SAG-Pic Firm Wage Confabs

HOLLYWOOD, April 5.—When the Screen Actors' Guild starts negotiations for new contracts with producing companies (present pacts expire May 15), tele will figure strongly as an issue. SAG will demand that pix using its membership be prohibited from beaming via tele.

While not specifically mentioned in the contract proposal, SAG will require negotiation of a different basic contract for use of such film on video which would give screen thespas assurance of additional revenue once their pix are televised. Proposal states that no contract with an actor may cover the actor's services in any other (See *Tele To Be Issue* on page 16)

Industry Rush Follows OK on Black & White

Second D.C.-N.Y. Cable Soon

WASHINGTON, April 5.—Television programming is quietly getting a terrific shot in the arm as the result of American Telephone & Telegraph Company's (AT&T) having stepped up its nationwide plans for co-axial cables to accommodate increased programming. It is almost certain a second co-axial cable between New York and Washington will be begun before fall.

Far exceeding the buoyancy of forecasts which followed the decision of the Federal Communications Commission (FCC) for go-ahead on black-white video last month, inside reports now point to an unprecedented speed-up in program arrangements this year under which Washington may become a major television originating point along with New York and Hollywood. Three commercial television stations will be on the air in the nation's capital this year, with the National Broadcasting Company (NBC) planning to start commercial telecasts around May 1 and WMAL, American Broadcasting Company (ABC) outlet owned by *The Washington Evening Star*, gearing for commercial TV in the fall. DuMont has been on the air locally with commercial video since December.

New Cable Soon

NBC's plans for increased TV programming, once it gets its commercial operations under way, are so extensive that AT&T is expected to start installing its second co-axial cable between Washington and New York by mid-summer and go before the FCC for commercial rates authorization. NBC's Washington commercial television may call for use of co-ax cable as many as five days a week and, according to present plans, the Washington station may be feeding almost the entire Saturday night program for NBC's big New York outlet.

John Gaunt, program director of TV for WRC, NBC's Washington outlet, revealed this week that he was planning to emphasize "theatrical production" techniques in all programming—both special events and studio performances. Even outdoor specials will get this type of handling, with a mobile unit to be on hand shortly. Gaunt also is arranging for a children's show for an afternoon a week and a program of "cultural" (See *Second DC, NY* on page 16)

NBC Picks New Tele Site on Mt. Wilson

HOLLYWOOD, April 5.—NBC is expected to complete a deal early next week for lease of a video transmitter site on Mount Wilson. Web has selected half an acre of developed land, at the same time relinquishing its previous site on nearby Occidental Peak.

Deal was made with the Mount Wilson Foothill Company, owner of the peak, for a long-term lease at an undisclosed price. Rejection of the Occidental site was primarily due to the need for road building and other development work which will not be necessary with the new site.

Engineers will begin soil tests shortly, with initial construction work to start shortly after tests are completed. No estimated completion date has been set.

Union Merger Test Via Tele

Member Unions Contribute 25G To Video Group

NEW YORK, April 5. — George Heller, executive secretary of American Federation of Radio Artists (AFRA), this week was elected chairman of the new television committee organized by the Associated Actors and Artists of America (4A's). At the same time, the committee moved to establish standard wages and working conditions.

Perhaps more important, however, is the fact that the manner in which the 4A's is handling the problem of television talent jurisdiction indicates that the long-discussed and often proposed merger of the 4A's member unions is getting a crucial test in video. If the tele test works out, leading union officials say, it is almost certain that the way to a vertical theatrical union will be cleared. Members of the 4A's include AFRA, Equity, Screen Actors Guild (SAG), American Guild of Variety Artists (See *Union Merger Test* on page 16)

Marital 'College' New Chi Tele Show

CHICAGO, April 5.—Unique showcasing of a program idea in television so that it can be seen by potential bank-rollers interested in working the idea into a network radio show is going to be undertaken on WBKB, local video station, in a new dramatic series, *Marriage College*, which will have its initial video airing April 17.

Program idea, a dramatization of incidents leading up to divorces, or reconciliations of couples contemplating divorce, will in itself be unusual as television programming. But an added showcase twist, given it by its originators and producers, James T. Williams and Bernie Williams (not related), make it stand out as something new here. Thrown in, just to make the whole idea more surprising for video, will be a plan to give away expensive prizes of a magnitude usually reserved for network radio airings.

Dr. Harry Hoffman, head psychiatrist of the State of Illinois, a professor of sociology at one of the universities in town, and a Superior Court judge, will interview the couples seeking divorce.

New Multi-Video Sending-Receiving System by Emerson

CHICAGO, April 5.—New type of multi-video sending and receiving system was unveiled in New York this week by Emerson Radio, a Chi outfit. New development, aimed principally for industrial and educational purposes, brings any number of remote images to a central reception point and also multiplies telecastings at other points.

The equipment consists of four basic elements: (1) Camera and mike picks up sight and sound at the point of action; (2) combined viewer and speaker which convey sight and sound to the audience; (3) central unit, which is the sight and sound synchronizing set-up; (4) tuner which picks standard broadcasts.

Ben Abrams, Emerson prexy, declared: "This multi-broadcast and reception television can be expected to widen the processes of education, not only in aid of supervision and instructors, but also by adding and dramatizing many more types of visual information and instruction than can be portrayed in textbooks."

A great blow to misbehaving mop- (See *New Multi-Video* on page 16)

GLOSSY PHOTOS

Reproduced in quantity at 5c each.
Negative charge of \$2.00 on first order.
100 8"x10" \$ 6.50
500 8"x10" 25.00
1000 8"x10" 50.00

FAN MAIL PHOTOS

500 5"x7" \$17.50
1000 5"x7" 30.00
Send Negative or Glossy Photo.
Send 1/2 Deposit With Order, Balance C.O.D.

QUALITY PHOTO SERVICE

Perkins St. Box 42
BRISTOL, CONN.

WBKB Video Survey Reveals Wide Viewers' Preferences

(Continued from page 3)

shift in preferences after the novelty value of television has been eliminated for viewers. Paradoxically, however, and indicative of the fact that agencies in town have still not become excited about television, Eddy stated that so far few agencies have asked for copies of the survey results.

Some of the more important findings were these:

Chicago receivers want, via television, a full view of local events, entertainment, sports, public events and education facilities.

Projection of the figures revealed that the present television audience averages 12,000 nightly, with two-thirds of the sets in homes and the remaining one-third in places of business.

The viewers prefer watching television from 1 to 5 p.m. and from 7 p.m. to 12 midnight. Nighttime audiences nearly double the daytime viewers with Sunday and Friday holding a slight margin over other evenings. Monday afternoon topped other daytime periods.

Remote shows, particularly sports, rated tops with 50 per cent of the receiver owners. Live studio shows rated tops with 30 per cent and film shows best with 20 per cent. However, viewers did not indicate they wanted sports to the exclusion of all other features.

Replies also showed that more dramatic, educational and news shows originating in the studio were desired.

In expressing their preference on news shows, the audience indicated that viewers want one illustrative news show a night, and prefer film, taken on the spot.

Surprisingly, members of the television audience want their commercials straight, preferably at the beginning or end of the program. They don't care much for the integrated advertising method and they like those in the middle of the show even less. Although this point came out it did not indicate integrated commercials were bad from the advertisers' viewpoint.

Approximately 50 per cent of the receiver owners called for children's programming, and suggested instructive, fairy tale stories and adventure serials.

Breaking down the votes on sports showed that popularity closely parallels public knowledge of the sport. Preference was for baseball, hockey, wrestling and basketball, ranging in that order.

Eddy interpreted this to indicate that the audience likes any dramatic, highly competitive sport which is already understood.

Way in which the Petrillo television ban is going contrary to public demand was seen in the fact that 234 answers stated the audience wanted musicals, symphonies and

other forms of shows using a preponderance of live music. Comedy programs, which 276 asked for, was the only type of studio program to top musical shows in preference. For film fare, preference for musicals was even stronger, with 294 asking for this type, while next in line was 255 requests for drama.

WBKB has already taken action to carry out the wishes of those answering the survey. It plans a heavy summer schedule of sports starting with the telecasting of all home games of the Chicago Cubs early in April and will also carry more dramatic productions. As the station makes more money (it expects to be operating in the black by fall), more expensive dramatic fare will be presented. Eddy's feeling is that one reason why sports and other remotes are so satisfactory now is that they are polished, expensively produced shows in themselves. When studio fare can be of similar caliber, he feels the audience will go for it as much as they now go for remotes.

4 Colgate Aussie Shows Shift Webs

SYDNEY, April 5.—Aussie radio circles are in a dither over the recent switch by Colgate-Palmolive-Peet of four one-hour weekly shows from one leading commercial network to another. Sponsor and networks will not explain circumstances prompting the jump, which involves the shows *Leave Pass*, *Palmolive Hour*, *Cavalcade* and *Calling All Stars*. Formerly heard on the MacQuarie network, they're now aired over the 2UE web.

Surprised by the switch, MacQuarie was forced to get up sustainers as replacements. One substitute was British comic Tommy Trinder, who drew down about \$3,000 weekly for his hour stint. MacQuarie and 2UE nets continue their competition more actively now, angling for national advertising budgets which are being set for the year starting July 1.

IDEAL HALTS 16MM.

(Continued from page 15)

Ideal in the near future again distributes films to video stations, there could develop a test case by which would be solved the problem of whether producers can determine who should be leased film, or whether distributors, after signing contracts with producers, can lease to whomever they choose. If latter were to become the rule, the possibility is that new and greater supplies of film would be made available for televising and thus the medium would have additional good programming which would increase its popularity.

RadioCrixPackage Would Conk Radio; Do We Hear Bid?

NEW YORK, April 5.—Radio critics will have an aerial whack at broadcasting if a package recorded this week finds a buyer. John Crosby, *New York Herald Tribune* radio writer, and Ben Gross, of *The New York Daily News*, wielded the cudgels in the sample show.

Tentatively called *Listener's Grandstand*, show would have two critics on weekly, prosecuting radio on the basis of listeners' letters. Two defenders of the medium would offer rebuttals, and a non-partisan would serve as moderator. The sample show had Albert N. Williams, of *The Saturday Review of Literature* as moderator, with Tiny Ruffner and Bill Slater taking radio's position.

Current plans call for one critic and one defender on as regulars, with guests filling other posts each week. Crosby is top candidate for the critic slot. Subjects would vary weekly, criticizing radio's handling of such topics as advertising and comedy. Guests would be specialists on the topic under discussion. Package was developed by ex-bandleader Dick Mansfield and Joan Sinclair of *Meet the Press* and *Leave It to the Girls*. Several agencies are reported to have exhibited interest, and Dave Taylor, program chief of Columbia Broadcasting System, is skedded to hear the audition disk next week.

UNION MERGER TEST

(Continued from page 15)

(AGVA) and American Guild of Musical Artists (AGMA).

New tele committee, on which equal representation is shared by AFRA, Equity and SAG, has agreed on interchange of cards for paid-up members working in video, as reported exclusively in *The Billboard* last week. In addition, all 4A's affiliates this week agreed to contribute \$5,000 each to cover expenses. Special 4A's cards will be issued to the actors in each field moving into tele, the first time in showbiz history that such an interchange has been allowed.

Harding Named Secretary

In addition to naming Heller as tele chairman, the new committee named Alfred Harding, of Equity, as secretary. The first meeting of a newly appointed wages and working conditions committee has been scheduled for Monday (7).

Same approach is being used to organize television in Chicago and Los Angeles, with local committees from the member unions involved to be named in those cities.

Equity, AFRA and SAG have bickered for some time over the tele jurisdiction rights. Original plan for the interchange system was formulated at AFRA's convention last year.

NEW MULTI-VIDEO

(Continued from page 15)

pets will be dealt by installation of the new system, according to Abrams. "With Emerson television cameras at remote points," he said, "the supervisor can, in the quiet of his office, observe the activity in any classroom or group of classrooms in the school system."

TELE TO BE ISSUE

(Continued from page 15)

field than motion pictures, hence pix companies cannot get tele rights as part of a screen deal with an actor. Video must be part of a separate negotiation with the guild. Negotiations for new contracts will open April 15.

Second DC, NY Cable Due Soon

(Continued from page 15)

and artistic value" in conjunction with a major Washington institution.

Manufacturers in Drive

Synchronized with commercial program plans are current promotional drives by manufacturers to get receivers in retail stores in major metropolitan areas where TV stations will be operating. James D. Seest, director of publicity for the Radio Manufacturers Association, said today that roughly half a million sets would be on the market by the year's end, nearly 100,000 more than anticipated. I. V. Dalo, head of RCA-Victor instrument and radio division here, predicted that in the nation's capital alone there might be as many as 5,000 sets in use by January 1.

Word here is that AT&T's cross-nation co-ax cable will be ready for use months in advance of late 1948, originally skedded, with tests possible this summer. Altho TV broadcast folk are sticking to the cautious policy which has characterized the programing phase, the general view is that commercial video may be on a profitable basis years in advance of the time originally hoped for.

Charles Kelly, chief of DuMont television here, who has been pioneering commercial video from WTTG and who for months directed experimental TV here, says programs with high entertainment value are rapidly being made available thru co-operation of government agencies which are now looking to video as a major medium for expression.

Government Helping

The departments of agriculture and interior and the Pan-American Union are particularly active, Seest said, while foreign embassies here are showing high interest in preparing special film for TV use. Kelly said that WTTG will continue its current method of operations which do not embrace immediate expansion in hours but which will put emphasis on variety and quality. Station is operating largely as a local rather than a network outfit, altho numerous New York programs are beamed into Washington and WTTG transmits several NBC programs on a "good-will and television promotional basis."

WTTG is averaging a 24-hour-weekly schedule, tho there is no strict adherence to the basic number of hours and occasionally the time is greatly increased. A wide variety of local sponsors has come into the DuMont television picture here, including Christian-Heirich Brewing Company, U. S. Rubber Company, General Electric, Potomac Electric Power Company, and several radio stores.

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

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

250 POST CARDS \$7.15 NO NEGATIVE CHARGE

Before ordering anywhere send for the facts, full price list, ordering instructions, etc.

COURTEOUS and HONORABLE TREATMENT Guaranteed!

MULSON STUDIO BRIDGEPORT 8, CONN.

JACK ROURKE

Productions

6331 Hollywood Blvd.
Hollywood 28, Calif.
Phone: GR-1950



Kroger

WBNS HELPS KROGER CHALK UP SALES GAINS

WBNS gets results. Kroger has been proving this for eight years.

ASK JOHN BLAIR

In Columbus, Ohio, It's

WBNS

163,550 WBNS FAMILIES IN CENTRAL OHIO



Blue Book Suit Dismissal Is Asked by FCC

WASHINGTON, April 5. — The wrangle between Station WBAL in Baltimore and the Federal Communications Commission (FCC) over the Blue Book issue is now headed toward a showdown as a result of FCC's filing briefs in U. S. District Court here late yesterday asking that the complaint of Hearst Radio, Inc., against FCC's Blue Book data on WBAL be dismissed.

The commission maintained in its briefs that Hearst Radio had stated no claim of injury for which relief could be granted. FCC also contended that it did not violate its authority in publication of the controversial material and that any injury which might be sustained in the future was "not determinable" by the court.

Hearst Radio had asked retraction of the comparison made in the Blue Book between broadcast operations by WBAL under Hearst ownership and its proposed programming under the original station owner. WBAL urges that if no retraction is made, the court should issue an injunction against FCC to restrain a license renewal hearing on WBAL.

A preliminary injunction was issued February 19 against the commission by Judge T. Alan Goldsborough, of the District Federal Court here.

Drew Pearson and Robert Allen have applied for the frequency used by WBAL. It is the claim of Hearst Radio that this bid was induced by the Blue Book material and that a hearing on the Hearst license renewal had been called because of the Blue Book promulgation. Hearst Radio's counsel contends that judgment of the renewal application will be "biased" because of these circumstances.

Also the litigation is not regarded as a direct test of the legality of the Blue Book, it is expected either to pave the way for such a proceeding by some other broadcast applicant or to reduce the possibility, depending on the district court's ruling on the FCC's petitions. The commission's legalists are regarded as adroitly trying to avoid taking a stand on the issue before Judge Goldsborough alone, apparently in the belief that a three-man tribunal would provide a more equitable test.

Coast RNC Framing Ethics for Newsmen

HOLLYWOOD, April 5. — Newscasting standards are currently being framed by the Radio News Club, Southern California org comprising 64 radio commentators, reporters and newscasters. Groups from the three major wire services will sit in on sessions.

Group will hit for increased impartiality in news writing and commentary, and ban or tone down sex crime and murder reports. Org will also seek recognition for radio legman to be placed on an equal footing with newsmen from local sheets. Radio's news hawks have been at times elbowed out of big news breaks, the boys from dailies resenting radio reps' presence.

Jam in Web Time Has Agencies Sore

NEW YORK, April 5. — Some agency folk are doing a burn because it is practically impossible to grab good time on a network, despite the fact that a sizable number of program cancellations have been announced. One agency exec this week held the maneuverings of other agencies and clients responsible for the situation—which, he said, had created a programming set-up bad for radio and radio talent.

"Let's face it," he challenged. "Al Jolson turned down a radio show because he was not offered a suitable time slot." He pointed out that if a freer competitive situation existed there would not be so many top shows opposing each other, as on Wednesday night now.

Three Factors

The jam on time availability was attributed by this exec to three chief elements—apart from the factor that a web gives a client an option on time when a program takes a powder. First, he pointed out, the client tries to save the time for a subsidiary company or shift in another show for the same company. Second, the advertising agency tries to move another client's program into the time period. Finally the agency tries to peddle the time to a new client. He complained that only after all these possibilities are exhausted does a new client get a look-in.

Hope No. 1 Hooper, No. 2 in Listeners

(Continued from page 10)

Another significant switch is that of *County Fair*, whose Hoopering is lowest of all the 15 daytime shows listed, but which placed seventh in total over-all listening audience.

Among evening programs, same shows, with slight variations in standings, made the top seven both in points and total urban listeners. While Hope and Benny were first and second, respectively, in points, with positions reversed in listeners, *Fibber McGee* placed third in both categories, and *Walter Winchell* came in fourth. *Radio Theater* and *Red Skelton*, fifth and sixth in point standings, switched places in the audience list. *Amos 'n' Andy* was seventh in both lists.

"Stars" Has To Yield

In the daytime top 15, *Stars Over Hollywood* racked up the highest number of Hooper points, but yielded top honors in total audience to *Grand Central Station*, which was second in the point category. *Armstrong's Theater of Today*, fourth in Hooper points, is third in audience where it is followed by *Let's Pretend*, which stands 13th in points. *Kate Smith Speaks* is fifth on the urban listener-ship, altho third in points. *Aunt Jenny* is sixth in listeners, one slot below her point standing.

Considerable difference exists between relative audience standings and number of listeners per set recorded by each program. Altho Jack Benny tops the nighttime list in both, scoring 2.96 over-all listeners per radio, he is followed closely in the latter category by *Edgar Bergen's* 2.92 listeners per set, despite the fact that *Bergen* stands only ninth in total listeners. Among daytime shows, *Grand Central Station's* 2.19 listeners per set makes it tops in this division as well as in total listeners. Second in listeners per set, however, is *County Fair* (2.08), which rates only seventh in total audience.

Coast Stations Study Ed FMers

HOLLYWOOD, April 5. — Proposed State-financed FM web to be used for educational purposes only is still a matter of great concern to broadcasters here as evidenced by the letter sent last week by Bob Reynolds (Southern California Broadcasters' Association prexy) to the chairman of the State Education Committee requesting that station heads be allowed to address the law-makers before bill comes up for consideration as possible legislation.

Bill was proposed some months back calling for the investing of State funds into a string of non-commercial FM outlets to be used and controlled by the State board of education. Altho stations would operate on a non-commercial basis, broadcasters object to the proposal since they feel that the State-owned outlets would cut into the potential audience, taking away possible listeners from commercial stations.

THE BIG STORY

(Continued from page 11)

dedicated. Reporters get \$500 for their yarns.

Initial Solution

First story concerned a murder solution by Joe Garretson, *The Cincinnati Enquirer* reporter. After the cops appeared stymied, the reporter solved the mystery on his own, confronting the villain with a phony one-copy edition of his paper to force a confession. A Garretson finish had the cops-rescuing the reporter as the killer was beating his brains out.

Script was well written, altho overly episodic and, worse yet, used an assortment of the cliches attached to newspaper stories, i.e., "hold Page 1 for a replate," et al. But Bernard Prockter's corking production helped give pace and tension. Berry Kroeger's second person narration was well done; other performances were standard.

Vladimir Selinsky's musical background contributes enormously to the program, adding depth, color and mood. By using an organ background for the commercials, he makes a clear-cut difference between the script itself and the plugs; both stand out that much more.

Commercials are quite different from the customarily irritant American Tobacco approach. Key line is "distance lends enchantment," idea being that the extra length of the cigarette provides more smoking ease. Actually, and especially for this advertiser, the sales talks, albeit a bit long-winded, were more effective and less nagging than usual. *Jerry Franken.*

LAWYER Q

(Continued from page 11)

on WOR in 1941, and also did a stint years ago over WJZ. He was in service during the war.

Program is carried by WOR, MBS' New York outlet, on Sunday, 3-3:30 p.m., whereas the web airs it Thursdays, 8-8:30 p. m.

Paul Ackerman.

Joe Bernard, national sale manager of KOMA and KTLA, Tulsa, appointed general manager of KOMA, replacing Kenyon Brown, resigned.

T-Day April 14 Finds D. C. With Buyer Backlog

WASHINGTON, April 5.—Amid preparations for T-Day April 14, when video sets will be made available to Washington's general public for the first time at dealer stores, distributor spokesmen disclosed that buyers' lists have already piled up in numerous retail stores on a scale vying with the backlogs of applicants for new automobiles. Washington's T-Day will be the biggest in a nationwide series so far, according to I. V. Dalo, the Radio Corporation of America (RCA) Victor Division here, with more receiver sets to be made available than in any other city outside of New York.

T-Day in Washington will touch off a week of intensive promotion climaxing four months of preparation by RCA and WTTG, DuMont outlet here. A feature April 14 will be WTTG's telecasting of the opening ballgame between the Washington Senators and New York Yankees, with WABD in New York carrying the program.

2,500-Set Stock

Dalo says that from 2,500 to 3,000 sets will be on hand in Washington retail stores on T-Day. Fewer than 700 are in use in the city now, but this is more than triple the number in use a year ago. Sets on sale will be priced from \$250, all scaled to 13 channels.

The number of sets for retail distribution is scheduled to be stepped up later to tie-in with commercial opening of the National Broadcasting Company's tele outlet here this year, since the television reception area will be widened from the current 16 miles radius to 40 miles.

THE MEL BLANC

(Continued from page 11)

offered a series of stale gags, entirely unrelated to the basic situation. One of these, incidentally, was of the type which contribute to the smut-clamor occasionally stirred up against radio comedy, with Blanc telling of the time he was selling newspapers on a street corner . . . "and on the opposite corner was a pretty girl selling *Life*." By the time the script got back to the original situation nobody cared any longer.

Victor Miller ork does a good, workmanlike job, particularly in backing the Sportsmen vocal group. Effectiveness of group warbling seems hampered, however, since the commercials are also introed in song fashion. Product plugs spotted at opening, 8:30, 8:38 and 8:52 (sign-off). Copy theme is built around "new, all-purpose" qualities of Colgate Toothpowder which gives one a sweet breath and sparking teeth, all in one operation. Theme is followed out generally in advertiser's copy in all media. Sign-off is followed by a sing-talk hitch-hike plug for Halo, the company's shampoo.

Blanc still has great potentials. If Colgate, Sherman-Marquette or the writers can find the right formula, plus a production with pace, the show will get the cohesion it lacks now. As it stands, it'll take a lot of doing to edge the Hooper higher.

Joe Csida.



Burrelles
ESTABLISHED 1868
PRESS CLIPPING BUREAU, Inc.
105 Church St., New York 7, N.Y.
BArolay 7-5671

SPECIAL PRINTED ROLL OR MACHINE 1 0 0 . 0 0 0 FOR \$28.00	TICKETS RESERVED SEAT — PAD — STRIP COUPON BOOKS — RESTAURANT CHECKS — SALES BOOKS AND ALL ALLIED FORMS	STOCK ROLL TICKETS One Roll . . . \$ 1.35 Ten Rolls . . . 5.64 Fifty Rolls . . . 21.75 Rolls, 2,000 Each Double Coupons Double Price.
		No C.O.D. Orders Accepted.
ELLIOTT TICKET CO. 409 LAFAYETTE ST., N. Y. C. 82 W. WASHINGTON ST., Chicago 615 CHESTNUT ST., Philadelphia		

RETAIL DISK SET-UPS PROBED

Execs of 4 Majors Testify At Senate Group Hearing; Price-Fix Evidence Sought

Industry Inquiry Seen Developing; Info on Firms Asked

(Continued from page 3) its own distributing offices, but emphasized that "every effort has been made to encourage making our product available to retail newcomers—especially war veterans."

Questioned for Hours

The witnesses were questioned for more than three hours by Langer;

Deccalogue

WASHINGTON, April 5.—The story of how Decca Record Company got its name got a mirthful reception when President Jack Kapp of Decca told it for the record of Sen. William Langer's (R., N. D.) Senate subcommittee at a hearing here today. Senator Langer said to Kapp, "I'm interested in knowing how Decca got its name."

"Well," said Kapp, "I had the idea that deccas was an Indian word for 'give voice to.' I had seen only one use of the word in any form in English and that's the encyclopedia's reference to the word 'deccan,' which means a 'plateau.' I once gave what I thought was a learned talk on the word and attributed its origin to India. But recently I met an Indian maharajah who told me there is no such word in the Indian tongue. Anyway, we're still Decca and glad of it."

Dr. John Blair, of the Federal Trade Commission; Special Assistant Attorney General James Mullaley, and J. D. Ruddle, counsel to the Langer subcommittee. In the course of questioning, it became apparent that the subcommittee is determined to assemble a mass of information on

Midwest Band Biz Revival Sighted; Barnett Adds Orks

CHICAGO, April 5.—Indications of a reviving dance band biz in the Midwest came from territory orks this week when booker Jimmy Barnett, Sioux Falls, S. D., skedder, reported inking four new orks to his roster. Bands added by Barnett include Fats Carlson, Vern Wellington, Chuck Hazelton and Clem Brau, all commercial crews, ranging from eight to 11 pieces. Barnett said the orks were packed to meet increasing post-Easter demand, and already dates have been booked for them up to the end of September.

Serl Hutton, of National Orchestra Service, Omaha, another territory band router, told *The Billboard* that he is seeking one and perhaps two more crews to bolster his talent stable.

Increased territory band biz is considered a good indication of hyped biz for the names in the Midwest, for territory orks are considered the basis of ballroom biz in this territory.

all aspects of the record manufacturing industry, extending far beyond the problem of inability of war veterans to get franchises for retail business. Committee evinced sharp interest in whether price control prevails by mutual agreement within the industry in violation of the Sherman Anti-Trust Act and whether interlocking ownership exists among any of the companies.

It is possible the subcommittee will summon key officials of distributing agencies for the major record companies. The Langer subcommittee is expected to recommend a favorable discharge from the Senate Judiciary Committee of two bills (S. 104 and S. 72).

Wallerstein in Clash

The hearing got off to a fiery start when President Wallerstein, of Columbia, indicated he was unprepared to answer a number of Langer's questions about operating and financial set-up. Langer, waving a long black cigar, declared angrily: "I demand that records, financial statements and all annual reports of all the record manufacturing companies be produced for this committee. I wanted to be decent by requesting you folks here today to testify and answer questions, and I warn you

(Retail Disk Set-Ups on page 32)

Alexander Denies He'll Join Haynes As Booking Partner

NEW YORK, April 5.—Reports that Willard Alexander and Don Haynes were going into business as partners in an independent booking enterprise were flatly denied by Alexander yesterday. Alexander, now operating his own booking office, with Vaughn Monroe's ork as his chief property, said he had only been talking with Haynes, who personal-manages the Tex Beneke-Glenn Miller ork, about today's price structures in the booking picture as they affect the lads' respective ork properties, both of which work under heavy overheads and require top money.

Alexander said present methods of agency selling had been causing him headaches. He complained that agency price cutting had many ops expecting to pay less dough in every purchase, but he argued that his attraction, Monroe, had no reason to cut his guarantee in face of the kind of money the ork had been pulling. The current asking price for Monroe on one-nighters is \$3,000, with rare exceptions where ballroom capacities are too small to cover the nut.

Haynes was unavailable at press time, having left for California Thursday (3) with his family.

Musicraft Voids MGM Request to Cut Torme Sides

HOLLYWOOD, April 5.—Musiccraft nixed MGM Records' request for permission to cut two sides with Mel Torme to be included in MGM's forthcoming Good News album. Since Torme will appear in the Metro pic of the same name, the pic company's disk subsidiary wanted to use Torme in the album as a tie-in with the film.

Metro requested and received okay from Decca for use of Judy Garland in a similar instance and reportedly was surprised to learn Musiccraft's Irving Felt refused okay in the case of Torme.

Music row pondered reason for Felt's nixing since all agreed Torme's inclusion in the MGM album would greatly enhance the stature of the youthful balladist and pay-off for Musiccraft by boosting their other Torme diskings.

Capitol Sales Doubled in '46; Take Trebled

Divvy Hits \$1.82 a Share

NEW YORK, April 5.—Capitol Records' annual stockholders' report, issued this week, shows a 105 per cent increase in sales volume and a 300 per cent increase in net income in 1946. The report, coming on the heels of similar profit-showing statements from Decca and Columbia, emphasizes that 1946 was a boom year for diskeries.

In 1946 Capitol's sales volume was \$13,802,797, the highest sales total in the five-year-old firm's history, compared with a 1945 total of \$6,391,685. Net income was \$842,961, almost quadruple the 1945 total of \$222,780.25. The net for '46, after payment of preferred dividends, would equal \$1.82 a share on 430,000 shares of common stock outstanding.

The number of Capitol releases (120 single records and 19 albums) almost equaled the combined total of new releases from 1942 thru 1945. Current reports on Capitol's sales for January and February show the firm 100 per cent ahead of the '46 pace.

Criterion's Goldsen To Run Works Now

NEW YORK, April 5.—Mickey Goldsen was elected prexy of Criterion Music Corporation by the directors last week. Goldsen will serve as general manager of all of Criterion's affiliated firms, including Leslie Music (Stan Kenton's firm which just debuted with *Across the Alley From the Alamo*), King Cole Music, Barbour-Lee Music and Tex Ritter Music. As was previously reported, changes in the Criterion set-up will inactivate Capitol Songs, Inc.

IATSE, Losing Out on Grips, Grabs Clerks

Unionizing Pubs, Diskeries

(Continued from page 3)

in the Ashley Music Supply Company. The union says it invaded the clerical field because it feels that publishers are backed mainly by movie money, but this does not hold true of Ashley.

Jurisdictional Trouble

MPHOE's invasion of the wax biz will meet with jurisdictional opposition from the United Office and Professional Workers, an affiliate of the Congress of Industrial Organizations (CIO), and Local 430, United Electrical Workers (CIO), a union that has organized press operators and other plant help in disk factories.

Interesting labor interplay is evident here, in that UOPWA has been certified as bargaining agent at Columbia Records, a subsidiary of the Columbia Broadcasting System (CBS). UOPWA won a National Labor Relations Board election over the MPHOE last year at CBS and since has signed a pact for office help there. The CIO outfit also is getting an organizational drive under way at Decca Records, Inc., the parent organization of World Broadcasting Company, where the UOPWA already has a contract.

MPHOE's Origin

MPHOE originally sprang from the Warner Bros.' office employees, 800 strong, who joined together in 1941 and entered IATSE in 1945. Since then it has gained over 500 members. Local 802, American Federation of Musicians (AFL), has contracts for arrangers, copyists and proofreaders in music publishing firms, but nevertheless has supported MPHOE's drive for clerical help.

On the other hand, Local 1 of the Theatrical Protective Union, composed of the stagehands, the original nucleus of IATSE (2,055 strong in 1929), has lost 41 per cent of its membership and now only numbers 1,200, of whom 600 work in legit, 400 in pix and vaude houses and the rest in radio and tele. There are several reasons for the decrease in the number of organized grips, the foremost being unemployment caused by a general decline in the theater. Many have had to enter new trades. Secondly, since many members are aged, the union's death rate is high. Records show that in addition to those pensioned, an average of 44 members per year die.

Up to recently, it was extremely difficult to gain admission to the union, but an apprenticeship program opened the gates to 50 sons of members last year.

Whereas stagehand membership has dipped drastically, IATSE, the parent body, has hiked its dues payers from fewer than 23,000 in 1935 to 60,000. There were 693 locals then, all in the A classification. Tab now is 805 A locals and 141 B locals. B locals are more or less catch-all units (See IATSE Losing on page 33)

BEGINNING IN THIS ISSUE: THE BILLBOARD'S NEW NETWORK PROGRAM REVIEWS AND ANALYSES, PART III OF CONTINUING PROGRAM STUDIES

Michigan Ops Revive Plan To Shift ASCAP Seat Fees To Film Producer Shoulders

Society in N. Y. Says Okay If You Can

NEW YORK, April 5.—The Michigan Independent Theater Owners' proposal to have the American Society of Composers, Authors and Publishers collect from film producers at the source rather than levy seat charges on exhibitors was greeted with no official comment from ASCAP's spokesmen here this week. It is understood, however, that ASCAP is entirely agreeable to the idea, with the usual proviso that the motion picture producers go for it as well. Then it would be a simple matter of the pic magnates coming to ASCAP.

Many years ago, tradesters recall, ASCAP did endeavor to collect pic revenues at the source, but the Hays office set-up in power at the time blocked the attempt.

The only point elaborated on by an ASCAP spokesman was the theater owners' squawk about alleged double taxation. He pointed out that ASCAP was only a performing rights agency, collected no other income from filmusic users other than for seat charges and could not understand the contention that royalties were also exacted from producers.

It was felt that either some exhibitors still believed an ancient music score charge levied against owners by producers was still in force (this practice was discarded many years back) or else exhibitors were confusing ASCAP, the collection group, with individual ASCAP publisher members who collect synchronization fees from producers for the use of copyrighted songs in pictures.

Apollo Pressing for Audience Co-Op Disks; First by May

NEW YORK, April 5.—Arrangements for the Apollo diskery to press over 500,000 platters for Audience Records, Inc., have been concluded and the first album series under the Top-Ten Records label will be distributed by May.

Audience's tallow features special cuttings by its co-op stockholders and radio stars: Amos n' Andy, Jack Benny, Edgar Bergen, Burns and Allen, Eddie Cantor, Fibber McGee and Molly and Ed Gardner. H. Paul Warwick, head of the Warwick & Legler Advertising Agency, who is administering the new record concern, also holds financial interest.

Contrary to previous reports, Audience albums will not feature transcriptions of live broadcasts, but will represent special cuttings made specifically for home disk trade by the radio celebrities. Masters were made before a live audience, however.

Interesting feature of Audience's announced selling set-up is that the company will ban radio stations and juke boxes from playing the records. Attorneys for the diskery, including a vice-president of the American Bar Association, claim that the material of Audience radio aces (unlike pop tunes which are licensed for use) is copyrightable and usage can be controlled.

Dave Garroway, emcee of Station WMAQ's 11.60 Club, pulled a sell-out house of 600 Sunday (30) with only short plugging on his radio show and will put on a repeat concert in Chi April 13 at the Twin Terraces.

DETROIT, April 5.—Age-old proposals to shift seat fees charged by the American Society of Composers, Authors and Publishers from theater exhibitors to motion picture producers are being revived here under sponsorship of the Michigan Independent Theater Owners, according to Sam Carver, MITO prexy.

MITO's pitch is to gain national support for its revived plan to have ASCAP drop its present 10-cents-per-seat charge levied on movie house ops and collect instead at the source, the source being Hollywood's motion picture producers.

"Double Taxation"

Carver's contention is that at present music royalty fees are collected from producers in addition to the seat tax collected from exhibitors. The exhibitors are opposed to this as a form of double taxation and it is known that the seat charges have been favorite pressure motives behind the recent flurry of anti-ASCAP bills introduced in State legislatures where movie owners are generally well organized and represented in the capitols.

The fact that MITO might be ax-grinding was mitigated by Carver's indication that exhibitors knew Hollywood interests would pass on to them the additional costs of at-the-source collections. With ASCAP's theater-seat take in 1946 placed at \$1,300,000, Carver estimated that with at-the-source fees included, the average increase in cost of a feature film to a producer would be about \$3,000. Passed on, the average increase in cost per film to each house would be negligible, perhaps \$5 a feature. But the important point to MITO is that the hike would not be itemized as a separate cost; hence, would not arouse the displeasure of the exhibitor individually over ASCAP exactions.

Simplification

MITO's contention is that its plan would simplify royalty procedure in the picture field and probably would point the way to more routine operation of other copyright organizations in the same field. Exhibitors' sentiment is that other copyright groups have been generally holding back and letting ASCAP lead the way in connection with film royalties. Therefore the exhibits want to start off by changing the ASCAP system.

GAC, Capitol Plot Co-Op Promotions

NEW YORK, April 5.—One of the most progressive steps ever taken to develop closer accord between recording companies and booking agencies has been launched here by General Artists Corporation (GAC) and Capitol Records.

Jack Philbin, newly appointed GAC veepee in charge of artist relations, and Walter Rivers, New York rep for Capitol, have worked out an unusual agreement involving the promotion of the Sam Donahue and Billy Butterfield orks by united effort. A preliminary step in the co-op promotion campaign calls for the diskery to advise GAC of sales, new releases and

All It Requires Is Some 'Mah-Zel'

NEW YORK, April 5.—Examples of small diskery waxings spreading into major studios continue to mount. Latest is the Feist-pubbed *Mah-Zel* tune, whose title is based on the familiar Jewish expression for "good luck."

Mah-Zel kicked off on the Coast independent label, Huckster, owned by Danny Winkler and Jack Beekman. Beekman co-wrote the song with Artie Wayne, who vocalizes on the Huckster disk. When the record started chatter on the Coast, Beekman brought the song East and nosed around for pub offers. Feist's General Manager Harry Link picked it up for \$2,500 advance against a nickle copy—this, about two weeks ago. Abetted by the fabulous Link's promotions, the song is starting to move. Arthur Godfrey sent it off on his CBS morning show and local dealers and jukes are hearing calls. Now the ditty has been set for the Andrews Sisters on Decca, Louis Prima on Majestic and maybe Vaughn Monroe on Victor. Amusing switch it that the genial Irish gentleman Art Mooney is doing *Mah-Zel* for MGM label.

Supreme Court Rules Soon on 'Form B' Pacts

WASHINGTON, April 5.—The Supreme Court is expected to hand down a final decision within six weeks on a case which will determine whether locals of the American Federation of Musicians (AFM) may negotiate contracts directly between musicians and ballrooms hiring them, rather than between musicians and their band leaders. The Court heard arguments Thursday (3) in the suit brought by the Crystal Ballroom, Des Moines, protesting the "Form B" contract under which employer-employee relations are established between the players and the person engaging them.

Under the "Form B" contract, the person engaging the orchestra or band is made liable for payment of Federal Social Security taxes. Previously, the responsibility rested on the orchestra leader. The Crystal Ballroom brought the suit two years ago in the Federal District Court in Des Moines, which upheld the complainant. The suit was directed against the U. S. Collector of Internal Revenue.

Complainant's Case

The complainant insisted that the responsibility for the tax payments belonged to the orchestra leader as "employer." The Circuit Court of Appeals in the eighth district reversed the District Court decision, and arguments were submitted at a hearing before the U. S. Supreme Court here this week, with Griff Williams and his orchestra members (all affiliated with AFM) intervening in behalf of the U. S. collector.

Robert A. Wilson, of Washington, affiliated with Joseph A. Padway, chief counsel for AFM, argued the case for the orchestra members, insisting that "Form B" was the most logical and fair basis for negotiations. Contesting this in behalf of the Crystal Ballroom were lawyers Clyde B. Charlton and Thomas B. Roberts, both of Des Moines.

areas where the particular ork's disks are moving best. In exchange, the agency will post Capitol on band bookings and other plans.

Contact Men's Union Wants Pension Plan

NEW YORK, April 5.—One of the things to be asked of pubs by Music Publishers Contact Employees union (MPCE) when present Fair Trade Agreement expires at the end of this year will be support of a pay roll deduction "pension" plan.

MPCE currently is whipping up a format for the deduction plan which probably will follow that used by many commercial industries where the employer deducts a small percentage of the employee's wages each week, matches the amount deducted with an equal amount from his own pocket and turns the total monies over to a "pension" fund.



6 National Biz Associations Aid NAMM's Three-Year Plan

CHICAGO, April 5.—National Association of Musical Merchants' (NAMM) projected three-year program, mapped out in conjunction with reps of various segs of the music business (*The Billboard*, November 16), took shape this week with the announcement from NAMM headquarters here that word has been received from six national music biz associations that they will co-operate financially with the campaign.

Program fund, originally set at \$300,000 yearly, has been pared to \$100,000. This amount will be divided among various facets of the music industry, according to their ability to pay. Actual figures on the division of funds were not disclosed.

Associations which have signified their okay of the financing, according to William A. Mills, secretary of the NAMM, include: The Piano Manufacturers' Association, National Association of Musical Merchandise Manufacturers, National Association of Musical Merchandise Wholesalers, Band Instrument Manufacturers' Association, and the Standard Publishers. No word has been received yet from the accessories manufacturers, but Mills said that they are meeting next week to decide on the program to broaden interest in music nationally. The advertising committee of the National Association of Radio Manufacturers has already okayed its quota in the drive to stimulate music nationally, but before the appropriation can be made the matter must be considered by the NAMM's directors, who will meet soon. Record manufacturers, Mills said, are being solicited for funds individually, for

they are not as yet represented by a central organization.

The board of trustees, shepherding the music campaign, have authorized the employment of Dr. Albert Haring, Indiana University prof and marketing expert, as program consultant, and he is making preliminary plans for necessary market research. Dr. Haring has slated the next meeting of the board of trustees around the end of April, at which time they will discuss the industry public relations program, which is currently being carried on experimentally.

Sy Oliver Cancels Ork Tour of South

NEW YORK, April 5.—William Morris Agency's one-nighter Three Blazers and Sy Oliver ork package, skedded for a series of dates in the South, was broken up this week when Oliver pulled out of the tour by nixing the dates. The stated reason for rejection of the dates was not so much Oliver's objection to Jim Country as it was lack of financial incentive. Eddie Greene, Oliver's personal manager, claims that the ork, still in its infancy, couldn't afford to make a trip that would be tough and not lucrative enough to cover the band's nut. But he pointed out that Oliver's refusal of the dates did not strain the orkster's relationship with WM.

Oliver will finish the tour with the Blazers on May 1, after an engagement at the Regal Theater, Chicago. Following that, the Blazers go South alone, while plans for Oliver are uncertain.

Evelyn Knight

New
DECCA
Record

SALOON
THE TOORIE ON
HIS BONNET

ORDER NOW

DIRECTION: WILLIAM MORRIS AGENCY, INC.
PRESS: SID ASCHER

First it was MUSIC GOES 'ROUND
... then BEI MIR BIST DU SCHOEN
... later RUM AND COCA COLA
and OPEN THE DOOR, RICHARD!

Now it's "THE GOOD LUCK SONG"

MAHZEL

(MEANS GOOD LUCK)

words and music by Artie Wayne and Jack Beekman

Every important record company is rushing to record this new novelty sensation.

Insure immediate delivery — Reserve records from your distributor now!

Leo Feist inc.

1619 Broadway, N. Y. 19 • HARRY LINK, Gen. Prof. Mgr. — GEORGE DALIN, Prof. Mgr.

Morris Agency 6-Months' Biz 25% Above '46

Band Bookings Boost Billings

NEW YORK, April 5. — Cress Courtney, William Morris Agency band department exec, this week revealed that the agency's billings and volume biz for the first six months of this year show a jump of approximately 25 per cent over the same period in 1946. Courtney pointed out that these figures are being realized because of the strong demand for orks for the summer season. He added that it would be highly unlikely for the summer's thriving biz to continue into the fall and winter.

Courtney explained that when the summer spots close, the situation is likely to return to the dismal state that it was in last winter, simply because of the lack of spots in which to book orks. He revealed that the agency has a man out on the road whose express job is selling the idea of using orks to ops who have suitable ork locations but who do not use big band music. The exec said this road agent thus far had opened up at least three new spots to name bands in the East for the coming fall. But he added that it would be a difficult task to successfully open the number of location spots which have folded or dropped the name ork policy in the past six or nine months.

He also said promoters and location ops become more difficult to sell, and that most would not buy unless they get guarantee-percentage deals. Courtney explained that ops felt this

Margaret Whiting Proposes "Oscars" For Music Biz

HOLLYWOOD, April 5.—Songstress Margaret Whiting, daughter of the late tunesmith, Richard Whiting, in a wire she will send Monday (7) to Deems Taylor, prexy of American Society of Composers, Authors and Publishers (ASCAP), proposes that the music biz have its own annual Oscar awards to be made to cleffers of the top tunes of the year.

Miss Whiting will recommend that ASCAP establish the yearly awards to composers of: Best new ballad of the year, top novelty tune, best rhythm song, most notable longhair work and most promising cleffer or team. Citation also would be made to the pub, scribe or individual who has contributed most to development of American music. Other awards would include special citation for the composer of the best Broadway score and the top song revival of the year. Poll conducted among top ASCAP members would determine awards.

Ross Doyle On His Own

NEW YORK, April 5. — Ross Doyle, formerly arranger and librarian with the Tommy Dorsey ork, currently is prepping his own trio and conducting a vocalist's school out of TD's office here. Doyle has written a tune, *Dreamland*, published by Barton Music and set for waxing by Kay Kyser on Columbia.

type of deal was as close to a reasonably certain means of covering their "nuts" as any other type of purchase.

MEMO
To Dealers and Ops

A hot tip on two new ones. Eckstine's "Time On My Hands" and Ventura's "Moon Nocturne" are a cinch for terrific across the counter and heavy coin machine play. Order 'em now. **THEY'RE HOT!**

P.S. You'll miss out on some ready coin if you don't latch on to Madriguera's "Jack, Jack, Jack", the biggest Latin-American hit in years.

Billy ECKSTINE
and his orchestra

'Time On My Hands'
An ever popular standard done in the Romantic Eckstine manner

'I Love the Loveliness of You'
The Bronze Balladeer thrills his fans with this one

NATIONAL #9030

To be released April 14



Charlie VENTURA
and his orchestra

America's No. 1 Saxophonist . . .
. . . Tone Painting in Modern Jazz

'Moon Nocturne'
PARTS 1 and 2
ONE OF THE TOP TEN PLATTERS
As selected by BAND LEADERS & RECORD REVIEW

NATIONAL #9029

To be Released April 14



-the most exciting Latin Dance Record in Years!

Enric Madriguera
AND HIS ORCHESTRA

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

AND Made For Each Other

NATIONAL #9028



IT'S THE ORIGINAL . . . TRILON'S

"I WONDER, I WONDER, I WONDER"

BY THE VAGABONDS
BY THE 4 ACES

On Record #114

On Record #143

CASH IN NOW!!

Call or Wire Your Nearest Distributor

Trilon Dist. Co.
1208 S. Spaulding
Chicago, Ill.

Standard Dist. Co.
1729 5th Ave.
Pittsburgh, Pa.

Robert Nicholson Dist. Co.
1201 Commerce Ave.
Houston, Texas

Trilon Dist. Co.
3724 Grove St.
Oakland, Calif.

W. M. Amann Dist. Co.
115 Olive St.
Shreveport, La.

Davis Sales Co.
1010 17th St.
Denver, Colo.

Fox Associates
2519 W. 7th St.
Los Angeles, Calif.

United Wholesalers
510 Poydras St.
New Orleans, La.

Saltan Dist. Co.
12727 Linwood Ave.
Detroit, Mich.

Frederick Lee Co.
325 2nd Ave. South
Minneapolis, Minn.

Milner Sales
110 N. 18th St.
St. Louis, Mo.

R. Warncke Co.
121 Navarro St.
San Antonio, Texas

Frederick Lee Co.
304 W. 10th St.
Kansas City, Mo.

General Distributors
1605 Court Square Bldg.
Baltimore, Md.

Dobbs and Skinner Co.
2624 Elm St.
Dallas, Texas

TRILON RECORD CO.

3123 SAN PABLO AVE.

OAKLAND 8, CALIF.

NATIONAL

Records

All Records 75c

ORDER FROM YOUR NEAREST NATIONAL DISTRIBUTOR

2 OF THE TYPICAL

LATIN-AMERICAN HIT TUNES

by

ERNESTO LECUONA

from the

20th Century-Fox Technicolor Musical
"CARNIVAL IN COSTA RICA"

MARACAS

**RUMBA
BOMBA**



Both songs featured by the

LECUONA CUBAN BOYS

in the picture and on
Majestic Record #1115



Both songs inimitably
played by

**JOSE
CURBELO**

on
Victor Record
#26-9016

Exclusive Publishers for Ernesto Lecuona

EDWARD B. MARK'S MUSIC CORP.

RCA BUILDING • RADIO CITY • NEW YORK

The
Billboard

MUSIC POPULARITY CHARTS

PART
I

The Nation's Top Tunes

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

Week Ending
April 4

TRADE
SERVICE
FEATURE

HONOR ROLL OF HITS

(TRADEMARK)

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

Position
This Week

Position
Last Week

1. ANNIVERSARY SONG

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) **2**

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 Airlane 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) **3**

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

4. MANAGUA, NICARAGUA

By Albert Gamse and Irving Fields
Published by Encore (BMI) **5**

Records available: Jose Curbelo Ork, Victor 26-9015; Julie Conway, Signature 15086; The Gordon Trio, Sonora 3032; Kay Kyser, Columbia 37214; Guy Lombardo, Decca 23782; Freddy Martin, Victor 20-2026; Two-Ton Baker and His Merry Music Makers, Mercury 5016; Bill McCune, DC 8014; Dick Peterson and the Vocal Yokels, Enterprise 251.

Electrical transcription libraries: Patti Dugan-The Jumpin' Jacks, NBC Thesaurus; Chuck Foster, Lang-Worth; Jan Garber, Capitol; Elliot Lawrence, Associated; Freddy Martin, Standard; Dick Peterson and The Vibra-Tones, MacGregor; Arthur Smith, World; Jerry Sears Ork, Muzak.

5. 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.

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. MY ADOBE HACIENDA

By Louise Massey and Lee Penny
Published by Peer International Corp. (BMI) **7**

Records available: Kenny Baker-Russ Morgan, Decca 23846; The Dinning Sisters, Capitol 389; The Esquire Trio, Rhapsody RR-101; The Hammondairs, Mars 1037; Eddie Howard, Majestic 1117; Billy Hughes, King 609; Art Kassel, Vogue R-785; Louise Massey-The Westerners, Columbia 37332; Jack McLean Ork, Coast 8001; Bobby True Trio, Mercury 3057; Billy Williams, Victor 20-2150. Electrical transcription libraries: Chuck Foster, Lang-Worth; The Novatime Trio, NBC Thesaurus; Sunshine Girls-Jimmy Wakely Ork, MacGregor.

8. (I LOVE YOU) FOR SENTIMENTAL REASONS

By Deek Watson and William Best
Published by Duchess (BMI) **8**

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. I'LL CLOSE MY EYES

By Buddy Kaye and Billy Reid
Published by Peter Maurice (ASCAP) **7**

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.

10. 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.



RCA VICTOR'S
PERRY COMO!

With the Satisfiers and Russ Case and his Orchestra in a swell new coupling that's headed for a long, profitable run in the boxes.

Little Man You've Had a Busy Day

AND

Kentucky Babe

RCA Victor 20-1918

RCA VICTOR'S
CHARLIE SPIVAK!



"A" is a neat arrangement of an Isham Jones favorite. "B" is a new blues item that's come up fast on the West Coast. Tommy Mercer's terrific vocals on both sides.

(There Is) **No Greater Love**

AND

Born to Be Blue

RCA Victor 20-2202



RCA VICTOR'S
FREDDY MARTIN!

I Can't Get Up the Nerve to Kiss You

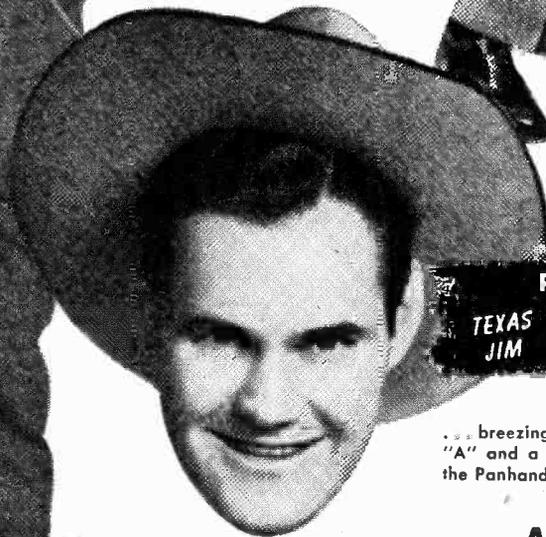
A catchy gang song with Clyde Rogers and The Martin Men.

AND

Piano Portrait

featuring Murray Arnold's fast rippling piano... another "Bumble Boogie!"

RCA Victor 20-2165



RCA VICTOR'S
TEXAS JIM ROBERTSON!

Ida-Idaho

... breezing through a fast-moving novelty on the "A" and a nice wistful ballad on the "B". With the Panhandle Punchers.

AND

A Home of My Own

RCA Victor 20-2203



RCA VICTOR'S
LESLIE SCOTT!

with Billy Moore Jr. and his Orchestra

I Hate Myself Every Morning

Neat slow-tempo singing by an up-and-coming star who's going places fast!

AND

Until the Real Thing Comes Along

Leslie's new treatment of this old favorite will get a lot of enthusiastic hearing.

RCA Victor 20-2206

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

PHIL HARRIS

A recoupling that brings you one of his top hits... plus a new one on the "A" side. Typical, sure-fire Harris delivery!

Pray for the

Lights to Go Out AND

If You're Ever Down in Texas, Look Me Up

RCA Victor 20-2207

WAYNE KING WALTZES

(Vol. 2, Album P-171)

Song of the Islands

AND

In Apple Blossom Time

RCA Victor 20-2096

Mexicali Rose

AND **Maria Elena**

RCA Victor 20-2097

Carolina Moon

AND **The Anniversary Waltz**

RCA Victor 20-2098

Roses of Picardy

AND **'Til the Sands of the Desert Grow Cold**

RCA Victor 20-2099

CHARLIE MONROE

and his Kentucky Partners

Rubber Neck Blues AND

Who's Calling You Sweetheart Tonight

RCA Victor 20-2204

ARTHUR "BIG BOY" CRUDUP

Crudup's After Hours

AND **That's All Right**

RCA Victor 20-2205

MISCHA BORR

and his Continental Orchestra

Chanson Bohemienne

AND **Valse Poudrée**

RCA Victor 25-0078

N. GOUNARIS

T. Maroudas with M. Sougious and his Orchestra

Pios Se Pire Ke Moufyges

—Tango (For Whom Are You Leaving Me?)

AND **Omorfi Athina**

(Beautiful Athens)

RCA Victor 26-8023

BEDRICK SMEAGE

and his Orchestra

Sarah Polka AND

Cervene Jablusko Waltz

(Red Apple Waltz)

RCA Victor 25-2053

ORLANDO GUERRA

(Cascarita) y la Orquesta Casino de la Playa

Rumba En Pueblo Nuevo

—Guaracha

AND **Y No Le . . .**—Guaracha

RCA Victor 23-0563

JOSÉ CURBELO

and his Orchestra. Bobby Ramos vocals

Rumba-Bomba

AND **Maracas**

RCA Victor 26-9016

MARÍA LUISA LANDÍN

Con la Orq. de Ray Montoya

Ahora—Bolero AND

Tu Felicidad—Bolero

RCA Victor 70-7345

THE STARS WHO MAKE THE HITS ARE ON



**RCA VICTOR
RECORDS**





The Twilight Three

Organ, steel guitar and accordion in suave interpretations of popular and standard tunes. That's the music of the Twilight Three. It's a refreshing addition to the ordinary box fare. Your numerous customers who seek relaxation rather than stimulation will give this combo a big play on these two numbers.

"AS YOU DESIRE ME" and
"PALE MOON" (Indian Love Song)
Majestic No. 7221

NORO MORALES AND HIS ORCHESTRA

Patrons who go for south-of-the-border rhythms go wild over Morales. They'll love his "Alé Alé"—which means "nickels" in box language.

"ALÓ ALÓ" and
"YOU BETTER MIND YOUR MAMA"
Vocal by NITA DEL CAMPO
Majestic No. 1118

Majestic RECORDS

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

The Billboard MUSIC POPULARITY CHARTS PART II Sheet Music

Week Ending
April 4



BEST-SELLING SHEET MUSIC

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

Weeks to date	POSITION Last Week	POSITION This Week	Song	Publisher
12	1	1	ANNIVERSARY SONG (F) (R)	Mood
5	3	2	LINDA (R)	E. H. Morris
8	2	3	HOW ARE THINGS IN GLOCCA MORRA? (M) (R)	Crawford
6	6	4	HEARTACHES (R)	Leeds
12	4	4	MANAGUA, NICARAGUA (R)	Encore
10	5	5	GUILTY (R)	Feist
15	7	6	I'LL CLOSE MY EYES (R)	Peter Maurice
20	9	7	(I Love You) FOR SENTIMENTAL REASONS (R)	Duchess
2	13	8	MAM'SELLE (F) (R)	Feist
3	12	9	IT'S A GOOD DAY (R)	Capitol Songs
2	15	10	YOU CAN'T SEE THE SUN WHEN YOU'RE CRYING (R)	George Simon
3	8	11	BLESS YOU (For Being an Angel) (R)	Shapiro-Bernstein
1	—	12	IF I HAD MY LIFE TO LIVE OVER AGAIN (R)	General
1	—	13	MY ADOBE HACIENDA (R)	Peer
1	—	14	ROSES IN THE RAIN (R)	Barton
14	14	15	OH, BUT I DO (F) (R)	Witmark

ENGLAND'S TOP TWENTY

Weeks to date	POSITION Last Week	POSITION This Week	Song	Publisher
15	1	1	THE OLD LAMPLIGHTER	Irwin Dash Shapiro-Bernstein
12	3	2	ANNIVERSARY SONG	Campbell-Connelly Mood
16	4	3	THE STARS WILL REMEMBER	Feldman *
3	2	4	OPEN THE DOOR, RICHARD	Leeds Duchess
10	5	5	APRIL SHOWERS	Chappell Harms, Inc.
14	6	6	GO HOME (Your Mother Wants You)	Yale *
5	7	7	HOW LUCKY YOU ARE	Kassner *
5	9	8	DON'T FALL IN LOVE	Chappell *
7	8	9	THE RICKETY RICK-SHAW MAN	Southern Peer
20	10	10	FIVE MINUTES MORE	Edwin Morris Melrose
11	13	11	(I Love You) FOR SENTIMENTAL REASONS	Peter Maurice Duchess
28	11	12	TO EACH HIS OWN	Victoria Paramount
3	12	13	WHEN CHINA BOY MEETS CHINA GIRL	Mac Melodies *
2	17	14	HI JIG A JIG	Box and Cox *
10	14	15	MAY I CALL YOU SWEETHEART?	Irwin Dash *
9	15	15	THE THINGS WE DID LAST SUMMER	Edwin Morris E. H. Morris
8	16	16	THE ACCORDION	Lawrence Wright *
**9	17	17	ZIP-A-DEE DOO-DAH	Sun Santly-Joy
8	15	18	THE WHOLE WORLD IS SINGING MY SONG	Francis Day Robbins
***1	—	19	GOODNIGHT, YOU RASCAL	Francis Day *
2	—	20	IF I'M LUCKY	Chappell Triangle

* Publisher not available as The Billboard goes to press.
** Should have been listed as number 17 last week.
*** Should not have been listed last week.

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, 1946.

The Billboard
MUSIC POPULARITY CHARTS
PART III
Radio Popularity

Week Ending
 April 4



SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, March 28, 8 a.m., and ending Friday, 8 a.m., April 4)

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

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

Wks. to date	Rank	Title	Artist	Lic.
	1	A Sunday Kind of Love (R)	Leeds	ASCAP
	13	Anniversary Song (F) (R)	Mood	ASCAP
	3	April Showers (F) (R)	Harms, Inc.	ASCAP
	1	Beware My Heart (F) (R)	Feist	ASCAP
	9	Bless You (For Being an Angel) (R)	Shapiro-Bernstein	ASCAP
	1	Da You Love Me Just as Much as Ever?	Gold Mine	ASCAP
	20	(I Love You) For Sentimental Reasons (R)	Duchess	BMI
	13	Guilty (R)	Feist	ASCAP
	5	Heartaches (R)	Leeds	ASCAP
	10	How Are Things in Glocca Morra? (M) (R)	Crawford	ASCAP
	15	I'll Close My Eyes (R)	Peter Maurice	ASCAP
	3	It Takes Time (R)	London	BMI
	13	It's a Good Day (R)	Capitol Songs	ASCAP
	4	Linda (R)	E. H. Morris	ASCAP
	12	Managua, Nicaragua (R)	Encore	BMI
	3	Maybe You'll Be There (R)	Triangle	ASCAP
	3	My Adobe Hacienda (R)	Peer	BMI
	8	(There Is) No Greater Love (R)	World	ASCAP
	18	Oh, But I Do (F) (R)	Witmark	ASCAP
	11	Sonata (R)	Oxford	ASCAP
	3	That's Where I Came In (R)	Robbins	ASCAP
	4	This Is the Night (R)	Jefferson	ASCAP
	7	Too Many Times (R)	Advanced	ASCAP
	3	We Could Make Such Beautiful Music (R)	BMI	BMI
	5	What Am I Gonna Do About You? (F) (R)	Paramount	ASCAP
	1	When Am I Gonna Kiss You Good Morning? (R)	Feist	ASCAP
	9	(Oh Why, Oh Why, Did I Ever Leave) Wyoming? (R)	Feist	ASCAP
	1	You Can Take My Word For It, Baby (R)	E. H. Morris	ASCAP
	7	You Can't See the Sun When Your Crying (R)	George Simon	ASCAP

RECORDS MOST-PLAYED ON THE AIR

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among 1,200 disk jockeys throuthout 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 Last Week	This Week	Title	Artist	Lic.	Br.
7	1	1	HEARTACHES	Ted Weems (Elmo Tanner)		Decca 25017—ASCAP
7	2	2	ANNIVERSARY SONG (F)	Dinah Shore (Morris Stoloff Ork)		Victor 20-2175—ASCAP
9	3	3	LINDA	Ray Noble-Buddy Clark		Columbia 37234—ASCAP
2	13	4	HEARTACHES	Harry James		Columbia 37215—ASCAP
5	7	5	ANNIVERSARY SONG (F)	Al Jolson (Morris Stoloff Ork)		Columbia 37305—ASCAP
6	4	6	ANNIVERSARY SONG (F)	Andy Russell (Paul Weston Ork)		Decca 23714—ASCAP
13	9	6	MANAGUA, NICARAGUA	Kay Kyser (The Campus Kids)		Capitol 368—ASCAP
3	11	7	A RAINY NIGHT IN RIO (F)	Sam Donahue		Columbia 37214—BMI
1	—	8	MY ADOBE HACIENDA	Eddy Howard (Eddy Howard-Trio)		Capitol 325—ASCAP
6	8	9	ANNIVERSARY SONG (F)	Tex Beneke-Miller Ork (Gary Stevens-The Mello Larks)		Majestic 1117—ASCAP
1	—	9	ROSES IN THE RAIN	Frankie Carle (Marjorie Hughes)		Victor 20-2126—ASCAP
10	5	10	GUILTY	Margaret Whiting (Jerry Gray Ork)		Columbia 37252—ASCAP
22	14	11	(I LOVE YOU) FOR SENTIMENTAL REASONS	King Cole Trio		Capitol 324—ASCAP
1	—	11	LINDA	Charlie Spivak		Capitol 304—BMI
12	—	11	MANAGUA, NICARAGUA	Freddy Martin (Stuart Wade-Ensemble)		Victor 20-2047—ASCAP
2	—	11	THAT'S MY DESIRE	Frankie Laine		Victor 20-2026—BMI
13	—	12	(I LOVE YOU) FOR SENTIMENTAL REASONS	Charlie Spivak (Jimmy Saunders)		Mercury 5007—ASCAP
13	7	12	(I LOVE YOU) FOR SENTIMENTAL REASONS	Dinah Shore		Victor 20-1981—BMI
						Columbia 37188—BMI

Coming Up

I DO, DO, DO, LIKE YOUJohnny Mercer (Paul Weston)Capitol 367—ASCAP

dream-able, dance-able, sing-able, profit-able!

That's our new
rainbow
 Record hits

DIPSY-DOODLE DANCE CONTEST

Album of Rumba, Polka, Fox-Trot, Jitterbug, Waltz, and Peabody ... with complete instructions and rules

Larry Clinton and his Orchestra

Rainbow Album 301, List Price \$3.00

HOW TO WRITE A SONG

Album of 6 Easy Lessons with Records Designed for your Listening and Dancing Pleasure

Jack Lawrence and his Quartet

Vocals by Jack Lawrence and the Quartet

Rainbow Album 302, List Price \$3.00

SHOW PARADE of 1946-47

Album of the Leading Hit Songs from Six Smash Broadway Musicals

1. Annie Get Your Gun. 2. Call Me Mister. 3. Carousel. 4. Finian's Rainbow 5. Oklahoma. 6. St. Louis Woman.

Larry Clinton and his Orchestra

Vocals by the Toon Timers

Rainbow Album 303, List Price \$3.00

DON'T CRY LITTLE GIRL, DON'T CRY

(In the opinion of Billboard's music staff a record most likely to achieve popularity.)

IT'S A SIN TO TELL A LIE

Jack Lawrence and his Quartet

Vocals by Jack Lawrence

Rainbow 10001, List Price 75¢

MY DARLING CLEMENTINE I WONDER WHO'S KISSING HER NOW

from the 20th Century-Fox Film "I Wonder Who's Kissing Her Now"

Marshall Young with Orchestra

Vocals by Marshall Young

Rainbow 10002, List Price 75¢

STARDUST MOONGLOW

Marshall Young with Orchestra

Vocals by Marshall Young

Rainbow 10003, List Price 75¢

EDDIE'S STEEL GUITAR BOOGIE WABASH CANNONBALL

(with vocal by Eddie McMullen)

Eddie McMullen's Sleepy Valley Five

Rainbow 50001, List Price 75¢

To insure prompt shipment, order today, if your distributor cannot supply you, send us your order. We will direct it to your nearest distributor.

156 W. 44th ST.



NEW YORK 18, N.Y.

Sterling's

201 HILLBILLY RECORD
by HANK WILLIAMS
is a **BIG HIT**

CALLING YOU and NEVER AGAIN...

HANK has a SURE HIT with this one. Play it . . . and you'll sell it. It's as hillbilly as korn likker. The country's going crazy for hillbillies and completely loco over this one. So stock up!

And here's another hit by Hank Williams and his Drifting Cowboys.

204. WEALTH WON'T SAVE YOUR SOUL and WHEN GOD COMES AND FATHERS HIS JEWELS

HANK'S NEWEST RELEASE

208. MY LOVE FOR YOU HAS TURNED TO HATE and I DON'T CARE (if tomorrow never comes) . . .

Both of above are by Hank Williams and his Drifting Cowboys. We predict you'll sell carloads of these Hank Williams Records.

207. LOOK IN THE LOOKING GLASS and OKLAHOMA CITY
By LOUIS and the INNIS CLAN

Louis Innis is the bass and guitar player in Rod Foley's band that broadcasts at the GRAND OL' OPRY in Nashville every Saturday night. This is his initial bow as a Sterling artist . . . and, we are sure, he will be asked for plenty of encores.

And for a change of pace — here's

RILEY SHEPARD

205. STRIKE! WHO? ME? (Who are you talking to?)
By Riley Shepard, The Cowboy Philosopher, accompanied by The Briarhoppers.

Wily Riley has a style of his own. His records are on the wanted, quick list. You'll want them, and you'll want them quickly!

HOT WESTERNS

These are a-steamin' — 'cause they were made by the OKLAHOMA WRANGLERS — who can wrangle a hot tune out of a steer's horns.

202 I Can't Go On This Way and You Don't Have To Worry

203 I'm Sorry If That's The Way You Feel and Farther And Farther Apart

distributors everywhere or

STERLING RECORD CO., 7 West 46th St., New York 19

The Billboard
MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Week Ending April 4



BEST-SELLING POPULAR RETAIL RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
6	1			1. HEARTACHES <i>Oh, Monah</i> <i>Piccolo Pete</i>	Ted Weems (Elmo Tanner)	Decca 25017
					Ted Weems (Elmo Tanner)	Victor 20-2175
9	2			2. ANNIVERSARY SONG <i>Avalon</i>	Al Jolson (Morris Stoloff Ork)	Decca 23713
3	3			3. LINDA <i>Love Is a Random Thing</i>	Ray Noble Ork-Buddy Clark	Columbia 37215
8	4			4. MANAGUA, NICARAGUA <i>What More Can I Ask For?</i>	Guy Lombardo (Don Rodney-Lombardo Trio)	Decca 23782
10	5			5. MANAGUA, NICARAGUA <i>Heaven Knows When</i>	Freddie Martin (Stuart Wade-Ensemble)	Victor 20-2026
1	—			6. MY ADOBE HACIENDA <i>Midnight Masquerade</i>	Eddy Howard (Eddy Howard-Trio)	Majestic 1117
6	7			7. ANNIVERSARY SONG (F) <i>Heartaches, Sadness and Tears</i>	Dinah Shore (Morris Stoloff Ork)	Columbia 37234
8	8			8. ANNIVERSARY SONG (F) <i>Uncle Remus Said</i>	Guy Lombardo (Kenny Gardner)	Decca 23799
7	9			9. ANNIVERSARY SONG (F) <i>Hoodle Addle</i>	Tex Beneke-Miller Ork (Garry Stevens-The Mello Larks)	Victor 20-2126
3	10			10. LINDA <i>So They Tell Me</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	Record Title	Artist	Label
13	1			1. Al Jolson Album <i>Al Jolson</i>		Decca 469
4	2			2. Concerto Album <i>Freddy Martin</i>		Victor P-169
3	4			3. 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
2	5			4. Romance Album <i>Eddy Howard</i>		Majestic 15
8	3			5. All-Time Hits Album <i>Tommy Dorsey</i>		Victor P-163

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
52	1			1. Jalousie <i>Boston Pops</i>		Victor 12160
68	4			2. Warsaw Concerto <i>Arthur Fiedler, conductor; Leo Litwin, pianist; Boston Pops</i>		Victor 11-8863
79	3			3. Clair de Lune <i>Jose Iturbi</i>		Victor 11-8851
94	2			4. Chopin's Polonaise <i>Jose Iturbi</i>		Victor 11-8848
12	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	Record Title	Artist	Label
30	1			1. Rachmaninoff Concerto No. 2 in C Minor <i>Artur Rubinstein, pianist, NBC Ork; Valdimir Golschmann, conductor</i>		Victor 1075
85	2			2. Rhapsody in Blue <i>Oscar Levant, Philadelphia Ork; Eugene Ormandy, conductor</i>		Columbia X-251
13	—			3. Tchaikowsky Nutcracker Suite <i>New York Philharmonic Symphony Ork; Rodzinski, conductor</i>		Columbia MM-627
2	4			3. Beethoven (Sonata Pathetique) No. 8 in C Minor <i>Artur Rubinstein</i>		Victor M-1102
1	—			4. Rhapsody in Blue <i>Paul Whiteman</i>		Signature GP-1
1	—			5. Khatchaturian; Gayne-Ballet Suite <i>New York Symphony Ork; Efren Kurtz, conductor</i>		Columbia MM-664

The Billboard
MUSIC POPULARITY CHARTS

PART
V



Juke Box Record Plays

Week Ending
April 4

MOST-PLAYED JUKE BOX RECORDS

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

Weeks to date	POSITION Last Week	POSITION This Week	Record	Label
6	1	1	HEARTACHES—Ted Weems (Elmo Tanner)	Decca 25017
7	2	2	ANNIVERSARY SONG (F)—Guy Lombardo (Kenny Gardner)	Victor 20-2127
6	3	3	LINDA—Ray Noble-Buddy Clark	Decca 23799
12	4	4	MANAGUA, NICARAGUA—Guy Lombardo (Don Rodney-The Lombardo Trio)	Columbia 37215
12	—	5	MANAGUA, NICARAGUA—Freddy Martin (Stuart Wade-Ensemble)	Decca 23782
5	6	6	ANNIVERSARY SONG (F)—Al Jolson (Morris Stoloff Ork)	Victor 20-2026
5	7	6	ANNIVERSARY SONG (F)—Dinah Shore (Morris Stoloff Ork)	Decca 23714
7	5	7	ANNIVERSARY SONG (F)—Tex Beneke-Miller Ork (Garry Stevens-The Mello Larks)	Columbia 37234
2	8	8	MY ADOBE HACIENDA—Eddy Howard (Eddy Howard-Trio)	Victor 20-2126
3	11	9	LINDA—Charlie Spivak	Majestic 1117
5	12	10	GUILTY—Margaret Whiting (Jerry Gray Ork)	Victor 20-2047
2	10	11	HOW ARE THINGS IN GLOCCA MORRA? (M)—Buddy Clark (Mitchell Ayres Ork)	Capitol 324
7	—	12	MANAGUA, NICARAGUA—Kay Kyser (The Campus Kids)	Columbia 37223
3	15	13	HOW ARE THINGS IN GLOCCA MORRA? (M)—Dick Haymes-Gorden Jenkins	Columbia 37214
4	14	14	ANNIVERSARY SONG (F)—Andy Russell (Paul Weston)	Decca 23830
1	—	14	GUILTY—Ella Fitzgerald-Eddie Heywood Ork	Capitol 368
3	9	15	HOW ARE THINGS IN GLOCCA MORRA? (M)—Tommy Dorsey (Stuart Foster)	Decca 23844
				Victor 20-2121

Coming Up

HOW ARE THINGS IN GLOCCA MORRA? (M)—Martha Tilton (Dean Elliott Ork) Capitol 345
HEARTACHES—Harry James Columbia 37305

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 Week	POSITION This Week	Record	Label
12	1	1	SO ROUND, SO FIRM, SO FULLY PACKED	Merle Travis Capitol 349
7	2	2	WHAT IS LIFE WITHOUT LOVE?	Eddy Arnold Victor 20-2058
2	4	3	NEW JOLIE BLONDE	Red Foley (The Cumberland Valley Boys) Decca 46034
9	3	4	NEW PRETTY BLONDE (JOLE BLON)	Moon Mullican and the Show-boys King 578
4	5	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 Week	POSITION This Week	Record	Label
17	1	1	AIN'T NOBODY HERE BUT US CHICKENS	Louis Jordan Decca 23741
6	4	2	TEXAS AND PACIFIC	Louis Jordan (Louis Jordan) Decca 23810
6	2	3	OPEN THE DOOR, RICHARD	Louis Jordan Decca 23841
4	5	4	OLE MAID BOOGIE	Eddie Vinson Ork (Eddie Vinson) Mercury 8028
2	—	5	I WANT TO BE LOVED	Savannah Churchill Manor 1046



KAY KYSER

and his orchestra
presenting

JANE RUSSELL

in

AS LONG AS I LIVE

Also with The Campus Kids and Gloria Wood
Kay Kyser and his Orchestra

in

POSSUM SONG

(Six, Tall, Slim, Slick, Sycamore Saplin')

COLUMBIA 37292

oe Russell stars in the famous Howard Hughes production, "The Outlaw"

Columbia Records

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



Another HIT Song
on HIT Records
by HIT Artists

MIDNIGHT MASQUERADE

By BERNARD BIERMAN,
ARTHUR BERMAN and JACK MANUS

Recorded By
(listed alphabetically)

BLUE BARRON
FRANKIE CARLE

CARMEN CAVALLERO
JOHN CONTI
GLEN GRAY
EDDY HOWARD
SAMMY KAYE
MONICA LEWIS
ALVINO REY
TED STRAETER

M. G. M. #10014
COLUMBIA (to be released shortly)
DECCA #23852
APOLLO #3066
MERCURY #5035
MAJESTIC #1117
VICTOR #20-2122
SIGNATURE #15078
CAPITOL #390
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 April 4

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.

PEG O' MY HEART.....The Harmonicats..... Vitacoustic No. 1 & 2

There's a story that goes with this one. Vitacoustic, newly formed Midwest label out of the former Universal diskery, launched their harmonica version of "Peg" just recently. Mouth-organing was highlighted by a unique echo chamber effect giving depth and glucose which helps cover up other technical flaws. Disk has created a mild panic in Chicago and St. Louis at this writing, and looks to spread fast. Harmonicats, trio, handle the grand old song sweet and slow, with a string guitar finishing off measures with echoed notes. Flip on No. 1 and No. 2 are Chopin's "Fantasy Impromptu" and "Malaguena." Latter stands out as especially suited to unique harmonica treatment and probably makes No. 2 the better disk for coin boxes and home trade. Record biz has seen everything but a harmonica platter hit—this might be the baby to do it.

MAMA, DO I GOTTA?.....Dinah Shore with Sonny Burke Ork..... Columbia 37291

Dinah's mellow on a new rhythm novelty. But this Shore disk is distinguished not only for the chirp's larynx, but for the outstanding arrangement and musical backgrounds supplied by the Sonny Burke-led ork. Both Dinah and the song should sell this one for heavy returns on the jukes. Flip, "When Am I Gonna Kiss You Good Morning?" is another light rhythm tune wrapped up capably by the Shore-Burke combine.

CU-TU-GU-RU (Jack, Jack, Jack).....Xavier Cugat with Boyd Triplets.... Columbia 37319

Enric Madriguera with Patricia Gilmore and Ensemble.... National 9028
Scintillating Latin waxings that stack up as the best of their kind in many moons, with a slight nod in Senior Cugat's direction because of Columbia's superior production and distribution facilities. Cugie's platter is backed by the very pretty Latin-flavored "Illusion" ballad, with lyrics adequately supplied by Dorothy Porter. Madriguera backs up his version with a bolero, "Made for Each Other," with vocals by Patricia Gilmore.

I CAN'T GET UP THE NERVE TO KISS YOU.....Harry James with Art Lund..... Columbia 37301

Another Benjamin-Weiss ditty, not too attractive a song, but admirably arranged and performed by the James crew, with a strong assist in the light-hearted, rhythmic lyricizing of Art (now MGM) Lund, which should help pull in the coins. Reverse is the catchy rhythm tune from the "Ladies' Man" film, "What Am I Gonna Do About You?" with some more Lund singing and solid James backing. Added incentive on each side is brief snatches of The Horn at his schmaltziest.

WHAT TO DO.....Mary Osborne Trio with vocal by Mary Osborne..... Signature 15076

Strictly an outside starter because the talented Mary Osborne isn't too well known nationally and the Signature label isn't big enough to insure a hit with this disk, but the waxing is a highly pleasant, musicianly side that may become another of those independent "sleeper" disks. Tune is based on an old Jewish folk song, with Miss Osborne's two vocal choruses bridged by a Frelach-like instrumental bit displaying the gal's plectrum virtuosity. Reverse is "Hoodle Addie," which also shows off the Osborne dual talents with pleasing results.

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.

FRANK SINATRA
(Columbia 37288-37300)

It's the Same Old Dream—FT; V.
The Brooklyn Bridge—FT; V.
Time After Time—FT; V.
I Believe—FT; V.

From the tuneful Sammy Cahn-Jule Styne screen score for "It Happened in Brooklyn," Frank Sinatra gives fine lyrical exposition of four songs, virtually all in the smooth-spinning ballad register. And the voice registers on all chants, particularly for the nostalgic "Time After Time" ballad, backing with a catchy rhythm chune in "I Believe." It's an easy flow of rhythm for the tuneful "It's the Same Old Dream," Sinatra's vocal force all the more forceful in the song assist of the Four Hits and a Miss. And to complete, pays a glowing lyrical tribute to that famous old structure in "The Brooklyn Bridge." Per usual, Axel Stordahl's musical accompaniment excels.

Movie hypo gives all the sides a fair chance for coins.

WOODY HERMAN (Columbia 37289)
Across the Alley From the Alamo—FT; V.
No Greater Love—FT; V.

Strong on the song selling, the musical substance that sparks his singing is sorely missing as Woody Herman spins out sans his band. The rhythm section (The Four Chips), to which he adds a lick of his clarinet when not chanting, hardly suffices to frame the depth of feeling Herman gives off for the oldie "No Greater Love" ballad. For the flip, spinning at a brighter beat, Herman has the advantage of an attractive rhythm novelty in Joe Green's "Across the Alley From the Alamo." The former maestro cuts jive capers with the

wordage, joined in the singing by the accompanying four, and the selling is entirely on his own vocal strength without creating any undue enthusiasm.

Popularity of the ex-maestro and the novelty title will bring phono attention to "Across the Alley."

TED STRAETER (Sonora 2003-2005)

Midnight Masquerade—FT; VC.
That's Where I Came In—FT; VC.
You'll Know When It Happens—FT; VC.
Heartaches—FT; VC.

Remembered as the choral director for Kate Smith's air shows and a Steinway darling of the smart supper clubs, Ted Straeter now offers up an aggregation built around his keyboarding that spins out plenty of promise to attain the popularity heights. Plenty of instrumental body and color in the blending of the instruments, making for a rich mixture that affords both melodic pleasures to the ear as well as a pronounced rhythmic flow for the hoof. And all the more pronounced is the maestro's own keyboard artistry, replete with flowing flourishes and rippling arpeggios that sheds Steinway sparkle over the spin. Also on the distaff side of the dinking is the heart-felt chanting of Kitty Crawford, her ballad piping for "You'll Know When It Happens" and particularly for "That's Where I Came In" very much in keeping with the polished music making for the Straeter aggregation. Backsiding ballads, with stronger song selections, has acceptable lyrical accounts in the baritone of Bill Kaylor for "Midnight Masquerade" and "Heartaches."

"Midnight Masquerade" and Heartaches" make it easier for the coin clans to discover the band.

(Continued on opp. page)



IT'S
Bill Nettles
ON

BULLET RECORDS
No. 637



Written by
BILL NETTLES
Recorded by
BILL NETTLES and the DIXIE BLUE BOYS

"TOO MANY BLUES" in 3/4 Time

BULLET RECORDING CO.
2320 Twelfth Ave.
So., P.O. Box 1002,
Nashville, Tenn.

(Continued from opp. page)

PERRY COMO (Victor 20-1918)
Little Man You've Had a Busy Day—FT; V.
Kentucky Babe—W; V.

Aided by the satisfying harmonies of The Satisfiers blending with the hushed musical harmonies of the orchestra directed by Russ Case, Perry Como gives tender lyrical treatment for both of these familiar lullabies. There is a strong note of sincerity in his paternal piping, with tempo liberty, for the familiar "Little Man" kiddie ballad. And even more soothing is his lullabying for the waltz evergreen, "Kentucky Babe."

Home phonos will be favored for these sides.

BILLIE HOLIDAY (Decca 23853)
There Is No Greater Love—FT; V.
Solitude—FT; V.

The languid lyricizing of Billie Holiday, her word phrasings stepped in jazz feeling, makes for a beaucoup sultry spin in slow and seductive fashion for an outstanding rendition of "Solitude." And with full band support, makes the word-slinging just as sensuous for the familiar "There Is No Greater Love" ballad of yesteryear. It's la belle Billie at her singing best.

Fine and mellow for the jazz fans.

BILLIE STEWART (Savoy 649)
Gloomy Sunday—FT; V.
In My Solitude—FT; V.

If this isn't the real thing, it's as close as anyone could get for comfort. Meaning, of course, that this is the sensuous and seductive singing of Billie Holiday for two familiar songs tailored for her jazz talents, altho the label reads "Billie Stewart." Lyrical phrasings for "Solitude" identical to that which Miss Billie cut on the Decca platter coming forth at the same time. Full band gives her full rhythmic support.

For the Billie Holiday fans, who must be legion.

RAYMOND SCOTT (MGM 10006)
We Knew It All the Time—FT; VC.
Manhattan Serenade—FT.

Providing the band boys with attractive lyrical patter to set the stage for Dorothy Collins' rhythmic chanting for a bright bouncing "We Knew It All the Time," Raymond Scott hits a wide commercial mark with his first cutting for the new label. Thruout, the band lays down a solid rhythmic support, showing off its instrumental power and prowess for a full-bodied playing of Louis Alter's "Manhattan Serenade." The blend of reeds smack much of the Glenn Miller color, and only a slow and draggy tempo keeps the instrumental body displayed from attracting real attention to its music making for a full-fashioned Scott arrangement.

"We Knew It All the Time" designed for coin box dishing.

TEX BENEKE (Victor 20-2190)
The Blues of the Record Man—FT; VC.
Why Don't We Say We're Sorry?—FT; VC.

Strictly novelty is the Tex Beneke needing for "The Blues of the Record Man." However, it all borders on the mediocracy, being an innocuous lyrical story of the radio disk jockey told in song by the maestro and The Mellow Larks. Moreover, Beneke's attempt at musical satire with the interpolation of identifying Sammy Kaye, Charlie Spivak, Tommy Dorsey and Duke Ellington music misses by a mile. Only for the fact that the band lays down a solid rhythmic beat thruout is the dishing tolerable. Much more in keeping with Beneke's capabilities is the "Why Don't We Say We're Sorry?" ballad on the backside with a Glenn Millerish musical send-off for Garry Stevens to sing the words of sentiment. Contrasting on the same cutting, Stevens is joined by the maestro and the harmonizing Mellow Larks for a rhythm stanza in the stepped-up stanza.

"Why Don't We Say We're Sorry?" if the song hits the sheet.

BOBBY DOYLE-JOSE MORAND
 (Signature 15079)

Illusion—FT; V.
The Story of Sorrento—FT; V.

Enjoying most tuneful ballad melodies, together with attraction in the slow rumba rhythms of Jose Morand's music, the baritone of Bobby Doyle falls easy on the ears on both counts. Most engaging is his troubadouring, in full voice, for the exotic melody of "Illusion." And in similar fashion, introduces a sequel "story" for the lovely "Carry Me Back To Sorrento" melody.

Phono play almost entirely depending on personal following of the singer

EDDY HOWARD (Majestic 1120)
I Can't Believe It Was All Make Believe—FT; VC.
Maybe You'll Be There—FT; VC.

The sweet singing of Eddy Howard, with his music making scaled to the same sugary proportions, provides the same attractive lyrical luster to both of these slow ballads. And most attractive when the maestro is joined by the trio of voices for the more tuneful "Maybe You'll Be There," song selling it alone for "I Can't Believe It Was All Make Believe."

Eddy Howard fans will lap up both sides of the label for phono play.

RAY DOREY (Majestic 7217)
Mam'selle—FT; V.
The Man Who Paints the Rainbow—FT; V.

For his disk bow, baritone Ray Dorey has the top advantage of two of the top drawer ballads of the day's vintage. Moreover, maestro Paul Baron's subdued yet richly and colorfully orchestrated back-grounds make for a musical frame that can do any singer real proud. While there is a fine texture to Dorey's deep baritone voice, lad displays greater dramatic than romantic force with the result that the spinning doesn't brush against fem ears in the manner to which they have been accustomed. Promising to soar the song heights is the lovely mood melody, "Mam'selle," which was the theme music from the cafe scene in "The Razor's Edge" movie. Spins it at a slow tempo as does the tuneful "Man Who Paints the Rainbow."

Songs themselves may provide some coin attention for the new singing name.

THE THREE SUNS (Victor 20-2197)
I Never Knew—FT.
Unless It Can Happen With You—FT; VC.

Only a blend of organ, accordion and guitar in this threesome, but the Suns bring out all of the melodic contagion of the bouncy and buoyant "Unless It Can Happen To You" ballad with Artie Dunn's sweet song sparkling the lyrical attraction. For the flip, threesome spin it instrumentally and plenty rhythmically for the "I Never Knew" evergreen.

Real coin contagion in the song and the Suns spinning for "Unless It Can Happen To You."

JOHN CONTE (Apollo 1044)
Beware My Heart—FT; V.
Midnight Masquerade—FT; V.

Plenty of lyrical luster in the sugar-coated bary chanting of John Conte for these two popular ballads. And the musical support of Jerry Jerome is full-fashioned to frame his singing. However, the spinning sets off no spark, largely the result of a slow drag tempo, most pronounced for "Midnight Masquerade," where the lovely melody loses entirely its buoyancy. Faring better under the drag is "Beware My Heart," from the movie "Carnegie Hall."

Hardly expected to hold up in the coin sweepstakes for these popular songs.

DINAH SHORE (Columbia 37278)
The Egg and I—FT; V.

La Dinah wraps up this wordage handily, her piping ringing a true note in needling both of these screen ballads. It's a bright beat applied by Sonny Burke's music for the picture title tune, "The Egg and I," sustaining the rhythms as well in the slow ballad tempo as Miss Shore sings it softly and full of meaning for "Who Cares What People Say" from the "Nara Prentiss" score.

Both sides promise to pay off for ops.

ARTIE SHAW-MEL TORME
 (Musicraft 492)
It's the Same Old Dream—FT; V.
I Believe—FT; V.

Taking two of the top tunes from the "It Happened in Brooklyn" screen score, Artie Shaw gives best account for the rhythmic "I Believe" ditty. The band is on a solid jump kick, and instrumentally spotlights the trombone section and his own clarinet. Lyrically, spinning brings on the breathless singing of Mel Torme, his intimate song style serving well for the contagious ditty. For the flip, "It's the Same Old Dream," Shaw loses much of the ballad's melodic richness in setting a heavy rhythmic base at a fast tempo for the lovely song. And at this speed, Torme's soulful expressions in song are lost.

"I Believe," with the attending screen support, should show strong in the phonos in this plattering.

ARTHUR SMITH
 (Super Discs 1032-1033)
After You've Gone—FT.
Have a Little Fun—FT; VC
No o'Clock Jump—FT.
Maybe I'm Right—FT; VC.

Arthur (Guitar Boogie) Smith, whose flash fingering of the electric steel guitar has started a whole new trend in hillbilly hot music, showcases his frantic guit' box pickings on these sides. Supported by his "Sensational Trio" of two additional guitars and bass, he plays it like wildfire on the strings and then contrasts in low-down blues style on the lower strings for "After You've Gone." And picking away at the single strings at a fast clip, makes it an exciting "No o'Clock Jump." For the other two sides, Smith heads up the Krackerjacks, a Western instrumental unit, for two novelty hillbilly numbers. Both taken at a lively clip and getting in some fine licks on his electrical guitar along with the scrapings of the hot fiddler, it's a party song set to square dance music for "Have a Little Fun," an un-billed male singer and assisting trio for the word-slinging. Another un-billed voice takes on "Maybe I'm Right," singing about a two-timing girl. But the instrumental efforts count for much more than the singing.

The two instrumental guitar sides stack up strong for the coin boxes.

(Continued on page 123)

BLACK & WHITE'S

APRIL SHOWER

OF COIN COLLECTORS

T-BONE WALKER
 with Al Killian Quintette
 115 DON'T GIVE ME THE RUNAROUND
 IT'S A LOW DOWN DIRTY DEAL

ANNETTE WARREN
 with Phil Moore's Orchestra
 826 LOTS OF LUCK TO YOU
 AM I BLUE

JACK McVEA and His Door Openers
 835 CROW'S BEING EVICTED
 WHAT'S HAPPENING

ZEKE CLEMENTS
 and His Western Swing Gang
 10014 IT'S MY LIFE
 YOU'RE FREE AGAIN

JO EVANS with Maxwell Davis' Orchestra
 118 LOVING COURSE BLUES
 COLD BLOODED

ALLEN SCHRADER and His Orchestra
 with BOB HAYWARD vocal
 834 THINGS (I'll Remember You By)
 BUT NOT FOR ME

GAYLORD CARTER
 on the Hammond Organ
 3015 TOY TRUMPET
 TWILIGHT IN TURKEY

RUDY SOOTER and His Californians
 10015 A MILLION DAISIES TOLD ME
 I CAN TELL BY THE LOOK ON YOUR FACE

BLACK & WHITE

ORDER NOW
IMMEDIATE DELIVERY

BLACK & WHITE RECORDING CO., INC.
 4910 Santa Monica Blvd. • Hollywood 27, Calif.

LIKE SOUTH OF THE BORDER MUSIC?

Then you'll go for
SIGNATURE'S latest
releases



Bobby Doyle

WITH JOSE MORAND'S ORCHESTRA

**ILLUSION
THE STORY OF
SORRENTO**

SIG 15079

Monica Lewis

WITH JOSE MORAND'S ORCHESTRA

**THRILL ME
MADE FOR
EACH OTHER**

SIG 15105



and that all-time Western favorite

Curly Gribbs

and his Texas Ranchers

FIDDLE BOOGIE

INSTRUMENTAL

STEEL GUITAR RAG

Vocal by Curly Gribbs

SIG 1011

Signature records
DISTRIBUTED BY
**GENERAL & ELECTRIC
SUPPLY CORPORATION**

See your GESCO distributor or write direct to
Signature Records, 601 W. 26th St., New York 7, N.Y.

The Billboard

MUSIC POPULARITY CHARTS

PART
VII

Advance Information

Week Ending
April 4



ADVANCE RECORD RELEASES

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

POPULAR

- ALEXANDER'S RAGTIME BAND ... Captain Stubby & Buccaneers (PICCOLO PETE) ... Majestic 12005
- AS LONG AS I DREAM ... The Murphy Sisters (Jerry Jerome Ork) (COUNTRY STYLE) ... Apollo 1053
- AS LONG AS I'M DREAMING ... Harry James (Marion Morgan) (STELLA BY) ... Columbia 37323
- AS YOU DESIRE ME ... The Twilight Three (PALE MOON) ... Majestic 7221
- BLUE SKIES ... Enoch Light Ork (Dick Brown) (MEXICALI ROSE) ... Continental C-1202
- CALIFORNIA POLKA ... The Morrison Sisters (The Dukes of Rhythm) (SAMBALIN) ... Continental C-5104
- CHINATOWN, MY CHINATOWN ... Louis Prima (SING, SING) ... Majestic 1131
- COUNTRY STYLE ... The Murphy Sisters (Jerry Jerome Ork) (AS LONG) ... Apollo 1053
- DON'T YOU EVER MIND THEM? ... The Melody Masters Quintet (SUBWAY CUTIE) ... Apollo 383
- I BELIEVE ... Louis Armstrong Ork (Louis Armstrong) (YOU DON'T) ... Victor 20-2240
- IF I HAD MY LIFE TO LIVE ... Golden Arrow Quartet (JUST A) ... Continental C-6049
- I WISH I DIDN'T LOVE YOU SO ... Dick Farney (MY YOUNG) ... Majestic 7225
- I'M IN A LOWDOWN MOOD ... Lee Richardson (Luis Russell Ork) (I'M YOURS) ... Apollo 1046
- I'M YOURS ... Lee Richardson (Luis Russell Ork) (I'M IN) ... Apollo 1046
- INTERNATIONAL FAVORITES ... Carl Brisson (Jerry Jerome Ork) ... Apollo A-11
- ALBUM
- A Beautiful Lady in Blue ... Cocktails for Two
- A Little White Gardenia ... Dreaming
- A Pink Cocktail for a Blue Lady ... The Bells of St. Mary's
- As the Sun Goes Down ... The Last Time I Saw Paris
- IT TAKES TIME ... Doris Day (Mitchell Ayres Ork) (PETE) ... Columbia 37324
- IT'S A SIN TO TELL A LIE ... The Smoothies (Jerry Jerome Ork) (THE SAME) ... Apollo 1054
- JAN'S BOOGIE ... Jan August (TANGO OF) ... Diamond 2078
- JAN'S CUCARACHA ... Jan August (OYE NEGRA) ... Diamond 2070
- JUST A FEW LITTLE MILES ... Golden Arrow Quartet (IF I) ... Continental C-6049
- MARGIE ... Jack Leonard (SEPTEMBER SONG) ... Majestic 1132
- MEXICALI ROSE ... Enoch Light Ork (Dick Brown) (BLUE SKIES) ... Continental C-1202
- MY YOUNG AND FOOLISH HEART ... Dick Farney (I WISH) ... Majestic 7225
- OYE NEGRA ... Jan August (JAN'S CUCARACHA) ... Diamond 2070
- PALE MOON (Indian Love Song) ... The Twilight Three (AS YOU) ... Majestic 7221
- PETE ... Doris Day (Mitchell Ayres Ork) (IT TAKES) ... Columbia 37324
- PICCOLO PETE ... Captain Stubby & Buccaneers (ALEXANDER'S RAGTIME) ... Majestic 12005
- P. S. I LOVE YOU ... The Four Vagabonds (THE FRECKLE) ... Apollo 1057
- SAMBALIN ... The Morrison Sisters (The Dukes of Rhythm) (CALIFORNIA POLKA) ... Continental C-5104
- SEPTEMBER SONG ... Jack Leonard (MARGIE) ... Majestic 1132
- SERENADE TO LOVE ... Freddy Martin (Stuart Wade-The Martin Men) (WHEN AM) ... Victor 20-2233
- SING, SING, SING ... Louis Prima (CHINATOWN, MY) ... Majestic 1131
- SKY BLUE ... Curtis Lewis (Curtis Lewis Trio) (THAT'S MY) ... Apollo 1056
- SONGS BY SINATRA, VOLUME I, ... Frank Sinatra (Axel Stordahl Ork) ... Columbia C-124
- ALBUM
- All the Things You Are (Chorus) ... Columbia 37258
- Embraceable You ... Columbia 37259
- How Deep Is the Ocean? ... Columbia 37257
- I Concentrate on You ... Columbia 37256
- I'm Sorry I Made You Cry ... Columbia 37256
- Over the Rainbow (Ken Lane Singers) ... Columbia 37258
- She's Funny That Way ... Columbia 37259
- That Old Black Magic ... Columbia 37257
- STELLA BY STARLIGHT ... Harry James (AS LONG) ... Columbia 37323
- STREAMLINER ... George Paxton Ork (WHIFFENPOOF SONG) ... Majestic 7224
- SUBWAY CUTIE ... The Melody Masters Quintet (DON'T YOU) ... Apollo 383
- TAKE YOUR SHOES OFF, BABY ... Joan Brooks (TONIGHT YOU) ... Diamond 2064
- TANGO OF THE ROSES ... Jan August (JAN'S BOOGIE) ... Diamond 2078
- THAT'S MY DESIRE ... Curtis Lewis (Curtis Lewis Trio) (SKY BLUE) ... Apollo 1056

(Continued on opp. page)

YOU CAN CONTACT THE DISK JOCKEYS

A complete list of record airshows, so important for promotion tie-ups, is included in the Eighth Annual Encyclopedia of Music, the big, two-volume reference book that all the music trade is using. This is only one of 72 vital reference lists and 50 feature articles in its more than 800 pages.

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

The Billboard ENCYCLOPEDIA OF MUSIC

(Continued from opp. page)

THE FRECKLE SONG	The Four Vagabonds (P. S. I)	Apollo 1057
THE SAME OLD DREAM	The Smoothies (Jerry Jerome Ork) (IT'S A)	Apollo 1054
TONIGHT YOU BELONG TO ME	Joan Brooks (TAKE YOUR)	Diamond 2064
WE KNEW IT ALL THE TIME	Claude Thornhill (Fran Warren) (WOULD YOU)	Columbia 37325
WHEN AM I GONNA KISS YOU	Freddy Martin (Clyde Rogers-The Martin Men) (SERENADE TO)	Victor 20-2233
GOOD MORNING?	George Paxton Ork (STREAMLINER)	Majestic 7224
WHIFFENPOOF SONG		
WOULD YOU BELIEVE ME?	Claude Thornhill (Fran Warren) (WE KNEW)	Columbia 37325
YOU DON'T LEARN THAT IN SCHOOL	Louis Armstrong Ork (Louis Armstrong) (I BELIEVE)	Victor 20-2240

FOLK

A LONG ROAD AHEAD	Bob Atcher (I TRADED)	Columbia 37326
AIN'T IT A SHAME, LOVE, AIN'T IT A SHAME	Eddie Dean and His Boys (I'LL CRY)	Majestic 11007
BABY, I FOUND OUT ALL ABOUT YOU	Bob Mason (WOWO Down Homers) (BOOGIE WOOGIE)	Vogue 786
BOOGIE WOOGIE YODEL	Kenny Roberts (WOWO Down Homers) (BABY, I)	Vogue 786
COO-SE COO	Red River Dave (The Texas Tophands) (WHAT IS)	Continental C-8024
COWBOY CLASSICS ALBUM	Sons of the Pioneers	Victor P-168
Blue Prairie		Victor 20-2078
Chant of the Wanderer (Country Washburn and Ork)		Victor 20-2076
Cool Water		Victor 20-2076
Cowboy Camp Meetin'		Victor 20-2078
The Everlasting Hills of Oklahoma		Victor 20-2077
The Timber Trail		Victor 20-2079
Trees (Country Washburn and Ork)		Victor 20-2079
Tumbling Tumbleweeds		Victor 20-2077
FARR BROTHERS STOMP	Farr Brothers (Texas Skiparoo)	Victor 20-2242
GREEN GRASS OF WYOMING	Billy Williams (The Pecos River Rogues) (REMEMBER ME)	Victor 20-2229
I COULDN'T BELIEVE IT WAS TRUE	Eddy Arnold and His Tennessee Flow-boys (IT'S A)	Victor 20-2241
I DON'T CARE (IF TOMORROW NEVER COMES)	Hank Williams and His Drifting Cowboys (Hank Williams) (MY LOVE)	Sterling 208
I TRADED MY HEART FOR A TEAR	Bob Atcher (A LONG)	Columbia 37326
I'LL CRY ON MY PILLOW TONIGHT	Eddie Dean and His Boys (AIN'T IT)	Majestic 11007
I'M SATISFIED WITH LIFE	Smiley Wilson (Crossroads Gang) (RED SILK)	Apollo 141
IT'S A SIN	Eddy Arnold and His Tennessee Flow-boys (I COULDN'T)	Victor 20-2241
JOLE BLON	Johnny-Jack-The Tennessee Mountain Boys (SING TOM)	Apollo 142
LOOK IN THE LOOKING GLASS (At You)	Louie and the Innis Clan (Louis Innis) (OKLAHOMA CITY)	Sterling 207
MY LOVE FOR YOU	Hank Williams and His Drifting Cowboys (Hank Williams) (I DON'T)	Sterling 208
NEW JOLE BLON	Riley Shepard (WHO? ME?)	Majestic 6012
OKLAHOMA CITY	Louie and the Innis Clan-Louis Innis (LOOK IN)	Sterling 207
SAN ANTONE SWEETHEART	Dick Foulke (QUIT HANGING)	Aetna 200
SING TOM KITTY	Johnny-Jack-The Tennessee Mountain Boys (JOLE BLON)	Apollo 142
STRIKE!	Riley Shepard (The Briarhoppers) (WHO? ME?)	Sterling 205
TEXAS SKIPAROO	Farr Brothers (Farr Brothers)	Victor 20-2242
THE COWBOY RETURNS TO THE WEST	Jimmie Dale and His Prides of the Prairie (THE INTOXICATED)	Continental C-8023
THE INTOXICATED RAT	Jimmie Dale and His Prides of the Prairie (THE COWBOY)	Continental C-8023
THE RED SILK STOCKINGS AND THE GREEN PERFUME	Smiley Wilson (Crossroads Gang) (I'M SATISFIED)	Apollo 141
WHO? ME?	Riley Shepard (NEW JOLE)	Majestic 6012
WHO? ME? (Who Are You Talking To?)	Riley Shepard (The Briarhoppers) (STRIKE!)	Sterling 205
WHAT IS LIFE WITHOUT LOVE?	Red River Dave (The Texas Tophands) (COO-SE COO)	Continental C-8024

RELIGIOUS

DON'T YOU WANT TO JOIN THAT NUMBER?	Dixie Humming Birds (ONE DAY)	Apollo 132
EILI-EILI	Rev. Maurice Gauchoff (KOL NIDREI)	Continental C-5043
GEMS OF THE SYNAGOGUE ALBUM	Cantor Joseph Rosenblatt	Victor S-48
Rachem Noo, Pel 1 and 2 (Have Mercy, Parts 1 and 2)		Victor 38-1020
Roin W' Misso (He Is High and Exalted)		Victor 38-1022
Tal (Fur Pessach), Pel 1 and 2 (Dew for Passover, Parts 1 and 2) (Cantor Mellech Kaufman)		Victor 38-1021
Yhi Rozon Milisne Obinu (It Shall Be the Will of God)		Victor 38-1022
JESUS HOLD MY HAND	Alice Cornett (The Glory Road Travelers) (THE OLD)	Sonora H-7030
KIDUSH	Cantor Maurice Gauchoff (VESHOMRU)	Continental C-5044
KOL NIDREI	Rev. Maurice Gauchoff (EILI-EILI)	Continental C-5043
LANK O' LANK	Selah Jubilee Quartet (SHADRACK)	Continental C-6039
ONE DAY	Dixie Humming Birds (DON'T YOU)	Apollo 132
ORGAN RECITAL ALBUM (3-12")	Charles Courboin	Victor M-1091
Adoration	Holy Lord, We Praise Thy Name	
Ave Maria	Jesus, My Lord	
Ave Verum	O Lord, I Am Not Worthy	
Hail, Glorious St. Patrick	Silent Night	
SEASONAL HYMNS, CAROLS AND CHORALES ALBUM	St. Luke's Choristers—William Ripley Dorr, Dir.	Capitol BD-45
Break Thou the Bread of Life; O Master, Let Me Walk With Thee		Capitol BD-45
Dear Lord and Father of Mankind; O Lamb of God, Still Keep Me		Capitol 20104
Come, Ye Thankful People; Now Thank We All Our God; Oh Come, Oh Come, Emanuel; Wake, Awake, for Night Is Flying		Capitol 20102
In the Cross of Christ I Glory; All Glory, Laud, and Honor; Jesus Christ Is Risen Today		Capitol 20105
Joy to the World; Angels We Have Heard on High; God Rest Ye, Merry Gentlemen; There Came an Angel From Heaven		Capitol 20103
SHADRACK	Selah Jubilee Quartet (LAND O')	Continental C-6039
SPELLMAN: PRAYERS AND POEMS	Francis Cardinal Spellman	Victor M-1097
No Greater Love (Abridged)	Prayer for Our Times	
Our Sleeping Soldiers	Resurrection	
Prayer for Children	The Risen Soldier	
THE OLD RUGGED CROSS	Alice Cornett (The Glory Road Travelers) (JESUS HOLD)	Sonora H-7030
VESHOMRU	Cantor Maurice Gauchoff (KIDUSH)	Continental C-5044

(Continued on page 110)

another exclusive double 'A' release

I'm gonna write a letter to my Baby

A new ballad and a rhythm novelty following their past successes making THE BASIN STREET BOYS score again!

Josefine

Ex. 239

Basin Street Boys

And the increasingly popular Hits

I Sold My Heart to the Junkman

Ex. 225

'The End Of A Dream'

Ex. 229

Exclusive records

SUNSET AT VINE HOLLYWOOD

THESE COIN MACHINE MANUFACTURERS

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



Aireon

ROCK-OLA



MILLS



MOST FOR YOUR MONEY

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

NO INCREASE IN PRICE!

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



ELLIPTICAL

PERMO INCORPORATED
Chicago 26

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

ROUND

At all Decca, RCA Victor, Columbia Record Distributors

the best musicmakers are

CHARLEY VENTURA and his QUINTETTE

now breaking all box office records at the THREE DEUCES in New York. Recording for NATIONAL. Guesting on important network and local programs.

HARRY MOSS AGENCY
Exclusive Booking Management

Hotel Lincoln, N. Y. C.
Circle 5-6526-7-8

Retail Disk Set-Ups Probed; Price - Fix Evidence Sought

(Continued from page 18)

that we will subpoena such information."

Langer dismissed Wallerstein from the stand, but later just as the hearing was about to adjourn Wallerstein rose and said: "Mr. Chairman, may I volunteer a statement for the record?" Langer nodded, and Wallerstein volunteered to answer "whatever questions I can." Wallerstein, after relatively brief questioning, promised, as did the other witnesses, to mail financial and operating statements to the committee.

Murray on Stand

Murray, who was the second witness, testified that he has been associated with RCA since September, 1942. Asked how many companies are now interested in the record business, he said: "All I know is what I read in the newspapers, and I have read in the trade papers that there are as many as 257, all the way down to as few as 50. But I don't personally know."

Murray testified that RCA Victor is the leading producer, doing 25 to 30 per cent of the business. On further questioning he said that other leaders are Columbia, Decca, Capitol, Musicraft, Cosmo and Signature. He said he was unable to testify which company was second largest, but he voiced belief that the major ones next to RCA Victor were Columbia, Decca and Capitol. He said he thought RCA Victor and these three account for 85 to 90 per cent of the record business.

Murray testified that records were sold "not on consignment but outrightly to distributors" and he said that RCA did not attempt to control the sale "after the records leave our hands." He also said there was "no attempt to exercise influence over the selection of records by the retailers." Questioned about the practice of record companies in releasing records "in albums rather than as individual records," the witness said that packaging had become a necessity because of the shortage of materials for the records.

Shellac Source

Langer then asked whether the sale of records in album form might not be a device for "selling more records than the customer would like to buy." Murray replied that production of individual records will be resumed on a much larger scale when materials are eased. Langer inquired why the record companies insisted on buying shellac, a principal ingredient for records, from India, when, according to the Bureau of Mines of the Department of Interior, such substance was available from concerns in the United States, especially North Dakota. Murray said his company had always believed that the India shellac was superior but that he would inquire into the U. S. source.

Langer and Special Assistant Attorney General Mullaley, pursuing the question of "retail restraints," asked Murray why newcomers were finding it difficult, if not impossible, to enter the retail record business. Langer posed a hypothetical case, based on complaints from war veterans, of a G.I. veteran with "ample funds and credit and character," who wanted to establish in a community of 30,000 surrounded by agricultural land and rural population of an additional 70,000. "This fellow is turned down by the distributor in the area who will sell only to four well-established dealers in the community," said Langer. "Furthermore, these four established dealers

can buy the records of all the major companies, but the newcomer, who wants to establish, can't even buy one—why?"

In reply, Murray said that location might be a factor. "It would be un-business-like, I suppose," said Murray, "to crowd a community with too many dealers or to spread oneself too thin so that there would be not enough business for anybody." Murray added, however, that his company had no control over such situations. On further questioning, he said that his company is definitely interested "in seeing that nobody is discriminated against." Murray added that opportunities will broaden when greater production gets underway thru release of increased critical materials. He said he did not know "of a single case" where distributors are in cahoots with dealers in an area to prevent a newcomer from starting a business."

Vet Orgs Beef

Senator Langer declared that the American Legion, American War Veterans and individual war veterans had filed complaints that franchisees were restricted to established dealers and that newcomers had no chance to get a start.

Langer said that every major company except Columbia, was cited in the complaints. Langer further declared this was a particular hardship to a prospective newcomer who might be able to sell records of a minor company but could not stand up under the competition of established dealers with Victor Records which had exclusive rights over a large number of talented stars.

All four witnesses agreed that \$5,000 should be ample cash for a newcomer to start in the retail record business. Friedman, testifying for Loews, Inc., said he knew of no complaints from frustrated war veterans. He said his firm, which produces MGM records, has a capacity for 40,000,000 records. Asked by Dr. Blair whether his company could operate at a loss and still overcome competitors thru financial support from the movie holdings of Loews, Inc., Friedman said: "We wouldn't operate at a loss because it wouldn't be good policy for the stockholders."

Kapp, Decca prexy, testified that Decca, which organized August 9, 1934, is now one of the top companies "because it believes in free enterprise and freedom of competition for all." Kapp predicted that the entire record industry is moving toward an all-time high production this year of 400,000,000 platters. Outlining the history of the industry, Kapp said that from 1901 to 1910 the industry was dominated by Victor and Columbia thru patent monopoly on lateral disks. When the patent expired shortly before World War I other companies moved into the field and production reached a peak of 108,000,000 in 1921. Then the microphone revolutionized the industry and it soared to a peak output of 120,000,000 in 1931. Decca entered in 1934 with fewer than a hundred employees and has grown to 18 times that, with six plants "strategically located for the widest distribution of the product." He said that "today there are 240 different labels on the market" and that "everybody is thriving thru competition." He testified that Decca's distributors have given top priority to war veterans in retail trade and that they made no attempt to restrict sales to dealers of other record products. Kapp said, that because of scarcity of materials, the manufacturers are "having a tough time trying to meet demand."

60 Cities Ink U. S. Longhair World Tours

Biggest Summer Since '36

(Continued from page 3)

bean, Central and South America, including Panama, Colombia, Venezuela, Trinidad, Puerto Rico, Jamaica, Argentina and Brazil. Marian Anderson will visit Cuba, Puerto Rico and Jamaica during May.

Leopold Stokowski, sponsored by the Civil Affairs Division of the War Department, is slated to tour Europe this summer as a special staff musician attached to the Unit Reorientation branch. He's to conduct various orks in zones occupied by the U. S. Army and is also skedded to conduct in France and Holland. He will start his four-month trip late this month.

The Paganini Quartet has a long sked of concerts lined up in England, Belgium and Holland. Alexander Brailowsky, 88-er, will troupe thru eight European countries. Violinist Mischa Elman will be one of the judges of the Second Annual Music Festival at Prague, Czechoslovakia, and Leonard Bernstein will conduct in it. Bernstein will also be a guester on podiums in Palestine, Vienna, Florence and Brussels.

Lotte Lehmann Going

Soprano Licia Albanese will sing in Buenos Aires, and Eleanor Steber has English commitments in August, including a date to sing at the Mozart Festival in Edinburgh, Scotland. Lotte Lehmann will give several recitals in European capitals in September. Pianist William Kapell will open a tour in Prague in September to appear in Switzerland, the Scandinavian cities, Paris, Brussels, London, Florence and Rome.

Singers Nan Merriman and Camilla Williams are booked for appearances in Australia and Jamaica, respectively. Leonard Warren will sing with Sir Thomas Beecham in England. Jussi Bjoerling is due to tour his native Sweden, as is Set Svanholm. Both are Met Opera tenors.

ANTI-AFM PITCH

(Continued from page 3)

roll gave in (under protest) to the union, and added musickers which he claimed were unnecessary and unwarranted in view of business conditions.

Davis's bill also contains a clause giving employers the right to decide the number of employees needed for a specific job, an obvious reference to AFM's ruling on the number of men to be hired by various spots.

Local AFM execs were noncommittal on possible tactics to defeat Davis's bill except to indicate that Local 47 membership, some 14,000 musicians, plus other California AFM members, would swamp their State reps with protests calling for the defeat of Davis's measure. It was certain, also, that the union would send trouble shooters to Sacramento for lobbying purposes.

IATSE LOSING

(Continued from page 18)

and include mainly lower-priced employees, working in special departments. Total membership among them is 15,000.

The East is IATSE's numerical stronghold, 65 locals being located in New England alone. Local 306, New York, pic operators, is the largest individual group in IATSE, with 15,000 members. States with the largest membership are New York,

So There

NEW YORK, April 5. — A slip of a press agent's lip will cost Perry Como plugs on at least one disk jockey's airer. In an article in the March 25 issue of *This Week* mag, Como was quoted as saying this about disk jocks: "There ought to be a law against those guys."

So jockey Stan Pinarich, of KALE, Portland, Ore., says in an open letter to Como he'll never play another Como disk on his show.

New Jockey Web In the Making

(Continued from page 3)

Woody Herman, Ted Husing and other names are turning jockeys themselves. Additionally, other jockeys are up in the big income class on their own, most notably Martin Block. On top of that, jocks are developing into heavy box-office draws, with Fred Robbins (WOV, New York), among others, due for a picture appearance soon; and Eddie Hubbard, Chicago needle worker, doing a personal, heading up a package show at the Hotel Sherman, Chicago, one of the Loop's key locations.

How Jock Net Builds

Chesterfield's use of record shows serves several purposes. By using the *Supper Club* tag, as it does with its Perry Como-Jo Stafford NBC show, combined with the same approach in commercials, keyed to the cigarette's "ABC (Always Buy Chesterfield)" theme, account, handled by Newell-Emmett ad agency, gets the same implemented keynote in its radio advertising.

Account's jockey network got going last year, with Martin Block on WNEW (Block also appears on the NBC program Tuesdays and Thursdays). At the same time, Hubbard began a six-a-week *Supper Club* series on WIND, Chicago. Block soon will be heard on both the East and West Coasts, starting a new series on KFWB, Hollywood, with Chesterfield already set as one of his sponsors. His WNEW platter program now is transcribed in toto.

Latest Additions

Since then, Chesterfield has added eight stations of the Texas network, with Zack Hurt spinning the shellac out of Fort Worth six nights weekly. On the Coast, Peter Potter pickles platters for Chesterfield on six stations of the Don Lee web, Potter having been signed about a month ago.

Same account also is using Gil Newsome on KWK, St. Louis, six times weekly; Maury Farrell, WAPI, Birmingham, who does both a sports show and a nightly turntable stanza for Chesterfield, and Don Mitchell on WAGA, Atlanta.

Newell-Emmett execs will not state whether more jockeys will be added to the networks, but with cigarette airings getting increasingly competitive—virtually all big sellers are currently going into spot heavily, and Philip Morris has just branched into daytime radio, for a cigarette first—it's considered certain Chesterfield will continue expanding its jockey segs.

Pennsylvania, Massachusetts, Connecticut, Ohio, Indiana, Wisconsin and Illinois.

Execs at IATSE look to tele to increase the number of stagehands employed and bring the membership up. Tele station PTZ, Philco outlet in Philadelphia, has just joined IATSE with about 30 members. IATSE hopes to have more of the same soon.

PEERLESS DISCOS

LATIN AMERICAN PARADE OF HITS

1	MARIA BONITA	2500
2	SABOR DE ANGANO	2321
3	NOCHECITA	2230
4	MICAELA	2495
5	ME DICES QUE TE VAS	2174
6	CONOZCO A LOS DOS	2235
7	JUAN CHARRASQUEADO	2519
8	AUNQUE TENGAS RAZON	2481
9	CONFESION	2363
10	DEJAME EN PAZ	2318
11	HUMO EN LOS OJOS	2239
12	TU FELICIDAD	2355
13	MORENA LA CAUSA FUISTE	2509
14	POR LA CRUZ	2359
15	DIEZ MINUTOS MAS	2196

NEW RELEASES

1	MARIA BONITA (Cancion)	2500
	EL MUNDO ENGANOSO (Cancion)	
	Salvador Garcia con Mariachi	
2	MORENA LA CAUSA FUISTE (Cancion)	2509
	TRES CARINOS (Ranchera)	
	Hermanas Ruelas con Mariachi	
3	JUAN CHARRASQUEADO (Corrido)	2519
	TE DIGO ADIOS (Cancion)	
	Martin y Martita con Mariachi	
4	EL GALLO TUERTO (Porro)	2495
	MICAELA (Porro)	
	Johnny Lopez con Orq.	
5	AUNQUE TENGAS RAZON (Bolero)	2481
	SERA POR ESO (Bolero)	
	Eduardo Alexander con Orq.	
6	NO HAY NADA ENTRE LOS DOS (Cancion)	2447
	LENGUA LARGA (Cancion)	
	Martin y Martita con Mariachi	
7	FALSA (Bolero)	2244
	AMOR CHIQUITO (Cancion)	
	Hermanas Aguila con Orq.	

COAST RECORD MFG. CO.

2534 W. Pico Blvd.

Los Angeles 6, Calif.

THE VOICE THAT'S AMAZING AMERICA!

By Popular Demand!

Singing star of the smash hit...

"BEST FOOT FORWARD"

TOMMY DIX

COR - 100

49c

BUCKLE DOWN WINSOCKI and OL' MAN RIVER

53 EAST 51st NEW YORK 22, N.Y.

DISTRIBUTORS WANTED

CHOICE TERRITORIES OPEN

We have a few choice states open to live-wire, financially responsible distributors who are required to distribute a top line of phonograph records. All correspondence kept in strict confidence. Write to:

Sales Manager

SAVOY RECORD CO., INC.

38 Market St. Newark 1, N. J.

Write! Wire! Phone!

For Our
LOW PRICES
on 10" or 12"

RECORD PRESSINGS

Fine quality—Shellac
or Vinylite. Any run
from 100 up.
Send your acetate
Master.

Address
BOX 188, 1564 B'way.,
N. Y. C. 19
1/2 Billboard

FOR SALE

BARON TONE HAMMOND ORGAN SPEAKER

5 months old. Cost \$610.00.
BARGAIN AT \$450.00.

RUSS HAVILAND

437 N. Elizabeth, Ferguson, Mo.

Music---As Written

NEW YORK:

Bob Chester's ork obtained its release from the Music Corporation of America this week and signed with General Artists Corporation. . . . Boyd Raeburn's ork booked into the Paramount Theater May 21 for three weeks, to be followed by a Perry Como-Sonny Dunham ork package.

Frederick Bros.' Agency signed Henry Brandon's ork to a management pact. Brandon currently is playing at the Edgewater Beach Hotel, Chicago. . . . Lewis W. Reynolds was appointed Southeastern U. S. sales manager for Majestic Radio & Television Corporation and Majestic Records, Inc.

Decca Records' newly formed flack department swung into action last week under the leadership of the diskery's former Chicago head, Mike Connors. . . . Singer Buddy Hughes out of the Claude Thornhill ork, with former Johnny Long vocalist, Gene Williams, in to replace him. . . . Buddy Johnson's ork will open a new Houston nitery April 12, when his band opens for a week's engagement at the new Downtown Grill. . . . Phil Brito skedded for a three-week engagement at the Strand Theater beginning May 2. . . . Hal Rose Quintet upped biz at the Club Diana, Union, N. J., 60 per cent during Lent.

Joey Nash made an album of Irving Caesar's Songs of Safety for Melodee Records. Nash cut 14 tunes, with

accompaniment by Abbey Fraser's ork. . . . Al Donahue's ork set for Columbia pic Sweet Genevieve. . . . Jerry Keits, who took over Frank Hennigs's spot at E. B. Marks Music, handed in his notice this week. Keits will move over to Mutual Music. . . . National diskery added Sunland Supply Company, El Paso, Tex; Burke-Mayer and Associates, Los Angeles, and Allied Music Sales, Detroit, to its distrib list, now grown to 30.

CHICAGO:

Thrush Lorraine Baker hospitalized at L. A.'s Queen of Angels Hospital. . . . Harry Geller pacted by Mercury Records to arrange and conduct recording dates for Frankie Carle and Anita Ellis. . . . Jose Iturbi returned to Hollywood following concert tour. . . . Harry James begins nation-wide tour early this month. . . . Arranger Fabian Andrew, ex-Cugat noter, now working for Enterprise Records. . . . David Street will pilot his own plane when he does Eastern personal appearance junket. . . . Frank Barbaro, operator of Detroit's Bowers, understood to have bought heavily into Las Vegas, Nev., Biltmore Hotel.

Jan Savitt pacted to open at Ciro's, Hollywood, backing up repeat visit for Jean Sablon. . . . Bebe Daniels and Jimmy Scribner waxed first kidisks under new contract with Enterprise Records. . . . Kay Starr, recently retired to home life in Memphis, returned to Hollywood and is auditioning for a top vocalist spot. Thrush reported set to go with Benny Goodman airshow. . . . Jewel Records took on following new distribs: Frederick Lee, Chicago; Pennsylvania Record Supply, Philly; Bullet, Detroit, and Alex Alpers, San Francisco.

Chuck Foster closing the New Yorker Hotel early in May and doing two weeks at Bill Green's Casino, Pittsburgh. . . . Don Goins has booked both Hal McIntyre and Dick Jurgens for a dual date April 18 at the Indiana U. Junior Prom, marking first time two names were used for the Bloomington (Ind.) prom date. . . . Jimmy Barnett, the territory band leader and booker, became the father of a son, Patrick Joseph, March 18 in Sioux Falls, S. D. . . . Carl Bean has cut his territory crew from 13 to 10 men and is changing the style of his band from semi-jump to commercial.

HOLLYWOOD:

Disk Jockey Gene Norman (KFWB) will stage the first in a planned series of Gene Norman Presents Just Jazz concerts April 29 at Pasadena Civic Aud. Names already set for the bill include Benny Goodman, Benny Carter and Red Norvo. Norman will emcee the two-and-a-half-hour session.

Page Cavanaugh Trio will go on sustaining for a three-a-week coast-to-coast series on ABC, originating from Hollywood. Threesome will occupy spotlight two of the three times and will be joined by songstress Betty Russell for the third. Fifteen-minute segs are set for Tuesdays, Wednesdays and Fridays. . . . Thrush Joannell James last week tore up a seven-year pact with Metro because she "longed for Chicago."

Altho Coast indie, Rhapsody Records, is being credited with introducing My Adobe Hacienda, Nat Vincent of Southern Music, says ditty was plattered in 1942 by the Westerners for Columbia. Label is now re-releasing that cutting.

PERFORMERS

VOCALISTS: Send for catalog of Popular and Standard Vocal Orchs. IN YOUR KEY. DANCE BANDS: We carry all Publisher's Orchs. for large and small bands. Catalog FREE. Sheet Music.

SHERWOOD MUSIC SERVICE

1585 Broadway New York 19, N. Y.

BMI Elects Haverlin 1st Paid Prexy

Miller Slated To Head Board

NEW YORK, April 5.—The board of directors of Broadcast Music, Inc. (BMI), this week elected Carl Haverlin, vice-president of Mutual Broadcasting System (MBS), to the paid post of president of BMI. Haverlin, who will be released from his MBS duties to become the first paid BMI chief, replaces Justin Miller, prexy of the National Association of Broadcasters (NAB), as the licensing org's topper. Miller, however, probably will be named to the chairmanship of the BMI board. The salary for Haverlin's new position is officially undisclosed, but is believed to be about \$35,000.

Haverlin has been long active in BMI affairs, playing an important role from 1940 to 1944 in enlisting broadcasters' support for the "ASCAP Equalizer." He first came to radio in 1924 when he joined KFI, Los Angeles. For 15 years he was active in all phases of the station's work.

The next expected BMI steps will be to increase the number of its directors in order for the org to elect Sydney M. Kaye, veepee and general counsel of BMI, to the vice-chairmanship of the board and also to make it possible for Mutual to continue its representation on the board.

Manor RECORDS

ANOTHER GREAT RENDITION BY
DEL CASINO

MANOR RECORD - 1063

You Only Want Me
When You're Lonesome

I've Lost All My Love
for You

VOCALS BY
DEL CASINO & THE SWANTONES
&
CHARLIE MAGNANTE'S ORCHESTRA

order from nearest distributor
MANOR RECORDS

313 W. 57th St. New York 19, N. Y.

MEMO:

WILSON HUMBER
and His
ORCHESTRA
featuring
BARBARA BARRIE
Currently
HI-HO CLUB
BATTLE CREEK, MICH.

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

"FOGGY RIVER"

RECORDED

BY

JANE HARVEY

ON
VICTOR RECORD

Order from your record distributor.

We do not sell records.

PROFESSIONAL COPIES READY

Milene Music

220 CAPITOL BOULEVARD NASHVILLE 3, TENN.

Distributors for Michigan—Ohio—Illinois

ROY MILTON — WAX — CLEAR TONE
GOTHAM* — SUNBEAM* — HY-TONE*

(*In Michigan and Ohio only)

IDESSA MALONE

606 E. VERNOR HIGHWAY, DETROIT 1, MICH. 6400 COTTAGE GROVE, CHICAGO
Phone: RAndolph 7596 Phone: Fairfax 7006

WRITE FOR CATALOG

OPERATORS—DEALERS

Immediate Attention Will Be Given
To Your Inquiries for

**DON PABLO & ORCHESTRA
LATIN-AMERICAN RECORDS**

Distributed Nationally (Except Mich.) by

DICCHA INDUSTRIES, INC.

Factory and Offices, Gwassa, Mich.

Michigan Distributor: THOMAS MUSIC SUPPLY CO.

34 E. Elizabeth St. Detroit 1, Mich.

Britain Pounds Wax Portals for 'Richard' Copies

LONDON, April 5.—Richard has Britain pounding portals, too. Within a week after the introduction of *Open the Door, Richard* over the BBC on Tommy Handley's ITMA musical-vaude show, pub Peter Maurice was swamped with orders for the ditty all over England. First week's sale totaled 18,000 copies and demand is expected to stay around 10,000 a week for quite some time. This comes close to setting a record for sheet music sales in England at a time when distribution has been hit by the four-week fuel ban during which printers did not work.

All leading orks have played *Richard* and it has been aired three times in the BBC's light music program between Saturday and Sunday nights, the most plugging ever given a song in Britain.

Summer Band Booking Hums, Cheers Detroit

DETROIT, April 5.—Summer band booking activity here strengthens the trade belief that warm weather will give ork biz its long-needed shot in the arm. Detroit will have two major park ballrooms competing for outdoor patronage this season, both using name bands, with most of them already booked or tentatively set.

Walled Lake Casino, in Walled Lake, will tee off the season May 2. The spot, under the management of Albert and Elmer Tollettene, is skedded to open with Eddy Howard's ork. Subsequent dates include May 9, Dick Jurgens; May 23, George Olsen; May 30, Frankie Masters; June 6, Russ Carlyle; June 13, Orrin Tucker; June 27, Jan Garber; July 4, Sherman Hayes; July 11, Jack Fina; July 18, Freddie Nagel; July 25, Benny Strong; August 1, Buddy Moreno, and August 15, Art Kassel, who will close the season on Labor Day.

Two weeks after Walled Lake debuts, Eastwood Gardens in East Detroit will unshutter. Eastwood will kick off with Gene Krupa May 16. Bands tentatively set to follow Krupa include Les Brown, Louis Prima, Glen Gray, Sammy Kaye, Carmen Cavallaro, Guy Lombardo, Tex Benneke-Glenn Miller, Hal McIntyre and Claude Thornhill.

M. A. Rapoport Cited On Contempt Charge

HOLLYWOOD, April 5.—Bankruptcy Referee Hugh Dickson handed down an order citing Hollywood Music Shop operator Maurice A. Rapoport with contempt of court for his refusal to pay for \$2,200 worth of ARA masters recently purchased. (The *Billboard*, March 8.) Case has been transferred to U. S. District Court for decision.

Contempt citation will charge that Rapoport issued a check on a closed account in payment of masters and later refused to pay upon demand. Rapoport has claimed that he held up payment until he could check masters, altho attorneys for ARA receivers contend all purchases were on an "as is" basis.

Rapoport faces a stiff fine or possible imprisonment unless he makes payment before the case is heard, according to ARA attorney Cy Levinthal.

New BVC Pact for Basic Ends Talk He'll Pub Self

NEW YORK, April 5.—Count Basic, orkster-pianist-composer, this week signed a writer's contract with the Bregman-Vocco-Conn pubbery. The pact is for three years and is said to call for a \$10,000 annual advance royalty. Basic's last contract with BVC ended in 1944.

Ever since its expiration there have been trade rumors that Basic was going to set up his own pubbery, but such a firm never materialized.

Disk Jocks Across the Sea

CLEVELAND, April 5.—An exchange-record arrangement with England's disk jockeys has been launched here by WJW platter pilot Walker Kay. WJW is airing a full hour of imported Decca records on its *Midnight Frolics* show, with ether spot thrown on music of Ambrose, Stanley Black, Vera Lynn and other English orks. Attempts will be made, Kay claims, to get direct British disk-jock comments on their own music as well as English arrangements of top American songs.

Only Clinkers?

CHICAGO, April 5.—With diskery sales promotion reps hunting madly for jockeys to plug their wares, Lee Atwood, plugging for RCA Victor here, put a jock into business this week, but he doesn't expect any great help from him.

Victor has just put a \$75,000 earphone radio system into the Illinois State Penitentiary at Statesville, and prison execs have selected a convict who will pipe out platter shows daily for the prison's 5,500 inmates. Majority of Statesville residents are long-timers and lifers who may never see a record shop.

Decca Distribs Commodore Wax; Option To Buy

NEW YORK, April 5.—A deal has been set between Decca Distributing Corporation and Commodore Records for Decca to handle exclusive sale of Commodore thru former's 42 American branches and international agencies. Terms of the deal give Decca an option to buy Commodore.

Commodore was founded and is owned by Milton Gabler, who now holds an executive recording post with Decca. The small diskery specializes in jazz disks and its catalog includes sides by a number of Eddie Condon groups, Billie Holiday and Eddie Heywood.

Decca-shipped Commodore platters are due to reach dealers by May 1, with initial bundles already reported on their way.

New D. C. Name Ork Spot, Aviation Club, Inks Kaye

NEW YORK, April 5.—New name band spot in Washington is the Washington Aviation Club. The terperly will operate on a split-week policy, using orks for Fridays and week-ends. Sammy Kaye goes in from April 17 thru 19. Carmen Cavallaro and Bob Crosby are among those not yet pacted but verbally booked.

Second Group Set in London To Fight Payola

LONDON, April 5.—One immediate aftermath of last week's British Broadcasting Corporation bribery incident which showed that a number of "gifts" from song publishers had been accepted by Mrs. Neilson, head of the BBC dance music department, found the government station setting up a three-man committee to investigate song-plugging methods employed by music publishers.

Formation of this committee will supplement an earlier music biz effort to curb payola (*The Billboard*, March 1). Earlier effort was to have been a committee made up of representatives from BBC, music pubs and the recently-formed British Contact Men's Association, which was to have served as an investigating and trial arm for the British music industry.

Committee To Confer

New committee, made up of R. J. Hogwill, controller of BBC entertainment; E. Robbins, head of the legal department, and W. Streeton, BBC contracts director, is to confer with Sir Valentine Holmes, who conducted the bribery investigation, on the possibility of combating payola via the network's staff. Committee's first move may be the appointment of a controller for all pop music performed on all programs by bands and singers.

Henceforth, all orks slated for BBC airings will be required to turn in full details, including song titles, of their program far in advance of the skedded shot. No definite time limit has been set yet, but it is understood that last-minute changes will not be permitted.

RCA's Grean Shifted

NEW YORK, April 5.—Charles R. Grean has been named assistant to Steve Sholes, folk and race tune director for RCA Victor. Grean had been serving as assistant conductor-arranger to Russ Case, Victor's musical director on pop disks. Previously he arranged and slapped bass for name orks such as Bunny Berigan, Allen Roth and Glenn Miller.

A DOUBLE BARRELED SMASH HIT!

ON **CONTINENTAL**

"THAT'S MY DESIRE" and **"I WANT TO BE LOVED"**

AS SUNG BY **The Golden Arrow Quartet**

ASK FOR C-6048 AT YOUR NEAREST DISTRIBUTOR OR **CONTINENTAL RECORD** 265 W. 54th ST., New York, N.Y.

by The Esquire Trio

The Original

"MY ADOBE HACIENDA"

on Rhapsody #101

Order From **FOX ASSOCIATES**

2510 W. 7th St. Los Angeles 5, Calif.

CANADIAN DISTRIBUTOR WANTED

We are interested in an organization with Canadian affiliations that can handle the distribution of outstanding Vinylite records on both subscription and direct sales. Excellent opportunity for responsible firm. Write **BOX A-48** for details. The *Billboard*, 6000 Sunset Blvd., Hollywood 28, Calif.

Harry Moss Agency

Representing Name Bands, Name Acts, Tops in Cocktail Units.

HOTEL LINCOLN, NEW YORK CITY

Phones: **CI 6-4500**

Special Release!

KEEP THEM COLD ICEY FINGERS OFF OF ME

KING 612

BACKED BY **Port to Portal Pay**

by **FAIRLEY HOLDEN AND HIS SIX ICE COLD PAPAS**

KING RECORD DIST. CO.

1540 BREWSTER AVE. CINCINNATI 7, OHIO

RECORD RELEASING CORP. 911 Camp St., Dallas 2, Texas
KING RECORD DIST. CO. 845 Grandview St. Los Angeles 6, Cal.
REGENT VENDING MACH. CO. 779 Bank St. Ottawa, Ontario, Canada

Pan American Disk Firm Goes Kaput

HOLLYWOOD, April 5. — Another Hollywood independent record label, Pan American, threw in the sponge this week and went into involuntary bankruptcy, making it the third Hollywood platter to call it quits. (Other two were ARA and Beltone.) Petition for involuntary bankruptcy will be filed Monday (7) in U. S. District Court, Los Angeles, listing the firm's debts in excess of \$40,000.

In his petition, Attorney Jerry Ralston named Peer International, Southern Music and La Salle Music as creditors, altho it is understood that plattery is in debt to several other puberies. In addition to \$6,000 owed pub houses, Pan American is said to owe another \$5,000 to artists and the AFM.

Firm's assets include plant equipment inventoried at \$23,000, but actually worth approximately \$15,000, record inventory estimated at \$17,000, plus masters valued at \$12,000. Because of the hectic history behind the sale of defunct ARA masters, there appears little hope than Pan Am masters will be sold at auction.

Suds Chaney, KUGN Jock, Commends BB's Payola Stand

NEW YORK, April 5.—Letters, both pro and con, continue to pour in over *The Billboard's* story on record companies' claims of disk jockey payola (March 15). Missive previously published (*The Billboard*, March 22) was representative of the defense for disk jocks. Following letter is a sample of the type which hands BB a pat on the back:

"To the Editor:

"Congratulations on *The Billboard* (March 15) article datelined New York and headed 'Disk Jockey Payola Bugaboo.'

"Without condemning all jocks, you put the finger on a very hot by-product of jockey-disk firm relations.

"Most waxers are solidly legit in their flack efforts, but even in this remote wilderness there are whispers of several wax-whirlers being unusually appreciative of the dubious products of one or two indies. Naturally, no one is going to blow his bugle over nothing but a rumor; however, articles like yours will go a long way toward pointing out the hazards of going 'on the take' to weak-willed wax-workers.

"Your point that jockey field is becoming highly competitive and that programming will pay off is well taken. The platter spinner that sells his spiel will find his Hooper going down faster than a careless window washer.

"Thanks for a good job.

"Austin B. (Suds) Chaney,
Publicity & Promotion Director,
(Disk Jockey)
KUGN, Valley Broadcasting
Company, Eugene, Ore."

Monroe Makes Moo For Archer B. R.'s

DES MOINES, April 5. — Tom Archer's Midwest ballroom circuit is still bearing lush fruit for name bands, judging by recent returns for Vaughn Monroe ork. In four recent one-nighters at Archer spots, Monroe clicked off approximately 24G, breaking all-time records in three of the dates.

With admission price at \$2 plus tax, Monroe scored as follows: Tomba, Sioux City, Ia., (19) 2,500 at the gate; Arkota, Sioux Falls, S. D., (27) about 3,000; Tromar, Des Moines (28), 3,600. Fourth date at the Chermot, Omaha, netted 2,500 customers.

At all but the Chermot stop, Monroe broke the house record, Tromar take topping Samy Kaye's 3,400 payees a year ago on Good Friday.

Guild To Negotiate At Columbia Offices

NEW YORK, April 5. — Radio Guild of United Office and Professional Workers of America (CIO) has been certified as the bargaining agent for the New York personnel of Columbia Records, Inc. Organization also has begun at Decca.

At Columbia Records, where the Guild represents 33 white collar workers, the union is expected to aim for salary increases of about 25 per cent, job classification system, three weeks' vacation and other benefits which the union obtained in its contract with Columbia Broadcasting System.

Guild already has a contract with World Broadcasting Company, transcription organization, which is a Decca subsidiary.

Bargaining with Columbia Records will mark the Guild's first incursion into the recording field. Union, in addition to contracts with CBS, also has pacts at WMCA and organization proceedings at Mutual Broadcasting System, National Broadcasting Company and American.

Brackman Becomes Royal Records' GM

NEW YORK, April 5.—Timing his action with Irving Mills's return from Europe Friday (4), Al Brackman, advertising and publicity manager for the Robbins-Feist-Miller pub group, left the Metro music firms this week to take the general manager's job with Mills's Royal Records enterprise.

The Royal Records set-up results from Irving Mills's deal in England with Electric Musical Industries (EMI), which controls the Parlophone, His Master's Voice and Columbia labels, the only major wax outlets in Great Britain apart from British Decca. Mills's role here is to get American masters for EMI consumption.

Wants Hot-Jazz Masters

Royal activities for the time being will be confined to hot-jazz masters which are in biggest demand abroad. Supplementary advertising and promotion work will also be handled in this country.

Brackman will accompany Irving and Sidney Mills out to the Coast Thursday (10) for a 10-day period. On his return he will take up his new duties.

Howie Richmond, formerly with Jack Robbins's American Artists Bureau and brother of Larry Richmond, of Music Dealers' Service, will take over Brackman's job with Robbins-Feist-Miller.

Varnum Quits Col; To Start P. A. Biz

NEW YORK, April 5.—Wayne Varnum resigned from his post as head of Columbia Records this week to start a public relations biz. Varnum, who has been with the diskery since 1939, will take Beryl Reubens and Mavin Drager from the firm's flackery. The enterprise will be known as Wayne Varnum Associates. The only client signed so far is disk jockey Fred Robbins.

Varnum will be replaced at the diskery by Christine Edwards, who will move to the New York office from her post in Columbia's advertising department at Bridgeport, Conn.

National, in Folk Music Expansion, Inks Hillbillies

NEW YORK, April 5. — National Records, in a move to expand its folk music catalog, has signed a group of hillbilly and spiritual artists. Among those inked recently were the Blue Mountain Boys, with Fiddlin' Burk Barbour, Homer Harris and the Virginia Hymn Singers.

The diskery also inked the Ravens, a vocal quartet, to a pact which will run for three years, including options.

Herb Abramson, National artist and rep man, last week cut a quartet of jazz sides which feature Charlie Ventura's "All-American Sextet." Besides Ventura, the disks will feature Bill Harris, Dave Tough, Charlie Shavers, Chubby Jackson and Bill De Arango, with vocals by Buddy Stewart.

Keynote Sells Plants On Coast; To B. R. Revamp and Vinylite

HOLLYWOOD, April 5.—Keynote diskery Prexy John Hammond last week sold the firm's West Coast plants—one rolling mill and one pressing factory—to help finance the plattery's reorganization plans, which include the issuance of vinylite kidisk and longhair records. Altho Hammond refused to disclose the buyers or the amount of money gained in the deal, it was later learned that Irving Green had purchased the pressing plant for Mercury. Trade estimate of the total amount realized by Keynote in the sale of the plants ran around the \$70,000 mark.

Hammond revealed that he had signed a few longhair artists for the new Keynote series, but again was mum about their names. He stated that by late summer or early fall the diskery will make its first classical release, which Hammond said would be a major symphonic work by a modern composer. The vinylite disks will retail at \$2, but the prexy hopes to pare this down to \$1.50.

King-JUKE

COIN MACHINE NEEDLE

The Elden Company
610-616 W. NATIONAL AVENUE
MILWAUKEE 4, WISCONSIN

APOLLO RECORDS INC.
NATIONAL DISTRIBUTORS FOR *Hub Records*

Write
FOR COMPLETE CATALOG
of
APOLLO
Releases

EXECUTIVE OFFICES:
342 MADISON AVE., NEW YORK CITY

TERRITORIES OPEN
For
DISTRIBUTORS & SALESMEN
20TH CENTURY RECORDS
1947's Money-Making Line
Manufactured by
BALLEN RECORD CO.
1515 Jefferson St. Philadelphia 21, Pa.

WANTED
BROKEN OR SCRAP SHELLAC RECORDS
(No Laminated)
7c per pound
F. O. B. Torrance, Calif.
Ship Prepaid to:
PLASTIC MATERIALS CORPORATION
1822 West 213rd St., Torrance, Calif.

MERCURY

↓

RECORDS

Available Now
1947 8-PASSENGER PACKARDS
Ceiling Price — Brand New
For BANDS AND ACTS.
Get In touch with me.
BENNY RESH
At the 508 CLUB
509 Woodward Ave. Detroit 26, Mich.

Vogue
THE
PICTURE RECORD
The ONLY illus-
trated, unbreakable
plastic record—

Kirby's Sextet Set For Milwaukee Club

CHICAGO, April 5.—Another op joined the parade of lounge owners who are trying high-powered cocktail combos to capture more biz (*The Billboard*, March 22) when Bob Paliafito, of the Club Continental, Milwaukee, inked John Kirby's Sextet to open at his 500-capacity bistro April 7.

The South Side Beer City spot, which was renovated eight months ago at a cost of \$60,000, intends to keep a name jazz policy.

CRA May Revamp With Rose In From Gale for Pop Div

NEW YORK, April 5.—Charlie Green, head of Consolidated Radio Artists, is hatching a deal with Irwin Rose, head of the Gale agency's cocktail department, whereby Rose will come in as general supervisor of the CRA pop department, covering night clubs, cocktail lounges, theaters and radio. If deal jells, Rose will take Edna Van Vien, and James and Paul Barry, who are working with Rose in the Gale cocktail department, with him.

CRA move will constitute a revamp of the general office set-up. According to Green's present plans, Bill Peterson and Charlie Busch, of the small unit department, and Peggy Loeb, handling niteries, would work under Rose. Green also expects to have a new man in the theater department this week to replace Hattie Althoff, who left recently to join Frederick Bros.

CRA also signed Bill Van Alstyne this week to work on the road, booking niteries from the Baltimore to Florida area. Van Alstyne was formerly with Stan Zucker and Lenny Trout.

Kettering Bookings Give Frederick Office Boost

NEW YORK, April 5.—With the setting of Dorothy Donegan into the Zanzibar for April 17, Tom Kettering, Frederick Brothers' new cafe and theater head, has given the office a nice shot in the arm. Kettering's first big booking was the Rosenbloom-Baer and Allan Jones package into the Vanity Fair. His next was Leo Carrillo (\$2,500) into the reopened La Martinique.

Just ahead of Dorothy Donegan, Kettering has set Art Tatum for the Zanzibar. Odd thing about the clubs is that all three, Vanity Fair, Zanzibar and La Martinique, are now operating on a no minimum-no cover basis, with Vanity Fair starting the parade.

Show Cause Order Issued In Philly AGVA Dispute

PHILADELPHIA, April 5.—In another move in the injunction battle between national and local officers of American Guild of Variety Artists (AGVA), Judge Harry S. McDevitt issued a show cause order Thursday (3), returnable April 22, on the national officers.

Earlier, the national officers succeeded in having transferred from common pleas to federal court an injunction suit in which the local sought to prevent outside interference in its affairs.

Nadell Scouts Rumors

NEW YORK, April 5.—Henry Nadell, in his 17th week at the Northwood Inn, Detroit, denied rumors that he is dead; nobody shot at him and nobody slugged him. Comic called *The Billboard* via long distance Friday (4) to report he is very much alive and in the best of health.

IN SHORT

New York:

Buddy Lester moves to the Bowery, Detroit, April 22. . . . Dave North, of the Gale agency flackery, has started a record column for *The Long Island Advocate*. . . . Chu Chu Martinez playing a return date at Loew's State, starting May 8. . . . Willie Shore set for the Beverly Hills Country Club, Newport, Ky., June 20. . . . Jennie Goldstein pacted for six weeks at Sloppy Joe's, Montreal, starting April 12. Hal Winters to warble at the Town Casino, Buffalo, April 28 for a week, plus options.

The Brown Hotel, Louisville, gets Carlos and Linda April 28 for three weeks. . . . Dorothy Blaine starts June 6 at the Last Frontier, Las Vegas, Nev., for a two-weeker. . . . British comic Arthur Askey due in from London with his wife, daughter, and Jack Lister, his manager. . . . Richard Adair Dancers into Loew's State May 24.

Del Campos into Club 66 April 10 on a four-weeker. . . . Bellah and Elaine, table tennis artists back from a USO tour of Japan, doing a week at the Lyric Theater, Salt Lake City, having started April 7. . . . Renee and Marcia Gunsett extended at the Florentine Gardens, Hollywood. . . . J. C. Heard's ork may go on a European niterie-vaude tour this summer.

Sons of the Purple Sage camp at the State Theater, Baltimore, April 24, and then move to the Willow Grove, Philadelphia, April 28. . . . Vienna Cafe was the scene of three robberies within the past three weeks. Everybody wanta get into the act—or the safe! . . . Keye Luke goes into the Gayety Theater, Montreal, April 13, with Steve Evans and the Whilson Brothers. Lily St. Cyr comes in on the 20th. . . . The Foster agency has moved into larger headquarters at 1650 Broadway. . . . Lenny Dittson has left Jerry Rosen to open his own office.

Three Flames are doing a week at the RKO-Keith, Boston, starting April 10, move back to the Village Vanguard April 21. . . . It's a boy for the Tony Ayellos. He's one of the We Three Trio. . . . Norman Kromprier and Morrie Rosen are the new ops of the Chateau. They plan on continuing the spot's show policy and currently have Thelma Nevins and the Johnny Raymond Trio. . . . Harbers and Dale go into the Shoreham, Washington, April 14, to be followed by the Jansley's on the 21st.

Business Men of Rhythm started at the Club Riviera, St. Louis, April 4 for two weeks. . . . Frank Evers and Delorez were compelled to leave the Loew's State show last week because of an injury to Ever's right leg. . . . Press agency: Rodolfo D'Avalos, terp tutor, wired President Truman his services to teach the chief executive the rumba. No word from the White House yet. . . . Judy Lynn goes into the Club Diana, Union, N. J., April 9 for a two-weeker. She's also been signed for a CBS tele series.

Chicago:

Irv Benjamin, despite stories to the contrary, is still sole owner of Colosimo's. Deal to sell the South Side bistro fell thru when former owner Mike Potson, who was ready to buy, was indicted on an income tax evasion charge. . . . The Jacobson brothers, ops of the Rio Cabana, will open a super eatery on the near North Side, called Lindy's, around the end of April. . . . Latin Quarter, dropping seven show girls in an economy move, holding over eight ponies.

Donn Arden has inked a one-year pact to handle production at the Rio Cabana. . . . Agent Sid Harris lost his mother March 21. . . . Jack Leonard, the behemoth comic, will play the Rio Cabana this summer. . . . Morton

Downey back at the Mayfair Room of the Blackstone Hotel after a week off with laryngitis.

West Coast:

Dean Murphy, Walton and O'Rourke, and Marion Francis set by Frederick Bros. to open early in April at Las Vegas's Nevada Biltmore Hotel. . . . Pianist-thrush Dorothy Donegan goes into Vega's El Rancho Vegas April 30, and Dorothy Blaine set for same spot beginning June 5. . . . Johnny and George, last at Slapsy Maxie's, return to Coast for stint at Charley Foy's beginning April 8. . . . Roy Milton set for four weeks at L. A.'s Cobra Club, beginning April 9. . . . Jack (Open the Door) McVea will open at Chicago's Savoy Ballroom April 20. . . . Saunders King to Sacramento's Zanzibar, to be followed by coast-to-coast one-nighter tour. . . . Hunter Gray Trio to Last Word, L. A., for a call-back.

The Four Vees drew a second hold-over at the Sarong Club, San Francisco, for a total of 12 weeks. . . . Mickey Rooney winds up his vaude tour middle of April in New York, returning to Hollywood for six chores. . . . Eddie Bartel goes into Golden Gate Theater, San Francisco, opening with Andrews Sisters April 16 for one week. . . . Deep River Boys close Lake Shore Inn, Klamath Falls, Ore., to bow at Denver's Last Frontier. . . . Earl Lane held over at Arrowhead Hotel, San Bernardino. . . . Ray Thocke back from South American USO tour. . . . Bobby True to open May 1 at Catalina's Tallyhoo Club. Date is moved up one month since spot op feels biz will come early this year.

St. Louis:

Max Baer and Slapsy Maxie Rosenbloom are appearing at 400 Club, backed by the Morrey Brennan orchestra. . . . Sid Tomack is held over at Zodiac Cocktail Lounge. . . . Armstrong and Eldridge are still at Merry-Go-Round Bar, alternating with pianist Paul Stanis. . . . The Malo Trio has been booked into Club Continental, Hotel Jefferson. . . . Sam D'Agostino is now operating the Spa, new cocktail lounge. . . . Vic Victor and His Gentlemen of Note are now in the Carasal Cocktail Lounge.

The Stewart Quintet has had its option picked up for another six months at the Hotel Melbourne. . . . Johnny Polzin and his new unit are in the Crown Room, Hotel Kingsway. . . . The Club Plantation is featuring the Three Rockets.

Miami:

The Latin Quarter shutters April 5. . . . The Copa will continue its show policy for another two weeks with Phil Foster and Everett Marshall heading the new bill. Rest of show includes singer Joan Adair, Martin Kent, dancer Eddie Shine, the June Taylor Girls and Dave Tyler's orchestra. . . . The Paddock Club will continue its show policy for the summer. It's an all night spot.

Harry Richman is playing a week's engagement in Jacksonville. . . . His yarn about the actor who wants to be cremated so he can have his ashes thrown in his agent's face is going the rounds here. . . . Gene Tunney is in town. . . . And Gar Wood. . . . Club Bali is featuring entertainment at the musical bar while the main room is being remodeled. . . . The Blackamoor is doing well with Lou Vogel and Mel Murray heading the show. . . . Joe E. Ross is at the Famous Door and Eddie White is featured at Kitty Davis's Airliner.

Coast Morocco Inks Tyler for Tuesdays

HOLLYWOOD, April 5. — First innovation in talent policy since Gene and Fred Masters recently took over Club Morocco, Vine Street niterie, came when the Masters brothers pulled in the T. Texas Tyler Western crew to take over the Tuesday off-night slot. Regular week's spotlight falls on swing-singer Frankie Laine and the Red Nichols' combo.

Masters boys acquired spot from Eddie Possen. Both parties are hush-hush on deal but understand Possen traded Morocco for the Masters-owned Del Lingo Hotel in Imperial Valley, with the brothers kicking thru with some additional cash to acquire spot.

Gene Masters said reason for using a Western group Tuesday nights is because patrons avoid a spot on its off-night and would rather wait for the night when the regular attractions are on. Since ops either can't get or afford attractions similar in stature to those on the regular week's bill, best solution to the problem is to go into different field for talent. The Masters' plan for filling the house on off nights reportedly has caught the eye of Palladium execs. Palladium, which has always employed a small-budget dance crew on Monday nights, is seriously considering the 11-man Tyler gang for its off-night.

Detroit Clubs To Teach Patrons To Play Claves

DETROIT, April 5.—A new audience participation gimmick for night clubs, unveiled here at the Copacabana, has given ailing niterie business a lift. The house gives away claves, instrument used for basic rhythm by Latin bands. The sticks retail at \$1.50 locally.

The deal was thought up by Cecil Birnkrant, former partner in the Roth and Berdun Theatrical School. Enric Madriguera introduced the claves at the Copacabana, and it promptly clicked. Name of niterie is printed on the two pieces, so it can't be knocked off. The claves are being distributed on weak nights, early in the week, and at Saturday matinees.

Ramon Cedra, who opened Tuesday after Madriguera, is following the same policy, showing patrons how to play the sticks. He is getting a substantial audience participation response.

At least two other major downtown Detroit night spots, the London Chop House and the Wonder Bar, are starting clave nights right after Lent.

Rooney Doing 6-a-Day In N. Y. State 2-Weeker

NEW YORK, April 5.—Loew's State is running about six shows a day with its current bill headed by Mickey Rooney. This is the first time in years that the house has gone over its four a day and five Saturdays.

Contract with actors' union calls for 30 shows and pro rata for every performer getting up to \$750 a week. Actors getting up to \$1,500 a week are permitted under the agreement to do 36 shows before getting additional pro-rata pay. Rooney is in for two weeks.

Birmingham Drops Vaude

BIRMINGHAM, April 5.—Birmingham Theater, which lighted last Christmas Day with split-week vaude bills, has switched to a straight film policy. Flesh attractions had included some bands and flicker names. Temple Theater, using split-week stage bills, is now sole vaude house in town.

Acts With B.-O. "It" Are Few As Lush Wartime Era Ends; Agents and Ops Explain Why

Talent Not Enough—Hard Work and Promotion Essential

By Bill Smith

NEW YORK, April 5.—That attractions must attract is patent. Every agent and every cafe op spoken to agrees that if a performer doesn't bring them in, he's no attraction. He's just another act and doesn't rate the money he's asking.

During the lush years many acts became attractions by virtue of the law of supply and demand which brought salaries up to big figures. Business was big and actors took bows for jammed rooms. Things are a lot different now. Ops know, or agents say ops think they know. The real attractions today, say agents, can be counted on one man's fingers. They say the rest of the acts, tho competent, don't hypo the box office.

Hard Work, Experience

In an effort to discover what constitutes an attraction, we surveyed the top percenters and cafe ops. Answers were varied, tho all agreed that to become an attraction took a lot of hard work and plenty of experience.

Dick (Morris Office) Henry said one of the reasons many acts don't do the business is that they don't mix with the news-sitters. An actor, he said, who works cafes must get down and table-hop. He must pick up checks.

First, said Henry, the guy must have an act that people like. Second, he must make people like him personally. One gimmick used successfully by big names is greeting cards of various kinds. Some performers send out as many as 10,000 cards to people whose names they have jotted down, to wish them happy birthday, Merry Christmas, etc. It's a fine way to build a following.

Kilby's Answer

Harry Kilby, cafe head for General Artists' Corporation, voiced the opinion that cafe attractions must come from the cafe or theater field. "A radio name, a record name or even a picture name doesn't mean very much to a nitery after the first few days," he said. "Besides being a name, he must also have a solid act. Otherwise the word-of-mouth talk will keep customers away."

Kilby qualified his statement by admitting there were exceptions. A Bing Crosby would be terrific.

Eddie Elkort, of Music Corporation of America, opined that it was pub-

Warner House In Okla. City May Go Vaude

NEW YORK, April 5.—A new full-week vaude stand is in the making at the Warner Theater in Oklahoma City, and final decision probably will be made in the next few days by Warner biggies in New York.

Deal has been in the talking stage for some time, but only in the past few days has it reached a point where it became more than just talk. The Warner House, a 2,000-seater, has never had flesh before. There is some talk about using live talent on week-ends only, but agents already contacted for attractions say it would be impracticable to put big band shows in for just a few days.

lic acclaim that made an attraction. "First the act must have something," he said. "Then it must arouse public curiosity. Curiosity is built by a good press campaign. If all three click, the performer will be an attraction."

Bill Kent, Vanity Fair and Zanzibar booker, doesn't think it's quite that easy. "There are attractions and attractions. Off hand I would say a performer who is only a local attraction is no attraction at all. Because a guy killed them in Buffalo is no reason why he'll do business in New York."

Must Keep Interest

"Naturally we want an attraction that will do business. That means he must have a following. But he must also have an act that will keep that following interested. Today an attraction that gets \$5,000 is worth it, for the reasons I just gave, while a \$2,000 act which calls itself an attraction frequently isn't worth \$500. Both boys may be equally talented. But the \$5,000 lad brings them in. The \$2,000 guy just does an act."

Kent also asked why agents if convinced their performers will do (See Acts With B. O. on page 42)

320-Pew Burly Peels Off 20 Mil. for London Wizard

LONDON, April 5.—Burly-type entertainment is London's top showbiz proposition. They call it non-stop vaudeville. Fifteen years ago, Vivian van Damm, brother of the New York legit photog, started the idea of continuous vaude-strip-tease in a tiny 320-seat house, the Windmill Theater, up a narrow side street off legit-loaded Shaftesbury Avenue. Today it is still flourishing and to date has grossed more than \$20,000,000 for its op. It was the only London theater to run thruout the war.

Policy is six shows a day, each one 100 minutes long. There is only the briefest break between shows, which are dubbed "revueville." Bill is changed every five weeks, but there is little difference between one and another of van Damm's skits, except the amount of stripping his girls perform. He seldom uses published music and has a stable of four lyric writers. None of the music in the shows is published.

Fourteen Numbers

Each show averages 14 numbers and van Damm uses a cast of 80, divided into two teams of 40, each of which does three 100-minute shows. Windmill's salary nut is around \$403,000 a year. Chorus girls get a minimum of \$43 a week, rising in some cases to top London salary of \$120 a week. Any pretty gal between 16 and 19 can get an audition, whether or not she can sing and/or dance. Most girls who join the show stay about four years before moving to other showbiz fields. There are no stars, only gals and comics, and van Damm has been lucky in discov-

Too Late for Scotty

NEW YORK, April 5.—Scotty, the doorman at the Parc Vendome, which houses many show people, died six weeks ago. He was buried by the hotel because he had no known kin in this country. Last week the jackpot came in a little too late for Scotty. The hotel received word that he held a winning ticket on the Irish Sweepstakes.

Full 15G Paid To Jane Russell

NEW YORK, April 5.—The case of Jane Russell vs. Palm Island Latin Quarter was finally settled after all charges and counter-charges had been cleared away. With Jonas Silverstone and Mort Rosenthal, attorneys for American Guild of Variety Artists (AGVA), carrying the legal ball for the union, decision by arbitration was made that the club had to pay the full \$15,000.

Before that, however, Lou Walters of the New York LQ and, according to AGVA, a party to the deal, said he sat down with Charles Miller, of MCA, who represented Miss Russell, and agreed to accept the club's check for the full amount and then, according to Walters, Miller was to give the club a check for \$2,750, making total payment \$12,250.

AGVA's position was that it didn't care what arrangement was made between other parties to the controversy so long as it got the check for the full amount. If MCA or anybody made other deals, it was their business.

ering a number of war veterans as comics. Most of them have clicked.

Audience is 70 per cent male, usually out-of-town business men. Prices are high for London show shops, \$2 and \$2.40. But high prices and small seating capacity help, rather than hinder van Damm, since he can make a complete change-over of pew-sitters every show and thus get 1,800 a day, which is more than any other West End house is getting at present. Two weeks ago Windmill opened its 200th revueville.

Imitators Flop

Four other houses in London have tried non-stop vaude, but all have flopped. Van Damm explained failures as being due to fact that none of the flops paid as high line salaries and therefore could not pick and choose its girls so carefully. Gals are the mainstay of this type of show.

Because his audience is predominantly out-of-town visitors, van Damm has refused to troupe his shows, maintaining that chief attraction of the Windmill is that its type of shows can't be seen anywhere else in the country. He has also nixed pic offers to screen his show complete. Filmmakers wanted less stripping, but van Damm won't budge from his formula. He has even had a chance to get a bigger house, but he has nixed the offer on the theory that 320 seats is the maximum that can be filled at top prices six times each day.

Windmill's success has other London ops, particularly vaude pilots, scratching to figure out what van Damm has that they haven't got. They haven't found the answer yet.

N. Y. Syndicate Antes Up for Miami 5 o'Clock

MIAMI, April 5.—Sam Barken has received a substantial deposit on a 15-year lease for his Five o'Clock Club from a New York syndicate which has 20 days in which to complete the deal. The syndicate operates several Boston niteries and the 400 Club and Fan and Bill's in Washington.

The lease, which includes a vacant lot next to the club, specifies that the property must be operated according to specific standards as a night club or restaurant, and cannot be made into a cafeteria. Present plans are to remodel the spot completely and re-open it in December as a restaurant and bar with no night club entertainment or license. An estimated \$100,000 will be spent in alterations which are scheduled to start June 1.

Barken, who also owns the Beachcomber Club property, states that he intends to retire from the nitery business after a quarter of a century as a club operator. He and his brother may take a flier in the hotel business.

AAA Fines Sam Gold \$125 for Underselling

NEW YORK, April 5.—Sam Gold was fined \$125 "for unethical practices" by the board of governors of the Associated Agents of America, Inc., (AAA) Monday (31) in the first of a series of "get tough" actions, according to AAA Prexy Hymie Goldstein. Gold was brought up on charges by Frank Byron, who charged Gold undersold three acts which Byron originally submitted to Rudy's Rail, New York.

Of the \$125, \$75 was awarded to the team of Warner and Valerie, as half a week's salary, despite the fact that they refused to work at the spot after being sold by Gold. The rest of the fine went to the org's sick fund. Gold also was directed to split his 10 per cent commission with Byron for Ronnie Novelle and Vickie Shears, whom he originally submitted to Rudy's Rail. Goldstein also said the org might request the American Guild of Variety Artists (AGVA) to put Rudy's Rail on its unfair list. He asserted that this is not the first time the spot has bought acts from agents after they were first submitted by other agents.

Among those who testified at the AAA meeting were Larry Marks, AGVA delegate; Miss Shears, and Warner and Valerie. Gold's defense was that he didn't know he was being unethical.

Goldstein said that if Gold didn't pay up within 30 days, he would start action leading to removal of Gold's franchise.

Sands Preps Sept. Vaude Units With 4 1/2-5G Price Tag

NEW YORK, April 5.—Hal Sands will build several vaude units to play theaters, starting in late September. Packages will have a 16-girl line and five acts, featuring a semi-name, and will be built around a central idea or theme, such as Western, Latin-American, or European. Units will be submitted for between \$4,500 and \$5,500 and Sands says he already has four houses signed.

Sands also has a stock of costumes and material for the shows, which he will produce and book. A band-leader and carpenter will travel with the units.

Coast Meadowbrook Tries Six - a - Week Plan in Biz Drive

HOLLYWOOD, April 5.—Culver City's Meadowbrook ballroom, which has been operating week-ends only, will inaugurate a sweeping new policy beginning April 18, when spot reverts to a six-a-week policy. Tersery will introduce elaborate floor-shows at reduced prices in a drive to hypo biz.

New corporation has been formed, tagged Melrado Corporation, to handle entertainment. Firm includes A. W. (Whitey) Roberts, ork leader Count Bernivici, and Walter Trask, local booking agent. Under new plan, Harold Lewin and Joe Zucca, present Meadowbrook operators, will keep all receipts from food and drink, while Melrado Corporation will depend solely on dollar admish for revenue.

With an 1,800 capacity, spot will peg prices at low level to attract volume biz, with \$1.25 dinners and 50-cent drinks as leaders. Continuous entertainment policy will stress variety, using standard vaude acts. Musical chores will fall to Bernivici's all-gal ork. Acts set for opening bill include the Titans, Paul Gordon, Pearl, Marilyn Rich, Emil and Evelyn, Armando and Leta, Wilber Hall and Rene, plus a six-gal line.

Under proposed operating plan, spot will be free of competition price-wise, being cheaper than clubs such as Florentine Gardens or Earl Carroll's theater-restaurant, yet offering more than L. A.'s neighborhood bistros.

Miami Bartenders Arrested, Charged With Cuttin' Liquor

MIAMI, April 5.—Ten bartenders of seven local spots were arrested during the past week by alcohol tax unit men on charges of diluting liquor at their spots. Warrants were served on Victor Muzii, of Victor's Drum; Robert Burns, Club 22; Sam Kurland, Circus Bar; Louis Litvin and Manny Cashvan, Gibson Steak House; Sam Taustin and Richard Boehning, Club Bali; Joseph Barber and A. H. Weitzman, Brownie's Bar and Grill, and P. S. Brooks, Black Cat Bar. Louis Lehr, of the Gibson Steak House, was arrested earlier on charges of violating local liquor ordinances.

Offenders were arraigned before U. S. Commissioner Roger Edward Davis and were released on \$250 to \$500 bonds. Investigation came as the result of tests made here several months ago by a national distillery representative who had received many complaints from this area.

Fisher Claims Deal As Chevalier's Mgr.

NEW YORK, April 5.—Claiming he is the rightful manager of Maurice Chevalier by reason of negotiations last year that led to a verbal agreement on all terms of a contract, Clifford Fisher indicated to *The Billboard* this week that he will seek to enjoin the French star from working for any other manager. Arthur Lesser currently is handling Chevalier.

Fisher contends that, altho no actual contract between him and the

New York

Stem Ends Lent in Low Key; MH 140G Sole Standout

NEW YORK, April 5.—Last week, seventh frame of the Lenten season, saw Radio City Music Hall as the only one of the six Stem pic-vaude houses to better its previous week's take. Total grosses of all theaters brought in \$456,500 against the preceding frame's \$476,000.

Radio City Music Hall (6,200 seats; average, \$110,000) collected \$140,000 for a second week with the Arnaut Brothers, Ben Beri, Glenn Burris, Lucille Cummings and *The Late George Apley* as against opener's \$138,500.

Roxy (6,000 seats; average, \$85,000) got \$81,000 for preem week with Connee Boswell, Jackie Miles, Peters Sisters, Buster Shaver and *Carnival in Costa Rica*.

Capitol (4,627 seats; average, \$72,000) brought in \$60,000 for third frame with Sammy Kaye's ork, Harvey Stone, Meribeth Old and *It Happened in Brooklyn* as compared with \$68,500 the week before. Opened with \$86,000.

Paramount (3,654 seats; average, \$75,000) tabbed \$100,000 for the second week with Jimmy Dorsey's ork, Louis Jordan's Tympany Five, Pat Henning and *My Favorite Brunette* as against preem's \$110,000.

Loew's State (3,500 seats; average, star was signed, he has correspondence showing that an agreement was reached. The impresario also will ask for an accounting of Chevalier's earnings in the U. S. since his recent arrival.

\$25,000) got \$28,500 with Jack Pearl, Sylvia Froos, Billy Wells and the Four Fays, Steve Evans and *Strange Woman* as against \$26,000 the previous week with Gene Sheldon, the Shyrettos, Jimmy Edmondson, *Songwriters on Parade* and *Dead Reckoning*. New bill, reviewed this issue, has Mickey Rooney, Jane Harvey, the Marvelettes and *The Mighty McGurk*.

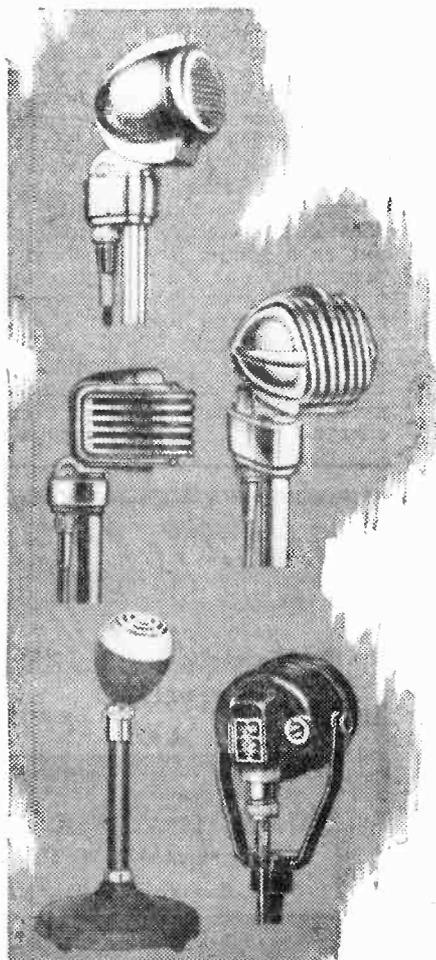
Strand (2,700 seats; average, \$40,000) ended a four-week run with Louis Prima's ork, Jane Wynn, Frank Marlowe and *Pursued* with a total of \$239,000. Opened with \$80,000, then got \$60,000, then \$52,000 and \$47,000. New bill, reviewed this issue, has Cab Calloway's ork, Dusty Fletcher, Miller Brothers and Lois, the Ravens and *Stallion Road*.

Boston:

Holy Week Tumbles Boston To Sad 24G

BOSTON, April 5.—Business fell off with a thump in the Hub during Holy Week. The usually strong Boston Theater dipped to \$24,000 for the week ending Wednesday (3), or \$7,000 below average. Phil Brito and the Milt Herth Trio headed a fast-paced show. Pic, *Tarazan and the Huntress*.

The current show has Carmen Cavallaro and orchestra, plus three supporting acts. Pic, *Millie's Daughter*.



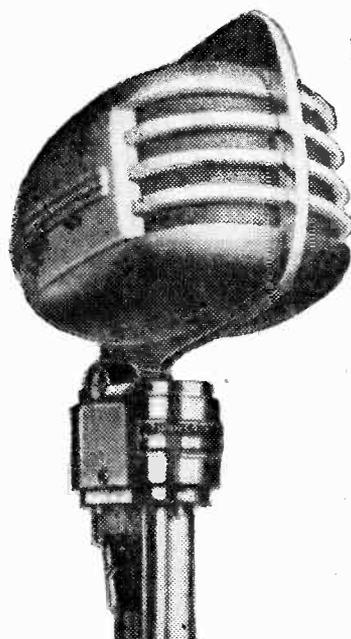
New BEAUTY and PERFORMANCE

for stage and orchestra sound systems

TURNER COLORTONE MICROPHONES

Here's beauty that sings to the eye and the ear. Just what you've wanted to bring the harmony of color to your sound installations. Turner Colortone Microphones were created especially for orchestras, bands, night clubs and television studios. Their gorgeous rainbow colors add distinction to any setting. Your choice of gleaming ivory, rich orange, bright yellow or soft pastel green. Manufactured by the best known name in microphones, Turner Colortones are packed with performance features that assure high quality results. Available with either precision-built crystal or dynamic circuits for use with any sound system.

Spot-light your stage settings, dramatize your band with Turner Colortone Microphones. Ask your dealer.



THE TURNER COMPANY

924 17th STREET, N. E. • • • CEDAR RAPIDS, IOWA



Microphones BY TURNER

Microphones licensed under U. S. patents of the American Telephone and Telegraph Company, and Western Electric Company, Incorporated. Crystals licensed under patents of the Brush Development Company.

NIGHT CLUB REVIEWS

Havana-Madrid, New York

(Thursday, April 3)

Capacity, 450. Price policy, \$3.50-\$4.50 minimum; \$4 opening night. Shows at 8 and 12. Operator, Angel Lopez. Booking policy, non-exclusive. Publicity, Ed Weiner. Estimated budget this show, \$5,000. Estimated budget last show, \$1,500.

Only two acts are on the current bill—and one of them, Teddy and Phyllis Rodriguez—is a holdover. Newie, Carlos Ramirez, showed that he was just nowhere during his stint. He was okay in the voice department, despite his claim to having a touch of grippie. He fell down, however, with his lack of audience control and no showmanship. Got himself warmed up during his second number, *Baia*, letting go with his full range for a top sales job. The lad then spent a couple of minutes tussling with tableholders about requests, and went into a weak *Begin the Beguine*, which he had started to do anyway before the milking routine. Opened up with full lung power during one or two phrases and went haywire near the end, dying completely in a blaze of flats. At the end of the last note, the singer announced that he couldn't sing any more and exited to a couple of weak hands from the packed house.

Ballroom hoofers Teddy and Phyllis Rodriguez, however, saved the show, coming on before Ramirez. Team stayed on for 20 minutes and won mitt after mitt with its slick terping. Male half's familiar glass on head routine during a rumba won healthy returns.

Mora Morales's ork also bowed with this show. Band is a solid combination, selling both Latin-American and pops in top-drawer fashion. Sacasas's ork cut the show with a good job. *Don Marshall.*

Boulevard Room, Stevens

Hotel, Chicago

(Friday, March 21)

Capacity, 450. Price Policy, \$3-\$3.50 minimums. Shows at 8:30 and 11:30. Operator, Conrad Hilton. Booking policy, non-exclusive. Publicity, Fred Joyce. Estimated budget this show, \$4,700.

The *Belles 'n Bonnets*, Dorothy Dorben's latest revue) lacks the usually good continuity she's built into her productions here, current fare is probably the most sparkingly costumed in this hostelry room in a long time.

La Dorben has two acts, Frakson and the Three Craddocks, whose work is a bit incongruous with the spring theme of the revue. First production piece had the four seasons pitted against each other, portrayed by trios of the chorines in colorful metallic gowns. Second, and by far the best, had the line parading in headdresses of out-sized typical spring flowers. In the finale, the 12 gals did a sprightly Latinish terp routine, carrying parasols which simulated miniature Maypoles. Blond Nanon Miller filled the specialty slot nicely, especially in the flower number, in which she portrayed the errant butterfly.

Frakson Fools 'Em

Frakson, who appeared here just a year ago, has inserted far more talk into his act and it has helped his presentation considerably. His egotistical remarks about his own (*See Boulevard Room on opp. page*)

Leon and Eddie's New York

(Tuesday, April 1)

Capacity, 380. Price policy: \$2.50 minimum. Shows at 8, 10, 12 and 2:30. Owners-operators, Leon Enken and Eddie Davis. Booking policy, non-exclusive. Publicity, Dorothy Gulman. Estimated budget this show, \$1,200 without Eddie Davis. Estimated budget last show, \$1,500.

Minus Eddie Davis, back from a Miami hiatus, and the hold-over Amory Brothers, this would be just another so-so show. Davis, however, gives it the punch it needs. The bill has been cut from eight acts to six, with three hold-overs, the Amorys, Sonny King and Narda.

Davis, with a new routine, was in there knocking 'em over all the way at the opening. He did one pop, *How Are Things in Glocca Morra?*, probably for the benefit of the visiting firemen. His patter material, somewhat on the blue side, sold best for healthy returns. No doubt about it, Davis is Leon and Eddie's and his return should help hypo the take here. The house ork leader, Art Waner, worked Davis's piano accompaniment.

Harriet Lane, Acro

Harriet Lane, nice kid, didn't show much with her new acro terp turn. Most of her new routine consists principally of a head-on cartwheel repeated over and over, nothing else. She could use more originality.

Pablo, making his first nitery appearance since his return to the U. S. after about six years, showed some neat card sleight-of-hand, but his multi-cigarette trick was his most solid bit. Over-all, the lad should polish up the act, with faster pacing. His music was too fast and too loud.

Los Rossillianos didn't work too hard or make any attempt to sell. Their routine showed the effects of apparent insufficiency of rehearsing. Their stint earned fairish mitts.

The Frank Shepherd line (6) worked two production routines, but showed nothing distinctive. Faster routines should be the thing for this club. *Don Marshall*

Village Barn, New York

(Tuesday, April 1)

Capacity, 250. Price policy, \$2 minimum Friday, \$2.50 Saturday. Shows at 8, 11 and 2. Owner, Meyer Horowitz. Manager, Sy Snyder. Publicity, Richard Gilbert. Booking policy, non-exclusive. Estimated budget this show, \$1,500.

With one act (Danny Southern) and emcee-square dance caller Pappy Below ill opening night, the bill was understandably weak. It is hard to see, however, how they, if present, could have added the punch necessary to make this a hot show. The fault lies not so much with the acts as with the presentation—failure to integrate the entertainers as a package and the limiting of the contribution of the Harry Ranch combo to a brief opener and about 12 minutes of frantic comedy-making.

Ranchers Talented

The zany Ranch group (6) uses avowed corn (written by the leader), but it's funny and fast. In this show, the bunch is handicapped. By attempting to cram as much fun-making as possible into a short period, the pace is necessarily too rapid to permit the boys to squeeze the most out of their comedy-musical numbers. As a consequence, they can't build to a yock climax. Their brief stint made the show and the Ranch contribution seem skimpy.

The Ranch boys are talented, have clever material (a good deal of which they showed when caught at Roger's Corner recently, but which they don't display here) and are good musicians (as indicated by their name band and symph ork backgrounds and the switch to straight tootling for dancing). It's a shame they don't get a better chance to show their comic sides. Toni Palmer, band vocalist, went over okay with two numbers.

Jordan and Parvis, dance team, opened with the male (Parvis) singing *I Got a Feeling You're Fooling* and then joining the fem to hoof the number. The pair followed with tap routines to *Alexander's Ragtime Band* and *Tea for Two*. They looked nice and left a good impression, but definitely are in need of new routines.

Johnny Newton, accordionist in cowboy costume, is a holdover from the popular Tex Fletcher Trio, which played the barn for a long time. Newton is a capable instrumentalist, but as a single he has neither the personality nor the showmanship to put himself over. A facial mannerism further hampers him. In a combo, where he would blend with the group, the latter wouldn't matter, but when he's out on the floor alone, the mannerism stands out like a cover charge. *George Berkowitz.*



ALBERT CUTTER HYPTNOTIST MENTALIST

NOW ARRANGING LECTURE TOUR
CLUB AND THEATER DATES

More than half of performance actual
hypnosis—audience participation.

Phone, Write or Wire

ALBERT CUTTER

2609 Fairview, North Seattle 2, Wash.
Capitol 0172

BOB (Gate-In-The-Puss) CARNEY

DOUBLING
FRANK PALUMBO'S CAFE and CIRO'S
PHILADELPHIA

Write
Wire
Phone

JOLLY JOYCE

WAlnut 2-4677 Earle Theater Bldg.
WAlnut 2-8451 PHILADELPHIA, PA.

FIRST BROADWAY APPEARANCE

WILL MASTIN Trio

with

SAMMY DAVIS, Jr.

Currently LOEW'S STATE New York

Thanks to MICKEY ROONEY and SAM STIEFEL

Direction: WILLIAM MORRIS AGENCY
Personal Management: HARRY ROGERS

Plaudits For Paula!

PAULA D'ARCY

Toast of Two Continents

In her famous original
Song and Dance Acts

CURRENTLY HEADLINED . . .

FLORENTINE GARDENS
HOLLYWOOD

in the "BIT OF PARIS" revue

Management: SAM ROSEY, INC.
9155 Sunset Blvd. Hollywood 46, Calif.



Jimmie MARK
THE ANEMIC BUM
★ AND Lucille ★
COMEDY CYCLING!
A RIOT OF FUN!
Eastern: Kolchheim and Cartier
1650 Broadway - New York
Midwest: MARTY WHYTE
32 W. Randolph St. - Chicago
Fairs: CHAS. ZEMATER
54 W. Randolph St. - Chicago

WALTON & O'BURKE
APRIL 2, 9, 16, 23
THE NEVADA BILTMORE
LAS VEGAS, NEVADA

Cotillion Room, Hotel Pierre, New York

(Wednesday, April 2)

Capacity, 350. Price policy, minimums \$2-\$3. Shows at 9:15 and 12:15. Operator, Hotel Pierre. Booking policy, non-exclusive, with Charles Reader buying. Publicity, Madeleine Riordan. Estimated budget this show, \$1,250. Estimated budget last show, \$1,500.

Dave Apollon, playing his first New York hotel room, has come in with an act that is made to order for a classroom. He's dropped his Filipinos (no comedy) and has added two girls, both lookers, one on harp, the other on piano, with amazing results. The act is beautifully lit and radiates elegance all the way. Routine now goes in for longhair and standards, with Apollon on the amplified mandolin mugging like mad. The pay-off was all Apollon could have asked for. The crowd sat in rapt attention and gave out with lusty applause after each number. If there is any fault in the new act it is in the stress on the heavy pieces. A couple of pops, or a little comedy, might take that away.

The show teed off with Charles Reader emseeing and bringing on Charles Dolphin, comedy juggler. Reader should watch his diction. Introducing an act as unique and pronouncing it "unik" gives the intro a novel touch that was obviously unintentional. Dolphin, a slim good looking lad who works with a girl, had a tough time getting started. Standard tricks, however, were heightened with chatter, which finally managed to get more than scattered titters. The boy did a good job, but a lot of it was lost because he couldn't be seen and his talking was barely audible. His bouncing around made a mike impracticable. Dolphin would be a good theater novelty. He did okay here, but that was about all.

Charles Reader's band, with Tony Cabot fronting, cut the show.
Bill Smith.

Zanzibar, New York

(Thursday, April 3)

Capacity, 320. Price policy, no minimums or covers, except Saturdays. Shows at 8:30, 12:30 and 2:30. Operators, Joe Howard, Carl Erbe. Booking policy: Bill Kent, exclusive. Publicity, Carl Erbe. Estimated budget this show, \$5,250. Estimated budget last show, \$4,000.

New show runs nicely and has the marquee heft to bring them in. Names on the bill include Art Tatum and Thelma Carpenter, followed by Howell and Bowser, holdovers; Doles Dickens Quartet (drummer added on present job, making it five) and Eddie Rector.

Tatum, who closed the show, still is a fine pianist. His trills and runs start off excitingly enough, but tend to become monotonous after a few numbers. As an accomplished artist, Tatum has few peers. As a nitery performer, he doesn't quite jell. Main reason is his concertish style and lack of salesmanship.

Package teed off with Eddie Rector, well-dressed hooper, opening with a few vocal bars of *Ida*, then segueing into his heel-and-toe routine. Boy worked hard and got a good reception. His sand stepping was particularly effective.

Doles Dickens a Hit

Doles Dickens group, music and voice, opened with what it claimed to be an original be-bop number and followed it with a beautiful *Guitar Boogie*. Having gotten the music out of the way, the lads went in for comedy with the big number built around *You Cry for Me*. Scotty, a short, chubby chap, kicked the vocals around, getting plenty of yocks with his patter and his semi-strip bits. Customers obviously loved it, judging by the hands it got.

Howell and Bowser continue to be a couple of clever lads. Some of their chatter was new, but the act was basically the same. Lads used their bits of biz and the straight chanting effectively for a bell ringing job.

Thelma Carpenter wasn't caught this show. Gal was stuck in Philly and couldn't make it.

Pee-Wee Marquette does the intro chores in salable, bubbling manner. Chic Morrison's ork cut show in okay fashion.
Bill Smith.

Follow-Up Review

RIO CABANA, CHICAGO: Two recent additions to the show have been inserted in an attempt to hypo biz which is especially lagging during Lent. Dinning Sisters, local gals who made first bid for fame in Chi radio, are doing the slickest personal appearance job they've ever done. Threesome, who have always been important musically, have brushed up on looks and stage presentation plenty. They wear super South American-ish strapless garb and have spiced their harmonizing with some special material, such as their hillbilly take-off on *The Gypsy*. It is bits of individuality like this which make for really top bracket work, and they received a mitt that grew larger after each number.

Irwin Corey is hitting the mark even better here than he did a year ago at a local hotel, where he established himself as a Chi fave. The guy, who delivers like a Brooklyn edition of Benchley, has wisely worked up Benchley's *Treasurer's Report* into a smart routine that packed a laugh-snare just as big as his standard Frenchman and record-panto Figaro bits. A radio scout looking for a comic for a show pointed at the intelligentsia would do well to audition Corey.

Copsey and Tyres are the holdover.

Lookout House, Covington, Kentucky

(Thursday, April 3)

Capacity, 600. House policy, \$2.50 minimum. Shows at 8:30 and 1. Operator, Lookout House, Inc. Booking policy, Frank Sennes. Publicity, Betty Kapp. Estimated budget, \$2,000.

Easter Revue, sparked by the youthful Sonny Richards, develops into a breezy and talented package that pleased even the slow house occasioned by Holy Week.

Lindsay Lovely Ladies (8), attractively gowned, set a speedy pace. Novel song intro and a prance to *Easter Parade* make for a click starter. Midway they go juvenile, with Peggy Ray chirping *You Must Have Been a Beautiful Baby*, as the gals forage table sitters in quest of likely bonnet-wearing subjects, eliciting numerous laughs. Neatly framed Irish colleen number proves a sound closer.

Hal Hunter closely approaches the Jack Powell technique of drumming, getting solid rhythmic action from tables, glasses, chairs and sundry other fixtures. Also beats the hides to a fare-thee-well. Lad is an adept showman and turn is devoid of the frenzied gyrations which play so prominent a part in most drummers' schemes. Gets meaty results all the way.

Sylvia and Christian Solid

Sylvia and Christian, smart-appearing ballroomers, possess a solid bill of goods. Inject much grace and agility into their lifts, spins, butterflies and overhead twirls. Topper is a thrilling one-leg toe stand from male member's hand, which scores handsomely.

Possessing a friendly personality, Richards should have little difficulty hitting the top rungs. He's a comedy comer. His material is big league and

BOULEVARD ROOM

(Continued from opposite page)

conjuring, done in unassuming manner, earned him a nice chuckle and helped pace his entire act, where previously it was strictly visual magic. He went thru his standard tricks, production of lighted cigarettes and coin fanning, disappearing radio and the rising card in a wine glass, all to hefty mitting.

Three Craddocks, recent French imports, were heavily handicapped by many pillars in this room, which make it difficult for table-sitters to follow an entire routine. Three boys did a brand of slapstick acro that must be followed closely thruout to get full benefit. Since the act moved often pew-sitters found it hard to follow the continuity and it wasn't until the boys went into their closing socking of each other that the crowd really warmed up. The three-some hurt its own cause at the start by working too fast. The last four minutes, especially their climaxing fall from a three-man stand put them across.
Johnny Sippel.

any trace of somnolence goes out the window at his entrance. Propensities include a generous sprinkling of mimicry, sandwiched between good projection and an above-average singing style. Opening with a humorous satire on professional men, Richards moves speedily to a sock impression of an old-time song and dance man to the present day re bop character that earns howls. Lad is also a capable hooper, using his rubbery-legged terping to good effect. Does a sharp emsee job, too.

Jimmy Wilber ork shook off its lethargy from the preceding show to come up with a solid show and dance-cutting chore. Howard Early Trio handles the lulls, with Larry Vincent still Steinwaying at the Wonder Bar.
Bob Doecker

COMICS! MC'S!
HERE'S THE MATERIAL YOU NEED
FOLIOS "A," "B," "C" and "D" each contain COMEDY SONGS with music, PARODIES, GAGS... BITS... COMEDY CHATTER. \$2.00 EACH; NO C. O. D.'s
GAG FOLIOS 1, 2, 3, 4, \$2.00 EACH
3 VOLUMES, BLACKOUTS, SCENES, BITS, Etc., \$25 Per Volume. Set of 3 for \$50
AL STANLEY
P. O. Box 1015 Los Angeles 53, Calif.

In Philadelphia
HOTEL SENATOR
915-17 Walnut St.
Caters to
The Show World
NEWLY DECORATED
Rates From \$2.00
Restaurant and Bar
Lee Cuber, Mgr.

MILTON BERLE says:
"Joe Schuster's Song Parodies Are Chuck-Full of Laughs."
Price, \$10.00 Each.
Writer of "Don't Shoot the Bartender, He's Half Shot Now."
JOE SCHUSTER
1 Bennett Ave. New York 33, N. Y.

ACTS—GIRLS
Jugglers, Acrobatic Dancers, Ventriloquists, Strips, etc., when in Baltimore contact
CLUB PICCADILLY
115 W. Fayette St. BALTIMORE 1, MD.

Saul Grauman Presents HIS STAIRWAY OF MELODY

One Step Higher in Entertainment

DIFFERENT
NOVEL
ORIGINAL
UNIQUE
ENCHANTING

Just Completed Successful 8 Months' Tour of Leading Theaters and Night Clubs in Mexico.

The Only Act of Its Kind in Existence.

Now Playing **TEATRO AMERICA, HAVANA, CUBA**

Contact **MAX ROTH, c/o BERNARD BURKE AGENCY**
48 WEST 48TH STREET NEW YORK, N. Y.

Strand, New York

(Friday, April 4)

Capacity, 2,700 seats. Prices, 70 cents to \$1.50. Number of shows, five daily. House booker, Milton Berger.

Never a dull moment during this show from the moment Cab Calloway opens with his band until the final curtain. Show is fast-paced all the way, with plenty of vroom-vroom. Calloway carries the ball with a healthy assist from Dusty Fletcher.

Bandleader shone in a specialty, Hi De Ho Man (That's Me), in the middle spot. For this, Calloway came on wearing a black zoot suit with a yard-long key chain, doing a cute little biz of skipping over the chain as he came on. Number is a comedy piece with a community pitch from the house, the ork leader breaking in with a funny "cut" order after every few measures for good effect.

Band's arrangement of Summer-time opener was overdone, and the melody was hardly recognizable thruout, sounding like anything but the Gershwin tune. Second number, Sunday in Savannah, ran to the opposite extreme with an undistinguished arrangement. Number closes with a nice effect by dimming the stage lights on the final measure.

Terp team, Miller Brothers and Lois, showed some difficult-looking platform tapping. Their opening routine, done on a platform blocking out the letters of Miller's name, was marred somewhat by team's constantly looking down at their feet. This probably was a necessary measure, however. During trio's stint on another platform, Lois almost went head first when she missed a couple of steps.

Calloway's new quartet, the Ravens, didn't show much. Foursome worked with two mikes, one for the bass. The arrangements on their three numbers were negligible, revealing many spotty shadings.

Dusty Fletcher's Open the Door, Richard routine kept the laughs evenly paced. There was nothing hilarious in his bit but the chuckles kept coming. Comic opens with a pratt fall and works most of his drunk act from a prone position.

Pic, Stallion Road.

Don Marshall.

VAUDEVILLE REVIEWS

Oriental, Chicago

(Thursday, April 3)

Capacity: 2,800. Prices: \$.95 straight. Number of shows: Five daily, six over week-ends. House booker, Charles J. Hogan.

Taking a cue from his current radio show for Camel ciggies, Vaughn Monroe is offering a stagershow similar in format and music to his Saturday evening ainer. Monroe presents supporting acts as guests and even uses string section background music as he makes announcements.

Monroe ork now has a six-man string wing which is worked in often in the scorings in contrast to many orks which waste the gut-scrappers by letting them sit out too often. Sidenmen, especially drummer Eddie Julian, and saxist Ziggy Talent, provide better-than-average novelty numbers. Talent could discard the hackneyed vitamins tune for something newer.

Biggest mitt-grabber is still the fronter's vigorous throating, either solo, or backed by the five Moonmaids, who could use some stage presence. Betty Norton, once of the sister harmony team Monroe used, handles the bouncier vocals on solo assignments adequately.

Tapster Johnny Mack has spruced his solo cleat work plenty, using the suspended magic cane gimmick to win solid response in his opening number and then using spasmodic comedy to sell the rest of his work.

The Three Craddocks, seen last at the Stevens Hotel where their slapstick failed to click, are just right for a vaude crowd, judging by the terrific mitt they grabbed. Boys are comedy acrobats whose work has considerable continuity.

Mimic Frank Fontaine started slowly with some oft-heard personalities, but threw the act into high gear after several minutes with some unusual aping. He convulsed the pew-sitters with his closing impression of a bewildered sweepstakes winner in a newsreel. His encore imitation of Monroe pulled an ovation.

Johnny Sippel.

Loew's State, New York

(Thursday Evening, April 3)

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

As box-office lure, present show is almost certain to do the business. A Mickey Rooney in-person-package is a good shot in the arm; how it does on the stage is something else.

Rooney works practically thruout the show, tho he does only about six minutes in his own spot. He bounces in and out, flashing an engaging personality and collecting plenty of yocks for his bits of business. As an emcee, Rooney is adequate. The crowd didn't want his emceeing, it wanted him, and he gave. There's no doubt that Rooney is an actor, and does nicely with his fair material, tho a lot of it is strictly take-offs of band fronters and picture names. Rooney also works with three acts, tho only one of the acts meant anything.

The first act with him is canary Jane Harvey, an attractive, short brunette. She did very nicely when caught in cafes before. Here she seemed to be doing a sluff-off. Costume was a blouse and skirt, which hurt her appearance right away, while her voice left considerable to be desired. Did a couple of pops and almost threw them away. Did better in a talking bit with Rooney, but in the duet with him she became almost unintelligible.

Canfield Smith Clicks

Abigail and Buddy, girl and boy hillbilly garglers, played it straight and even at the State their off-the-cob routine meant nothing. However, act gave Rooney a chance to work with them, so they came off all right. The top performer on the bill (outside of Rooney) was Canfield Smith and his Dummy, Snodgrass, in their standard vent act. Canfield Smith worked beautifully. His handling of the dummy was skillful, chatter was funny and his arm bit got solid returns. Opening with dummy and Rooney in a short heckling bit rang the bell.

Show teed off with the Marvelettes (six girls) in their standard fast tumbling act. Gals worked fast and warmed up the house in good fashion. Speed was kept up by the Will Mastin Trio, whose equally fast novelty hoofing kept up the pace.

Basil's ork on stage for this show. Pic, The Mighty McGurk.

Bill Smith.

ACTS WITH B. O.

(Continued from page 38)

business, don't take a chance with cafes and not insist on the moon.

"If they're that good and are sure they can do the business, let them come in on a percentage. If they prove themselves, we'll both make a buck. If they don't, they'll still get their guarantee, and we won't be stuck for a bundle."

Maybe a Split?

Agents admit that perhaps a split over a pre-determined figure might be a solution to giving the buyer a break. But at the same time they point out that their actors wouldn't stand for it. "And even if they did," say reps, "what assurance do we have that the figure we have to beat is the right figure? After all, a cafe can tell us that it does \$20,000 a week and if we go in we get a split on everything over that. How do we know that the 20G is the right figure? Maybe it's 15G, or even 10."

Consensus indicates that the trade itself is in disagreement on what makes the attraction. But all admit one thing. If you don't get it at the door, you won't be able to get it from the cash register.

June Darling Heads F. B. Act Department

CHICAGO, April 5.—June Darling, vet act booker, this week was hired as successor to Johnny King as head of Frederick Bros.' Chi act department. Miss Darling, who was with FB as act booker until she left three years ago to set up her own office, will take over April 15.

She has been out of the business for the past five months because of a serious auto accident, but will bring with her approximately a dozen acts.

Vanity Fair Back to 3-a-Day

NEW YORK, April 5.—Vanity Fair will go back to a three-show-a-day policy, starting April 11 when the two Maxies and Allan Jones come in. Club also is angling for new attractions to follow. Current dickerings are going on for Dennis Day to be followed with Spike Jones. Day is being handled by Frederick Bros.; Jones by GAC.

COMEDY PATTERN BLACK-OUTS • PARODIES FOR ALL BRANCHES OF THEATRICALS FUN-MASTER GAG FILES NOS. 1 THRU 22 @ \$1.00 EACH "BOOK OF BLACK-OUTS," Bits and Skits. Great for Radio "Warm-Ups." 3 Vols. @ \$20 Per Vol. or \$50 for 3 Vols. "BOOK OF PARODIES," \$10 Per Book. 10 Special-Written Sock Parodies. SEND FOR NEW LIST OF COMEDY SONGS AND PARODIES! Don't Be a Ham-C! "HOW TO MASTER THE CEREMONIES" (How To Be an Emcee) \$3.00 Per Copy. No C. O. D.'s on any material! If en route also send permanent address. PAULA SMITH 200 W. 54th St. New York City 19

LUMINOUS COLORS GLOW IN THE DARK SPECTACULAR! MYSTIFYING! BEAUTIFUL! DRAMATIC! Add sensation to your show with startling Stroblite colors and U. V. Blacklight. Send for literature today! STROBLITE CO. Dept. B-3, 35 W. 52d St. New York 19, N. Y.

Flits Through the Buttonhole It Then is Locked Securely LEINERT'S Patented Non-Transferable Dance Tag Illustration half size Can not be passed to another without destroying it. Assorted Colors. Sample and prices on request. Order Today! WESTERN BADGE & NOVELTY CO. 402 N. Exchange St., St. Paul 2, Minn.

SALE ON COMEDY MATERIAL (For Comics, M.C.'s, Disc Jockeys, Gagmen, etc.) PUNCH LINES Nos. 1, 2 and 3. original gag files written by top gagmen, \$1 each. 50 surefire, brand-new COMEBACKS TO HECKLERS, \$2 Parody "Old Man's Liver," \$1. Preparing COMEDY TEAM CROSS-FIRE joke collection, \$1. LAFFfile collection of bellylaufs, \$1. LAUGHS UNLIMITED 276 W. 43 St. New York City

The Renowned PETERS SISTERS (Matty — Ann — Virginia) Currently in return engagement at ROXY Theatre New York Then off for a six months' tour of England and the Provinces, sailing April 24. Thanks to our hustling pilot, SAM RAUCH

Burlesque

By UNO

CAROL LE CLAIR, featured strip, a first timer on the Hirst Circuit thru Dave Cohn's booking, retired March 29 in Boston. Prior to burly, she did four years of nitery work in Western and Southern territories. . . . Joey Faye, comic, has shelved his nitery unit and is rehearsing with Bela Lugosi and the *Three Indelicate Ladies*. . . . Frank Crowe returned to the Empress, Detroit, as manager, replacing Mike Kennedy. . . . Candy Durayne left the Marty Furman unit March 29 at the Hudson, Union City, N. J., to open April 4 at the Mayfair, Dayton, O., for a week and thence to stock. Sister Colleen is being spot-booked in and near Akron. . . . Margie Palmer, who closed with the Vail-LaMont unit on the Midwest Circuit in Minneapolis to join the Garey-Ascal show in Cincinnati, was parted by co-principals in celebration of her marriage on March 26 to Moe Garey. . . . Terry King is in Ward C-2, Bellevue Hospital, Manhattan. Doctors say condition good. . . . Millicent Pennett, niece of Margie Pennetti, ex-burly feature, is undergoing voice culture. Plans nitery debut at Jimmie Kelly's latter part of this month. . . . Nancy Hart called back from Burbank, Los Angeles, to star at the Club Terris, Milwaukee.

All houses on the Midwest Circuit changed to stock March 28. Talk is that Cincinnati, Columbus, O., and Indianapolis are to form a 2-week-each wheel by themselves. Gayety, Cincinnati, started with I. B. Hamp, Gertrude Beck, Bert Barrie, Bonnie Lee (featured), Palmer C. Cote, Bettis Lee, Ray and Colleck, Dave Goodman (house singer for a long time at the Rialto, Chicago) and Dolores Johnson, producer. Fox, Indianapolis, has Cliff (Snuffy) Cochran, Herbie Barris and Eddie Ubel. Columbus, Lou Ascol, Moe Garey, Johnny D'Arco, Paul West and Petty Dane. . . . Billy Mack, Claude Mathis and Parker Gee remain at the Follies, Los Angeles. . . . Jackie Ray and Della Fay are with Ray Cook's *Fantasee-U* revue due to open April 17 with Oscar Buck's show in Troy, N. Y., on a tour of New England States. . . . Lillian Drollette, wife of Stanley Montford, straight man at the Gayety, Columbus, is ill at the Good Samaritan Hospital, Columbus. . . . Jean Brownell, strip feature, opened at the French Casino, New Orleans, April 4. Jean's ma, Ray Brownell, former straight woman, is retired in Louisville. . . . Kitty Roth, former burly ace, is now costume chief for *Bath-sheba* at the Barrymore, New York.

Wis. Solons Intro Bribery Bill Against Broadcasters

MADISON, Wis., April 5.—Station owners and broadcasters in Wisconsin would be subjected to examination by a joint special committee under terms of a bill recently introduced in the Legislature. Also liable for the committee's subpoenas are newspaper editors. Bribery charges would affect only members of the Legislature at whom they are leveled. Joint special committee would be formed of legislators themselves.

Part of the bill follows: "A joint standing committee shall be created consisting of the speaker, president of the Senate, the majority and minority party leaders of the Senate and Assembly, and the attorney general. The committee upon its own motion, or upon complaint of at least 10 members of the Legislature, may summon before it any member, representative, or editor of the press or broadcaster or owner of any radio station, who makes, publishes, or broadcasts any statement charging

New Taxes Likely For London Showbiz

LONDON, April 5.—There is a persistent rumor that the year's budget, to be announced in a few days, will bring all-around increases in entertainment tax levies. Since budget plans are a well-kept secret here, it is impossible to be certain, but Chancellor of the Treasury Dalton has given some pretty strong hints in his speeches since the fuel crisis of last month that, far from any tax relief being possible this year, "non-essential" spending will have to make good the loss of revenue resulting from the wholesale breakdown of industry.

This "non-essential" stuff has been heard before all wartime budget announcements. But only in 1942 did it actually bring any drastic upping of show and movie taxes. After that it was liquor and cigarettes that went up by jerks and bounds, whereas show tickets remained steady except for a slight increase for West End houses in 1944. Now it looks as tho legit, vaude and movies will have to shoulder the burden of the treasury demands. It seems impossible that tobacco and beer can become much more expensive, altho they are bound to get an increase, too—if only to decrease consumption.

In entertainment, there seems to be plenty of scope for loading on, especially the cheaper seats—to put up, say, the bottom group in West End houses (upper circle) from 4 shillings (about 80 cents) to 5 (\$1) and the five sh. to 6/6 (\$1.30). And even the de luxe movie palaces (already on a level with the top theaters) might tempt a desperate treasury to yield another sixpence (10 cents) on all seats.

There is no denying such tax increases would be extremely painful to all managements. It is evident that the post-war recession has arrived in force; sold-out theaters are few. Furthermore, some London houses have recently made arrangements for preeming the little membership theaters' highbrow productions for large audiences, which includes profit sharing.

It is certain that should there be any substantial tax increase some London houses, especially those on the light comedy-farce side, would have to give up. The movies are better off. Their danger of reduced earnings is remote, altho cinema queues have definitely become shorter of late, outside the top-class houses.

Carroll Gets CPA Holly'd Bldg. Okay

HOLLYWOOD, April 5. — Earl Carroll this week received the final green light from Civilian Production Administration to begin construction on his \$2,500,000 Hollywood office building. Producer is skedded to break ground within 60 days, and hopes to complete building by the spring of 1948.

In addition to an undetermined number of offices, structure will house a 600-seat underground restaurant, parking facilities, commercial stores and airline ticket offices. Still awaiting CPA okay are plans for erection of a 7,000-seat theater and radio center adjoining the office building.

or implying directly or indirectly that moneys have been or are being made available to influence legislation by bribing any member or members of the Legislature or otherwise in connection with the consideration or disposition of any subject of legislation or of being the recipient of unlawful lobbying expenditures under the provisions of the statutes."

Magic

By Bill Sachs

AFTER three months of school assembly dates in New York, Ohio, Pennsylvania, West Virginia and Maryland for the Antrim Bureau, Philadelphia, Mr. and Mrs. Nevin V. Hoefert are now in Florida on school and hotel dates. They were guests recently at a party in honor of Dell O'Dell at the home of M. Allen Barth in Miami Beach, Fla. Also on deck for the occasion were Del Breese and Lesta. . . . Paul Duke is enjoying the California sunshine via an engagement at Biltmore Bowl, Los Angeles. . . . William H. Lange postals of catching the Blackstone show at the Biltmore Theater, Los Angeles, March 24, and seeing Edgar Bergen amble on stage to stooge for the master rabbit-hider in one of the sucker effects. . . . Fran Ovette, wife of the late Joe Ovette (The Great Ovette), who has quit the road to settle down in Ebenezer, N. Y., writes: "You'll never know what it means to me to sit and know that I won't be playing around with magic anymore. I really loved it very much." Mrs. Ovette, who trouped with her husband's show for years, now has all equipment up for sale. . . . King and Zorita are in the Gold Room of the Drake Hotel, Chicago. . . . George and Betty Johnstone open Friday (11) at the Lake Club, Springfield, Ill. . . . Knights of Magic, New York, are lining up a show to be presented at the Barbizon Plaza, New York, May 10, dedicated to the memory of the late George Krinog, KOM member who was lost while on a USO tour two years ago in the Pacific. . . . Convention of the British Magic Ring will be held at Southport, England, July 3-6. . . . Percy Abbott, Colon, Mich., magic maker, has established a branch magic shop in the Woods Building, Chicago. He also recently purchased the Conjuror's Shop, New York, formerly owned by the late Stuart Robson.

MARDONI, of the magic-mental turn of Mardoni and Louise, is in St. Joseph's Hospital, St. Paul, recovering from a major operation. . . . More than 300 attended the annual banquet and show staged by the Houdini Club of Wisconsin at Hotel Schroeder, Milwaukee, March 22. Among those on the bill were Earl Morgan, Jack Pyle and Kodell. . . . Women's Club of Wilmette, Ill., presented a full-evening magic show at its own theater March 22. First half of the show featured Doug McKay, Doug McKay Jr., Sam Berman and Russ Walsh. Jack Gwynne and Company took over the last half. . . . Dr. B. McDougall was recently installed as president of the Society of Detroit Magicians. Other new officers are William S. Heisel, vice-pres; Dr. Zina B. Bennett, secretary; George Cheatham, treasurer, and Al Zink, sergeant at arms. Prexy McDougall emceed the installation show, with Al Zink, Dr. John Buell, Robert E. Ungewitter, Will Rock, Charles Pasternacki, Arthur J. Whelpley, Karrell Fox, Al Caroselli, Dr. Bennett, Earl Gotberg, Myron Scott, Roy Hall, and William (Silent) Smith participating. Al Munroe served as stage manager.

Revenuers Scan Excise Payments

NEW YORK, April 5. — Several local top name band spots and niteries currently are under close scrutiny by International Revenue Department agents. Check-up involves spots' excise (admissions) tax payments.

MOON MULLINS and LEFTY LEHMAN
PRESENT
National Championship Speed Derby
OPENING
MONDAY, APRIL 14
WINTER GARDEN ARENA
520 De Baliviere, Downtown St. Louis
Up to \$1,750.00 in cash prizes.
Plenty of good sponsors.
The first show in St. Louis proper since 1935.
Contestants and Help
Wire or Write
MOON MULLINS or LEFTY LEHMAN
3301 Olive St., New Plaza Hotel,
St. Louis, Mo.

STRIPS
WANTED FOR THE
FLAMINGO — SILVER PALM — SO-HO
TROCADERO — AND OTHER
CHICAGO CLUBS.
BILL MATHEWS AGENCY
Suite 400, 54 W. Randolph St.
Dear. 3031 CHICAGO, ILL.

COSTUMES
Rented, Sold or Made to Order for all occasions.
Custom Made GIFTS.
Send 25¢ for Sequin and Net Hair Ornament and receive Circulars FREE
THE COSTUMER
238 State St., Dept. 2
Schenectady 5, N. Y.

GIRLS WANTED
Dancing, Posing, Strip, Semi-Strip. Wire
MILT ROBBINS
Side Show Mgr., Dailey Bros.' Circus
Gonzales, Texas

TOOTHACHE?
Get quick relief with Dent's Tooth Gum or Dent's Tooth Drops! Be prepared! Buy a package from your druggist today. Keep it handy. Follow directions.
DENT'S TOOTH GUM TOOTH DROPS

Want to hear from Dancers and Strippers at all times
BE A BOOSTER FOR MILTON SCHUSTER
127 North Dearborn St. CHICAGO 2, ILL.

STARTS TUESDAY, APRIL 22
SPEED DERBY OF 1947
PLAY-MOR ARENA, KANSAS CITY, MO.
(Seats 8,000)
WANT EMSEES—Lenny Paige, Eddie Peasley, Chuck Payne, Eddie Leonard, George Walker, write. JUDGES—Jim Coffey, Clyde Hamby, Jim Passo, Earl Clark, Micky Brennan, contact.
ATTENTION!—Dale and Pat Thorpe, Louie Meredith, Helen Caldwell, Vickie and Mario, Charley and Vivian, Lucien Jordan, Adele Bayless, Stan West, Chad Alviso, Billie and Jo-Jo, Joe and Mary Rock, Johnny Reed, Don Donaldson, Edwina Trahan, Henrique Sisters.
Sponsors here will be wonderful. This show will be bigger and better than last year. Write in immediately.
KING BRADY or JERRY GREEN
PLAY-MOR ARENA, 3100 MAIN ST., KANSAS CITY, MO.

Theater Wing Awards First 20 "Tonys"

NEW YORK, April 6.—The American Theater Wing tonight awarded its first annual 20 "Tonys" to legit personalities in memory of the late Antoinette Perry, its former head, at a dinner in the Waldorf-Astoria attended by over 1,000 showfolk. Thesps receiving awards were Ingrid Bergman for *Joan of Lorraine*, Helen Hayes for versatility in *Happy Birthday*, Jose Ferrer for *Cyrano De Bergerac*, Frederic March for *Years Ago*, David Wayne for *Finian's Rainbow* and Patricia Neal for her debut performance in *Another Part of the Forest*.

Elia Kazan and Arthur Miller received Tonys for their work on *All My Sons*, the former for his direction and the latter for his scripting. Kurt Weill's score for *Street Scene* won him an award. Lucinda Ballard was honored for her distinguished costuming of several Stem hits, David Folkles for his scenic artistry on *Henry VIII*, Agnes De Mille for her *Brigadoon* dances and Michael Kidd for his choreography in *Finian's Rainbow*.

Leventhal Champ Backer

In the miscellaneous category, prizes were given to Jules Leventhal as the season's most prolific backer and producer, T. B. McDonald for the McDonald Construction Company's building of the intricate *If the Shoe Fits* production, Burns Mantle for his annual *Best Plays* tome, Mr. and Mrs. Ira Katzenberg for their enthusiasm as inveterate first-nighters, Dora Chamberlain for her unflinching courtesy as treasurer of the Martin Beck Theater and Vincent Sardi Sr. for providing a transient home for theater folk for 20 years.

Men received gold bill clasps as their Tonys and the women were given silver compacts. Winners were selected by ATW's board after members had thrown their individual selections into a kitty. Next season a thoro survey of the legit field will be made by the ATW before setting up board's selections, something not possible this season. Affair was broadcast over the Mutual network.

Equity Seniority Panel Would Cut Apprenticeship

NEW YORK, April 5.—Seniority committee of Actors' Equity, headed by Sam Jaffe, recommended at the council meeting Tuesday (1) that qualifications for senior membership in the labor org be shaved from two years' membership in the union and 50 weeks' stage experience to the same membership time but only 30 weeks of stage experience. Recommendation now must go before the quarterly meeting of the thesps on June 1 to be voted on before it replaces the old rule.

Altho the proposal, if okayed, will only push a few hundred junior members into seniority, according to Equity execs, it is likely to occasion plenty of opposition from the faction headed by Frank Fay. Fay came out strongly against reducing qualifications in an article last year in the *New York Journal-American* while doing a guest column for George Jean Nathan.

BROADWAY SHOWLOG

Performances Thru April 5, 1947

New Dramas

	Opened	Perfs.
All My Sons.....	1-29, '47	77
(Coronet)		
Another Part of the Forest.....	11-20, '47	157
(Fulton)		
Born Yesterday.....	2- 4, '46	497
(Lyceum)		
Eagle Has Two Heads, The.....	3-19, '47	21
(Plymouth)		
Happy Birthday.....	10-31, '46	176
(Broadhurst)		
Harvey.....	11- 1, '44	1,030
(48th Street)		
Joan of Lorraine.....	11-18, '46	160
(Alvin)		
John Loves Mary.....	2- 4, '47	71
(Booth)		
Life With Father.....	11- 8, '39	3,105
(Bijou)		
O' Mistress Mine.....	1-23, '46	398
(Empire)		
State of the Union.....	11-15, '45	583
(Hudson)		
Voice of the Turtle, The.....	12- 3, '43	1,244
(Morosco)		
Years Ago.....	12- 3, '46	134
(Mansfield)		

REVIVALS

Burlesque.....	12-25, '46	118
(Belasco)		
Craig's Wife.....	2-12, '47	61
(Playhouse)		
Importance of Being Earnest, The.....	3- 3, '47	40
(Royale)		
Lady Windermere's Fan.....	10-14, '46	200
(Cort)		

Musicals

Annie, Get Your Gun... ..	5-16, '46	362
(Imperial)		
Brigadoon.....	3-13, '47	28
(Ziegfeld)		
Call Me Mister.....	4-18, '46	407
(National)		
Carousel.....	4-19, '45	823
(Majestic)		
Finian's Rainbow.....	1-10, '47	99
(46th Street Theater)		
Oklahoma.....	3-31, '43	1,724
(St. James)		
Street Scene.....	1- 9, '47	100
(Adephi)		

REVIVALS

Chocolate Soldier, The..	3-12, '47	29
(Century)		
Sweethearts.....	1-21, '47	87
(Shubert)		

ICE SHOW

IceTime.....	6-20, '46	402
(Center)		

OPENED

Tenting Tonight.....	4- 2, '47	5
(Booth)		
All-out thumb-down from aisle experts. No: Robert Coleman (Mirror), Louis Kronenberger (PM), William Hawkins (World-Telegram), Ward Morehouse (Sun), Robert Garland (Journal-American), Richard Watts Jr. (Post), Howard Barnes (Herald-Tribune), John Chapman (News), Brooks Atkinson (Times).		
Barefoot Boy With Check.....	4- 3, '47	4
(Martin Beck)		
Drew mixed notices from crit. No: Robert Garland (Journal-American), Brooks Atkinson (Times), Richard Watts Jr. (Post), Howard Barnes (Herald-Tribune), Louis Kronenberger (PM). Yes: William Hawkins (World-Telegram), John Chapman (News), Robert Coleman (Mirror), Ward Morehouse (Sun).		
Alice in Wonderland... ..	4- 5, '47	
(International)		

Two Legit Shows Authorized To Cut Salaries, But Don't

NEW YORK, April 5.—Recent unsteadiness in Stem legit biz is highlighted by two cuts of 25 per cent in salaries authorized by Actors' Equity. *Another Part of the Forest* and *Lady Windermere's Fan* both received the "cuts board" green light, but Kermit Bloomgarden, producer of *Forest*, balked at taking advantage of the slash when he learned that reduction would allow run-of-play actors to give him two weeks' notice if they received better offers.

Fan's sponsors, Russell Lewis and Howard Young, also decided not to cut salaries when biz took a temporary jump.

4A's To Brief Membership On Legislation

NEW YORK, April 5.—Legislative committee of the Associated Actors and Artistes of America (4A's) is undertaking the job of educating its members on labor legislation now before Congress. Committee appointed Edward McHale, former national secretary of American Veterans' Committee, to handle this work and co-ordinate 4A's moves against any of the bills considered harmful.

McHale intends to send a special bulletin to all members of 4A's unions and territorial units of the 4A's. This, the committee expects, will line up support from membership for any campaign 4A's may undertake against legislation. Committee also expects to visit Washington around April 21 to contact individual senators and congressmen.

The 4A's are opposed to expected legislation against closed shop, industry-wide bargaining and secondary boycott. Alfred Harding, of Actors' Equity, was elected chairman of the committee.

"Lute" Hits 50G Net In 10-Week Chi Run; Ace Flack Job Cited

CHICAGO, April 5.—Future plans for *Lute Song* (Studebaker) have been changed as a result of its 10-week stand here, it was learned this week. Show has been rolling in grosses of 24-25G and even during Holy Week dropped only slightly below. *Lute* has copped an estimated \$50,000 net in 10 weeks, reducing considerably producer Michael Myerberg's \$200,000 red ink figure incurred in New York and on road runs during the past 15 months.

One of the main reasons show is making a successful run here, trade sources say, is the flack barrage laid down by press agent Danny Newman in all media. Newman's formula in Chi's papers for 50 consecutive days got the show over 100 pix breaks, sometimes as many as eight a day. Result is that the b.-o. men say the play is pulling in many customers who have never been inside a legit theater before.

Equity Modifies Ferrer 16mm. Ruling

NEW YORK, April 5.—Final agreement on the dispute between Jose Ferrer and Actors' Equity over 16mm. filming of performance of *Cyrano De Bergerac* was reached at an Equity council meeting Tuesday (1). Council has assessed *Cyrano* management two weeks' salary for the whole cast on the basis of two days' work.

Ferrer appealed the decision, pleading that the pix were taken merely as a record and there was no commercial value attached. Council passed a vote of censure on the producer and agreed to compromise the matter with acceptance of a small token payment. Figure was reported to be around \$200.

Yiddish Theater in Berlin

BERLIN, April 5.—The Yiddish Theater in the American sector of Berlin, which was started for the entertainment of displaced persons, has become a permanent institution. Producer Mordcha Abelman will direct. There will be five performances a week.

Coast Actors Plan Library Thea. Unit

NEW YORK, April 5.—Los Angeles actors have sent inquiries to the Equity Library Theater asking about the possibility of forming a library theater unit on the West Coast. ELT execs have given their benediction to the idea and a search now is under way on the Coast to ascertain if the mechanics can be set up for ELT legit out there.

Legit Benefit, Off to Sept. 20, To Be Bonanza

NEW YORK, April 5.—The legit benefit for the American National Theater and Academy (ANTA), originally slated for May, has now been skedded for September 20 at Madison Square Garden. It's expected to gross between 120G and 130G on tic sales alone, with program sales adding another 60 or 100.

The program, to be scripted by Richard Rodgers and Oscar Hammerstein, will include production numbers from all the year's hit musicals, and scenes from plays. Vinton Freedley probably will head the production committee. Harry Brandt has agreed to manage tic sales. Box seats are \$1,000 and general seat prices range from \$2 to \$150. Program will run from about 9 p.m. to 2 a.m.

ANTA expects the nice fat bank roll obtained from the affair to help begin its work of subsidizing legit thruout the country. Dough will also be used to drive for more funds.

Injured Patron Settles Suit Vs. Todd and Haakon

NEW YORK, April 5.—The \$20,000 damage action against Mike Todd and Paul Haakon by Samuel Zuckerman, was settled out of U. S. District Court this week for an undisclosed amount. Zuckerman had charged that on April 15, 1944, while a patron of Todd's show, *Mexican Hayride*, he was seriously injured by an article thrown from the stage by actor Haakon.

ROUTES Dramatic and Musical

- Anna Lucasta (Belasco) Los Angeles.
- Anna Lucasta (Plymouth) Boston.
- Accidentally Yours (Curran) San Francisco.
- Ballet Russe de Monte Carlo (Royal Alexandra) Toronto.
- Blossom Time (Auditorium) Hutchinson, Kan.
- 9 (Arcadia) Wichita 10; Oklahoma City, Okla., 11; (Robinson Aud.) Little Rock, Ark., 12.
- Born Yesterday (Erlanger) Chicago.
- Beggars Holiday (Shubert) Chicago.
- Bloomer Girl (Auditorium) Rochester, N. Y.
- Cyrano de Bergerac (Opera House) Boston.
- Cornell, Katharine (Cass) Detroit.
- Call Me Mister (Nixon) Pittsburgh.
- Dear Ruth (American) St. Louis.
- Fatal Weakness, with Ina Claire (Selwyn) Chicago.
- Glass Menagerie (Fargo) N. D., 9; (Auditorium) St. Paul, 10; (High School) La-Crosse, Wis., 11; (Chateau) Eau Claire 12.
- Glass Menagerie (Locust) Philadelphia.
- Hamlet, with Maurice Evans (National) Washington.
- Harvey, with Joe E. Brown (Harris) Chicago.
- Iceman Cometh (Walnut St.) Philadelphia.
- Lute Song (Studebaker) Chicago.
- Magnificent Yankee (Geary) San Francisco.
- Message for Margaret (Wilbur) Boston.
- Oklahoma (Convention Hall) Tulsa, Okla.
- Pygmalion, with Gertrude Lawrence (Davidson) Milwaukee.
- Red Mill (Shubert) Boston.
- Student Prince (Biltmore) Los Angeles.
- State of the Union (Forrest) Philadelphia.
- State of the Union (Erlanger) Buffalo.
- Three to Make Ready (Blackstone) Chicago.
- Trouble for Rent (Shubert-Lafayette) Detroit.
- Three Indelicate Ladies (Shubert) New Haven, Conn., 10-12.
- Up in Central Park (Shubert) Philadelphia.
- Voice of the Turtle (Hanna) Cleveland.

BROADWAY OPENINGS

TENTING TONIGHT

(Opened Wednesday, April 2, 1947)

BOOTH THEATER

A farce by Frank Gould. Staged by Hudson Faussett. Set by John Root. Costumes, Robert Moore. Company manager, Sam Nixon. Stage manager, Forrest Tyler. Press representatives, James Proctor and Lewis Harmon. Presented by Saul Fischbein.

Peter Roberts Richard Clark
Edna Roberts June Dayton
Lester Pringle Michael Road
Leonie Roberts Jean Muir
Phil Alexander Dean Harens
Stanley Fowler Ralph Brooke
Sue Fowler Betty Caulfield
Theda Henderson Ethel Remy
Marvin Henderson William David
Elliot Smollens Jackie Kelk
Joe Wollinski Joshua Shelley
Yock Janowski Henry Lascoe
Sherman Michael Lewin
Harry Nash Forrest Taylor Jr.
Billy Heffernan Edward De Velde
Sammy Foley James Fallon

Judith Abbott and Mary Mason have—wisely—withdrawn from sponsorship of *Tenting Tonight* and left the unveiling at the Booth Theater on the doorstep of Saul Fischbein. The Misses Abbott and Mason have shown foresight. Mr. Fischbein is holding the bag.

And an empty bag it is, despite the fact that Frank Gould's farce about a group of slap-happy G.I.'s in search of adequate campus housing quarters provides an occasional snicker and titter. Possibly Gould's notion of G.I. nonsense in taking over a professorial cottage and shaking down a stuffed-shirt trustee has a potential rib-tickling content, but spiced with an overload of Runyonesque gagsters, who have neither flair nor flavor, the whole thing boils down to a tasteless dish. The ingredients of a right good comedy are all there, but Gould has thrown away the recipe.

Hodge Podge

The result, aided and abetted by the direction of Hudson Faussett, is a hodge podge of collegiate romance plus an overlay of cheap melo, played hard by an adequate and competent cast. Too bad that 90 per cent of the latter's efforts are wasted.

A lot of good players are mixed up in this, unfortunately not for their own good. Jackie Kelk, of radio's *Aldrich Family*, provides the high comic note as a pin-feathered freshman who turns out to be an ex-G.I. hero. Joshua Shelley assists as a smarty-pants undergraduate who plays the horses and knows the answers. Dean Harens presumably may be tabbed as the hero and the fem contingent is made of Jean Muir, June Dayton and Betty Caulfield. All of them, and those in lesser stints, give yeoman service in an attempt to spark *Tenting*. It is wasted effort.

Fischbein has inherited a good production. John Root has designed a nice set. Everything has been included to insure a good stem send-off; that is, everything except a properly paced and written farce. The sum-up on this one is an emphatic: No.

Bob Francis.

Yellow Springs Strawhat Opens June 25 with 'Joan'

DAYTON, O., April 5.—*Joan of Lorraine* will be the opening attraction of the Yellow Springs summer theater season June 25. There will be a change of bill weekly, opening Wednesday and continuing thru Sunday. Plays planned, if releases can be effected, include selections from a list comprising *State of the Union*, *January Thaw*, *Philadelphia Story*, *Born Yesterday*, a Shaw play (possibly *Pygmalion*), *Green Grow the Lilacs*, *Time of Your Life*, *Night Must Fall*, *I Remember Mama*, *The Little Foxes* and *The Glass Menagerie*.

Paul Treichler, drama instructor at Antioch College in Yellow Springs, will direct.

BAREFOOT BOY WITH CHEEK

MARTIN BECK THEATER

(Opened Thursday, April 3, 1947)

A musical by Max Shulman (from his novel). Music by Sidney Lippman. Lyrics by Sylvia Dee. Staging, George Abbott. Sets and lighting, Jo Mielziner. Dances, Richard Barstow. Costumes, Alvin Colt. Vocal arrangements, Hugh Martin. Orchestrations, Philip Lang. Musical director, Milton Rosenstock. General manager, Charles Harris. Stage manager, Robert Griffith. Press representatives, Richard Maney and Ned Armstrong. Presented by George Abbott.

Roger Halfellow Jack Williams
Shyster Fiscal Red Buttons
Van Varsity Ben Murphy
Charlie Convertible Loren Welch
Freshman Patrick Kingdon
Asa Hearthrug Billy Redfield
Eino Fflilkkilinnenn Benjamin Miller
Noblesse Oblige Billie Lou Watt
Clothilde Pfefferkorn Ellen Hanley
Yetta Samovar Nancy Walker
Professor Schultz Phillip Coolidge
Peggy Hepp Shirley Van
Kermit McDermott Jerry Austen
Boris Fiveyearplan Solen Burry
Playwright Marten Sameth
Bartender James Lane
Muskie Pike Tommy Farrell
First Band Member Harris Gondell
Second Band Member Nathaniel Frey

DANCERS: Jan Marie Caples, June Graham, Mary Bly Harwood, Louisa Lewis, Marcia Maler, Audrey Peters, Doris York, Leonard Claret, Douglas Deane, Ray Kirchner, John Laverty, David Neuman and Tommy Randall.

SINGERS: Betty Abbott, Adrienne Aye, Mary Lee Carrell, Carol Coleman, Beverly Fite, Neil Foster, Marion Kohler, Gay Lawrence, Abbe Marshall, Ellen Martin, Jean Sincere, Pamela Ward, James Bowie, Harvey Braun, Dean Campbell, Robert Edwin, Nathaniel Frey, Harris Gondell, Joan Leslie, Ray Morrissey, Robert Paul Neukum, Alfred Porter, Walter Rinner and Marten Sameth.

SONGS: A Toast to Alpha Cholera, We Feel Our Man Is Definitely You, The Legendary Eino Fflilkkilinnenn, Too Nice a Day to Go to School, I Knew I'd Know, I'll Turn a Little Cog, Who Do You Think You Are?, Everything Leads Right Back to Love, Little Yetta's Gonna Get a Man, Alice in Boogie-land, After Graduation Day, There's Lots of Things You Can Do With Two, The Story of Carrot, When You Are Eighteen, Star of the North Star State; It Couldn't Be Done, But We Did It.

There is no question about George Abbott's having another hit on his hands. *Barefoot Boy With Cheek* is fresh, racy and opulent—a somewhat sophisticated big brother to *Best Foot Forward*. If author Max Shulman hasn't succeeded in making his song-and-dance version of *Cheek* as funny as his book (and it isn't), it is likely because most lampoons of collegiate didoes never seem to come off as well on stage or screen as on paper.

However, Shulman has managed to lift enough of the elegant nonsense out of his book to fill a substantially satisfying chant-and-terp evening with an outrageous spoof of his alma mater, the University of Minnesota. Very few campus activities, from fraternities to lecture halls, fail to come in for a jovial dig. Overlay this with some reasonably tuneful scripting by Sidney Lippman and a few ingenious lyrics by Sylvia Dee, plus a lot of eager youngsters romping at a headlong Abbott pace in colorful costumes by Alvin Colt, against sock backgrounds by Jo Mielziner, and you have the sum-up of *Cheek*. It looks like it will add up definitely in the black column.

A Youngsters' Show

Cheek is essentially a youngsters' show—both fore and aft of the foot. Its appeal is the sort that is likely to have the collegiates storming the Martin Beck b.-o. And the whole cast goes at it with the same age-bracket zest. It has the charm of youthful exuberance, even if the first act boogie-woogie finale wears heavily on an elderly eye and ear. But the youngsters are up there pitching every minute, and you've just got to like 'em most of the time, even when you're wondering where they get all that energy.

Scorewise, Lippman has scripted little that is likely candidate meat for the Honor Roll of Hits, but he has turned out a couple of tuneful

OUT-OF-TOWN OPENINGS

TROUBLE FOR RENT

(Opened Thursday, April 3, 1947)

ENGLISH'S THEATER, INDIANAPOLIS

A comedy mystery presented by Monroe Manning and Frank P. Atha.

John Anderson John Shay
Marion Woodcock Carol Hughes
Officer Delahanty Dave Ward
Pete Durkin Raymond Bond
Helen Durkin Estelle Taylor
Al Lyle Talbot
Otto Morris Charles Jordan

Trouble for Rent has the elements of a second-class thriller, laced with some amusing situations concerning a bachelor veteran looking for a house to rent. The romance is fast moving, with two snappy fems vying for the attentions of the eligible home seeker. Star slots are occupied by Lyle Talbot and Estelle Taylor.

Trouble is nothing more than a murder mystery. It starts slow to gain a certain momentum, but drags in spots. Fun starts when vet holes up in a haunted house for a session of shooting and plenty of rough stuff. The show might be well classed with a "B" motion picture. The third act is packed with gangster action, but lacks the wisecracks which should spark that sort of melo. There is entirely too much rowdyism and some of the acting is as thin as the plot.

Production as a whole throws full emphasis on the murder slant to the point of almost coming up the works.

Howard Rudeaux.

ballads in *I Knew I'd Know* and *After Graduation Day* and some good specialty numbers like *I'll Turn a Little Cog*, *There's Lots of Things You Can Do With Two* and *The Story of Carrot*. Also he has devised a smash march song, *Star of the North Star State*, which is a sure-fire follow-up to *Buckle Down Winsokkie*. Sylvia Dee's verses, while never anything to cause a mental conflagration, are sufficiently timely and sharp to fit the score.

Most of the energy is provided by Nancy Walker, more or less duplicating her last stint as the fem taxi driver in *On the Town*. As a man-prowling campus Red, she has material that isn't as funny, but Nancy can and does sock over a specialty chant with the best. Ellen Hanley adds a nice voice—particularly in the upper register—and a nice personality to the campus cutie who gets the boy. Betty Lou Watt offers additional eye-appeal as a little snob who doesn't. The lads concerned are Billy Redfield, Red Buttons and Jack Williams. For some reason or other the powers haven't seen fit to make use of Williams's expert tapping, which seems a shame. Special plus ratings for fun contributions go to Philip Coolidge and Tommy Farrell. Coolidge wanders vaguely in and out of the proceedings as a shiny-suited professor to spearhead the faculty spoof with acidulous wisecracks. The show could stand a lot more of him. Farrell does excellently by a tough band leader.

Dance Patterns Collegiate

Richard Barstow's dance patterns are frantically in the collegiate groove. Apparently students at Minnesota U. dance at the drop of a hat—day or night. Shirley Van, June Graham and Leonard Claret are in the top terping slots, abetted by a hot-footed group of willing assistants. They all seem to get as much fun out of their stepping as the customers do.

Over-all, *Cheek* is somewhat of a disappointment—on the basis of its pre-Broadway rep—but it has plenty in it for a mark-up in the song-and-dancer success bracket. It will likely be around quite a while.

Bob Francis.

MESSAGE FOR MARGARET

(Opened Monday, March 31, 1947)

WILBUR THEATER, BOSTON

A play by James Parish. Directed by Elliott Nugent. Setting, Donald Oenslager. Gowns, Valentina and Bergdorf Goodman. Company manager, Thomas Bodkin. Stage manager, James Neilson. Press representative, Sol Jacobson. Presented by Stanley Gilkey and Barbara Payne.

Margaret Hayden Mady Christians
Stephen Austin Roger Pryor
Adeline Chalcot Miriam Hopkins
Robert Chalcot Peter Cookson

Message for Margaret is a curious mixture of melodrama, fem psychology, unbelievable events, sometimes stilted writing and first-rate acting which nevertheless fails to interpret the spirit of the script properly. Unless these confusions are cleared up, they very likely will allow *Message* only a short stay on Broadway.

Basically, the play is an intense study of what happens to a fine and lovely woman when she is placed under enormous and growing stress. There are side issues and they all contribute to the understanding of the female mind. But the central theme is pretty generally adhered to.

When Publisher David Hayden died in a street accident, he whispered a last message to his friend, "Give my love to Margaret. . . Bless her for all she has done," and then added an incoherent phrase upon which the denouement of the play depends. David's wife resigns herself to his death, until one of his authors appears to reveal that she had been his mistress and that he had called her Margaret (her pen name), too.

Driven To Kill

Wife Margaret cannot fight the growing black hatred for the other Margaret which is driving her to attempt murder. The final straw comes when the authoress stuns the wife with the announcement that she is about to have David's child. There are titanic struggles between the women, the fine wife who has quickly learned to hate, the mistress who was a bitch from the start. The mistress tries to get her own husband to return to her to help cover up her troubles. And she finally agrees to give up the child whom the first Margaret, who had always longed for one, couldn't have. In the midst of this, after the writer's husband has agreed to return to his wife for a short time, he is killed in circumstances similar to those in which the wife attempted to kill the mistress. But somehow, thru the twist of lines and plot, the whole business is worked out so that Margaret No. 1 will get the child and Margaret No. 2 will be free of all encumbrances.

Thru misplaced emphasis in both direction and acting, the motivations and even the action itself are often unclear. The mounting tension, the steady shift of the chief characters' attitudes, are not clearly defined, either in the acting of Mady Christians and Miriam Hopkins, nor in Nugent's direction.

The confusions and lack of complete effectiveness may forecast a short life for *Message*, which is unfortunate, since it is one of the best plays we've had this season. There are isolated scenes in which each of the four players offer telling performances. The intensity of some of Miss Christians' work is mightily moving. Miss Hopkins sometimes manages to define clearly the rottenness of the second Margaret. Roger Pryor gives ample evidence that he is becoming a fine light hand in the drawing room manner, altho he occasionally is too glib. And Peter Cookson, when he overcomes a few obvious mannerisms, may emerge as a first-rate young leading man.

Bill Riley.

THE FINAL CURTAIN

AYERS—George A., Sr., 83, former band conductor, in Ossining, N. Y., March 16.

BLOCH—Jean R., 63, French newspaper publisher and playwright, in Paris March 16. He authored several novels and a number of plays, best known of which was *Toulon*.

BLUEFEATHER—Princess, 80, lecturer, poet and entertainer, March 12 in Westchester, Pa. She claimed to be a descendant of Montezuma, Aztec emperor of Mexico. She toured America and Europe, and during World War I entertained soldiers overseas.

COLLINS—Warren B., 62, concession manager of Playland-at-the-Beach, San Francisco, in that city March 28. He had been associated with Whitney Bros.' Amusement Properties for 40 years. Survived by his widow, Mary Jane; a son, Richard E.; a sister, Mrs. W. E. Welch, and three brothers, Guy E., Richard and Fred. Burial in Cypress Lawn, San Francisco.

COOPER—Leo, 49, former sideman, March 31 in Chicago. He had operated a musical instrument repair shop in Chicago the past 10 years.

CRABBS—William E., 67, manager of Memorial Hall Roller Skating Arena, Toledo, March 30 in a Toledo hospital.

CRAIG—Edith, 77, veteran English actress, producer and designer and daughter of the renowned Dame Ellen Terry, in London, March 27. Her father was Charles Wardell, known on the stage as Kelly. He was the second husband of Ellen Terry.

THANKS

I WISH TO EXPRESS MY THANKS AND DEEP APPRECIATION FOR THE MANY FLORAL OFFERINGS AND EXPRESSIONS OF SYMPATHY ON THE DEATH OF MY BELOVED HUSBAND

GEORGE DAVIS

MRS. GEORGE DAVIS

DARR—Mrs. Ethel, March 14 in Concord, Calif. Survived by two daughters and two sons.

DAVIS—George (Pandjiris), in charge of concessions with Polack Bros.' Circus, No. 1 Unit, and financial secretary of the International

IN MEMORY

of our boss

GEORGE DAVIS

who passed away
March 29, 1947

A swell guy who will be sorely missed by the

CANDY BUTCHERS

with

Polack Bros.' Circus

Association of Showmen, St. Louis, March 29 in Miami Valley Hospital, Dayton, O., of uremic poisoning. Survived by his widow, Daisy; a sister, Mrs. Millicent Todd; three brothers, Milton, Nicholas and Kimon, and a nephew, N. D. Todd. Services from the Charles F. Stuart Funeral Home and remains interred in a crypt in Oak Grove Mausoleum, St. Louis.

DAVIS—Mack, 47, producer, songwriter and personal manager, in New York March 27. Producer of the ice shows at the St. Regis Hotel, New York, the past several years, he was formerly with the old CBS Artists' Bureau and a vice-president of the Music Corporation of America from 1940 to 1946. Among songs he wrote were *An Evening in Paris*, *Moon Love* and *There's Music in the Stars*.

DAVIS—Mrs. Susan Hawley, 79, widow of Charles D. Davis and a leader in Connecticut musical circles, in Fairfield, Conn., March 24. She was an organizer and vice-president of the board of the Bridgeport Oratorio Society, chairman of the opera division of the National Federation of Music Clubs, vice-president of the National Federation of Music Clubs, vice-president of the National Opera Club of America, vice-president of the Connecticut Federation of Music Clubs and music chairman of the New York Women's Press Club.

DAVIES—Edward, 54, veteran musician, in Milwaukee March 27.

DREYER—Helen Stewart, 46, sister of Frank (Doc) Stewart, of Oklahoma City, former circus agent, in Chicago March 31. Burial in La-Grange, Ill., April 3.

DE MILLE—Mrs. W. C., 68, mother of Agnes De Mille, dance director, in New York March 17. She was divorced in 1927 from William C. De Mille, playwright and motion picture producer.

EATON—Edwin E., 79, father of Hazel Reis, former motordrome rider and wife of Jesse J. Reis, former carnival secretary, March 22 in South Portland, Me. He also leaves a son and sister. Services March 24, with burial in Highland Cemetery, South Portland.

ERDMAN—Arthur J., for 33 years operator of the Penny Arcade at Forest Park, Highlands, St. Louis, March 5 in that city. Survived by his son, George.

FAGET—Julius E. Sr., 86, vocal teacher and composer of several hundred songs and instrumental numbers, in Linden, N. J., April 3.

FERGUSON—George, 82, concert and operatic singer, in New York March 24. He established a voice studio in New York in 1921 after performing several years in Europe.

FINCH—Mrs. Lucine, daughter of Shakespearean actor Edwin Wilson Finch, recently in West Hartford, Conn.

FLIASHNICK, Sam B., age 57, of the Moe Gale Agency, died Wednesday, March 26, 1947, at Daytona Beach, Fla. He was associated with Duke Ellington, Cab Calloway and Don Redman and more recently with the Ink Spots. He is survived by his widow, Sylvia.

FORBES - ROBERTSON—Frank, 61, member of one of England's most renowned theatrical families, March 15 in London. He played in many London hits. In 1920 he formed his own company to tour Britain.

FOX—Felix, 70, former concert pianist, in Boston March 25. He was soloist with the Boston Symphony Orchestra when it was conducted by Pierre Monteux, and also played with New York, Philadelphia and Detroit symphonies.

FROLICH—Charles A. Sr., 75,

pianist and composer, in Elizabeth, N. J., March 30.

GERRY—Lewye N., 45, Willimantic, Conn., musician, in that city recently. He was a member of the Foot Guard band and Sphinx Temple band of Hartford, Conn., and at one time was secretary of the Willimantic musicians' local and instructor of the Baltic Legion Bugle and Drum Corps.

HAWKINS—"Puny," manager and emcee of the KFJ Arkansas Valley Boys, March 30 in Wichita, Kan., of a heart attack. Hawkins had headed the KFJ stage unit since 1939 and had played in stock and rep, and for Universal Pictures in silent movies.

IN LOVING REMEMBRANCE OF MY BELOVED HUSBAND

FRED N. GARNEAU

WHO PASSED ON APRIL 11, 1941.

MIMI GARNEAU

You Shared My Load As We Traveled The Road, Side By Side.

HOWARD—Ella, 80, Shakespearean actress, in Glendale, Calif., March 18. She toured as member of the act Howard and Hern, retiring in 1915.

JENNINGS—Frederic, 57, internationally known banjoist, March 1 while en route from New London, Conn., to Boston. He was primarily known as a concert banjoist in America and Europe, but in his younger days toured with the Lew Dockstader and Primrose and West minstrels.

KOENIG—Frederick, 65, pioneer radio station operator, in Elmsford, N. Y., March 18. He started broadcasting in 1920 from his Tarrytown (N. Y.) station, WBAK, which in 1923 became WRW.

LION—Leon M., 68, English actor, producer and playwright, in Brighton, Sussex, England, March 28. He appeared in many London hits, produced nearly 100 plays in London and wrote 40 one-act plays. At one time he managed the New Theater, London, where he produced most of his plays.

LORENZI—Ulysses, 58, theater manager, in Springfield, Mass., March 20. He was recently manager of Springfield's Phillips Theater and formerly assistant manager of the old two-a-day vaude house, the Poli Palace.

MAXWELL - WILLSHIRE—Sir Gerard, 54, former film actor, in London April 3. His first wife, divorced in 1923, was the musical comedy actress, Lillian Birtles.

In Loving Memory of Our Darling Brother

EDDIE MORGAN

who passed away April 12th, 1942.

Five long years have gone, yet it seems only yesterday that you smiled so sweet and talked to us. Your Sister VERA and Brother JOHN.

MCCONATHY—Dr. Osborne, 72, music educator and chief editor of the music publications of Silver Burdett Company since 1925, in Pattenburg, N. J., April 2. He was the author of several technical works on music.

MONTGOMERY—Ernie R., 67, one-time secretary of North Dakota State Fair, Grand Forks, in Hot Springs March 29.

OLESKOWICZ—Stanley, 76, Detroit theater circuit owner, in that city March 31 of a heart attack. Survivors include his widow, a son, and eight other children. Interment in Holy Sepulchre Cemetery, Detroit.

ORTON—Norman, 65, former member of the wire act, the Four Ortons, March 25 at the Naval Hospital, Gulfport, Miss., after an operation. The act toured this country and abroad until 1939. Survived by a sister, Mrs. Everett Higginbotham, Lake Ronkonkoc, N. Y., and a

brother, Myron. Burial in the Gate of Heaven Cemetery, White Plains, N. Y.

PARKER—Lucy, 84, former actress and widow of Gustave Wallace, in New York March 21. Her last stage appearance was in *Like a King*. Survived by a daughter, Mrs. Inez Brown, Roanoke, Va.

PIJPER—William, 52, leading figure in Dutch music, in Leidschendam, Holland, March 19. He was director of the Conservatory of Music of Rotterdam, co-editor of the musical monthly, *De Muziek*, and a contributor to *Grove's Dictionary of Modern Music*. He wrote three symphonies, the opera *Halewijn*, and incidental music for Shakespeare's *The Tempest* and several classical Greek dramas.

PITTMAN—Mrs. Albert E., 59, Detroit musician, suddenly in that city March 16. Survived by two sons.

POULIOT—Thomas, former bell diver, March 24 in Detroit. He did a diving act at Electric and River-view parks, Detroit, and at fairs about 30 years ago. Survived by a daughter.

RANKIN—Arthur, 50, screen actor and writer, in Hollywood March 22, of a cerebral hemorrhage. A son of the veteran screen actor, Harry Davenport, he spent virtually his entire life in the theater, with the exception of a period of service with the U. S. Marine Corps. Survived by his father; his widow, Marion, two sons, a brother and two sisters. Burial in Los Angeles.

ROOT—Minnie M., 76, retired music publisher, at her home in Ann Arbor, Mich., March 25. Interment in Michigan Memorial Park, Wayne, Mich.

SNEATH—Isaac W., 64, owner of the Trianon Ballroom, Regina, Sask., in Baltimore March 26 while vacationing. Survived by his widow, a daughter and two sons, including G. E. Ross Sneath, manager of the Trianon. Burial in Regina April 5.

SPERRY—Harvey Lester (Bob), formerly with the Tom Drake Agency, Kansas City, Mo., March 15 in that city, of tuberculosis. Sperry spent 50 years in show business, in more recent years being a booking agent. He was a member of the Show Folks of America. Survived by his widow, Mabel, Chicago; three sons, John, Charles and Clancy, Steubenville, O., and a daughter, Harriet, Consort, Alta., Can.

STRICKLAND—William G., 31, formerly staff singer at Station CHNS, Halifax, N. S., recently in that city. He had also appeared with many concert troupes in the provinces. His widow survives.

WILLIAMS—Fred D., assistant to the president of the Philco Corporation and a past president of the Radio Manufacturers' Association of America, in Bryn Mawr Hospital, Philadelphia, March 29.

WOOD—Allan, 55, actor and playwright, in St. Petersburg, Fla., March 26. He was a partner of "Doc" Rockwell, as Rockwell and Wood, for 10 years. He wrote several sketches and serials for radio, as well as the play, *The Weak Link*, produced at the Golden Theater (New York) in 1940. Survived by his widow, Blanche Colvin, actress.

WOODWARD—Mrs. Eugene Lindeman, 88, former actress, in White Plains, N. Y., March 29. Daughter of an actress, she began her stage career at the age of 10, playing in stock companies in San Francisco, Cincinnati, Cleveland and Chicago before making her first New York appearance with Ada Rehan in 1878. She appeared with Grace George, under the management of William A. Brady, and later joined the classic repertoire Company of E. H. Sothern and Julia Marlowe in 1909. She was last seen in *Personal Appearance*. She was a member of the Episcopal Actors' Guild, Actors' Fund of America, and Actors' Equity Association. Burial in Bellport, L. I., N. Y.

SPEED DEMONS IN A WHIRL

Purse Figures In Huge Hike

Sanctioning of percentage deals for championships by AAA gives drivers dough

NEW YORK, April 5.—Winners of 78 automobile races earned total purses of \$304,432 last year it was announced by Col. Arthur W. Herrington, chairman of the contest board of the American Automobile Association at a recent executive meeting. Races included championship and non-championship events under AAA sanction.

Prize money earned last year by drivers represents an increase of approximately 50 per cent over 1941, the last year of racing before the war interrupted. Events totaled 3,600 miles of racing and paid an average of \$84.50 per mile. Paid average per mile in 1941 was slightly over \$55.

Colonel Herrington attributed the increase in purses to the trend toward paying prize money on the basis of percentage of the gate which he termed "prevalent" in the automobile racing field today.

"National championship races on the one-mile dirt tracks were, for the first time, sanctioned on the basis of a guaranteed purse against a percentage of the gate. As a result of this the prize money has just about doubled what it would have been under the minimum purse arrangement," Colonel Herrington said.

Williams Grove Set

MECHANICSBURG, Pa., April 5.—First big-car auto racing event at Williams Grove Speedway this year has been scheduled by Promoter Roy E. Richwine for Sunday (20). Richwine is again expected to pay attractive purses for the AAA events.

Penn. House Bill Would Tax All Amusements 10%

HARRISBURG, Pa., April 5.—A sweeping legislative proposal to slap a 10 per cent State amusement tax on all entertainment events in Pennsylvania has been introduced in the House of Representatives by Representative D. Raymond Sollenberger.

The bill specifically mentions "every form of entertainment, diversion, sport, recreation, and pastime," and would apply alike to theaters, sporting events, circuses, carnivals and other places of amusement.

To facilitate collection of the levy, all promoters or owners would be registered by the State at a \$1 annual fee.

Chi July 4 Event Set

CHICAGO, April 5.—Annual July 4 show to be staged by the Cook Council of the American Legion here this year at the Chicago Stadium, again will have circus acts supplied thru the Barnes-Theatrical Enterprises, Chicago, and fireworks by Thearle-Duffield Fireworks, Chicago.

How To Avoid Damage Suits

By Leo T. Parker
Cincinnati Attorney at Law

During the past few months the higher courts have rendered many unusually important decisions to assist proprietors of outdoor show business to prepare to win damage suits.

It is important to know that modern higher courts have adopted the law that owners and operators of public amusements are not insurers against injuries to any person, whether invitee, patron, employee or trespasser. No liability attaches for injuries to trespassers unless "gross negligence" or willful abuse on the part of the proprietor, or his authorized employee, caused the injury.

An example of willful abuse is found in Willis, 156 North East (2d) 45. In this case it was shown that a circus policeman clubbed a boy who was sneaking into the circus. The higher court promptly held the proprietor liable in damages altho the boy was a trespasser.

What Is Ordinary Care?

The term "ordinary" care always is an important element in a suit filed against the owner of a public amusement by either a patron, invitee, or other person who has a legal right to be on the premises. Modern higher courts consistently hold if the testimony shows the proprietor, or his employee, exercised an ordinary degree of care to discover and remedy dangerous or defective conditions no liability exists.

Broadly speaking, it is safe to say the court will decide that a pro-

prietor used an ordinary degree of care, if the testimony shows he exercised the same degree of care used by other prudent and reasonably experienced public amusement operators, under the identical circumstance of the injury.

For illustration, in *Thurman v. Clune*, 125 Pac. (2d) 59, the testimony showed a patron was struck in the mouth by a hockey puck while watching an ice hockey match in a pavilion known as the Ice Palace. The Ice Palace contained a rink in size, construction and equipment conforming to the general custom and usage of such rinks prevailing thruout the United States and Canada.

The injured patron sued the proprietor for damages contending he had not exercised ordinary care because she was permitted to sit in a box which was unprotected by any wire screen.

Court Refuses

The higher court refused to hold the proprietor liable because other proprietors generally thruout the country did not post notices warning (See HOW TO AVOID on page 82)

Catholic Festival In Canada To Get Record Fireworks

COOKSVILLE, Ont., April 5.—W. R. Hand, of the T. W. Hand Fireworks Company, Ltd., announced here Wednesday (2) that his firm had contracted for a fireworks show which he believes would be the biggest ever fired in North America. The show will celebrate the end of the Marian Congress, said to be the largest festival planned for this year by the Roman Catholic Church, during the week of June 15 in Ottawa. Clergy from 75 countries have been invited and attendance is expected to reach 150,000.

The fireworks display will be built around scenes from the life of Christ. The feature set piece will depict the Holy Virgin in special lancework and will be 120 feet high. Other set pieces will range from 50 to 60 feet in height. The firing of numerous flights of shells will climax the display.

Eustis, Fla. Event Draws Record 26,000

EUSTIS, Fla., April 5.—More than 26,000 persons attended the six-day Florida Sportsmen's Exposition, which closed here March 21. Attendance was biggest in the history of the event, which until this year operated under the name of the Lake County Fair.

J. P. Bolt's Royal Exposition Shows on the midway enjoyed a successful week.

Berrien, Mich., Buys Lot

DETROIT, April 5.—A 34-acre tract of land will be purchased by the Berrien County Fair Association for the annual September 11-13.

'47 Kick-Offs Win and Lose

Nunis suffers terrific let-down at Atlanta—Birmingham gives with payday

CHICAGO, April 5.—Automobile racing, both big cars and midgets, roared merrily thru a record-breaking financial season in 1946, and the kick-offs for the current campaign resulted in some optimism and not a few misgivings.

The campaign east of the Rockies was officially opened March 30 at Birmingham and Atlanta, and the reaction and reception was different, to say the least.

Birmingham was treated to its first 100-lap midget chase on the State Fairgrounds half-mile oval, and some 8,000 folks laid \$2.45 each on the line to see it—a happy experience for the promoters.

Atlanta in Nose Dive

At Atlanta, where they were raced to death last year but still grossed boxcar figures, the story was different. Sam Nunis offered a classy field of stars—a very expensive field—and grossed around \$14,000, which is about \$13,000 short of the record kick-off of a year ago. Weather wasn't too good last Sunday, but it was hardly bad enough to account for the terrific letdown.

Nunis probably didn't lose any money on his initial venture of the year, but he didn't get fat either. This doesn't make his seasonal prospects too bright as last year he made a hatful on his still dates and dumped plenty of it back on his fair dates.

New Combine Happy

The Birmingham experiment was conducted by Earl Newberry and Jimmy Vancise, of the Jimmy Lynch Death Dodgers, in company with Bill France, the Daytona Beach, Fla., speed promoter, and Jimmy Fratone, operator of Langhorne, Pa., Speedway. Between them they cut up a nifty hunk of swag, and Newberry reported they have made a deal with Dick McIntosh and city officials now operating the Alabama Fairgrounds to handle all motor events there with the exception of the fair dates, which are still up for grabs.

Observers are of the opinion that unless a spot is strictly virgin or a sizzling bally is uncovered for the promotions, there will be a decided slump in motor speed figures, and that now is the time to start a bit of retrenching on purses and other expenses.

Gastonia, N. C., Funspot Gets Operating Charter

RALEIGH, N. C., April 5.—The Secretary of State has issued a charter to Robinwood Lake, Inc., Gastonia, N. C., to operate an amusement park in that city.

Authorized capital stock is \$100,000 and subscribed stock \$300 by Elbert S. Robinson, Kathleen S. Robinson and Leland E. Alexander, all of Gastonia.

MICH., ILL. CONTRACTS LET

Gooding Lands Detroit Prize

Respect gained in State, assurance of low prices seen as deciding factors

DETROIT, April 5.—Contract for the first Michigan State Fair midway in six years was awarded Wednesday (2) to the Gooding Amusement Company, after several weeks of angling by some of the top carnival organizations of the country.

Award to Gooding marks the first time this organization has landed the State fair, altho it has played many county annuals in the State, with a record of a half century of straight booking at the Hillsdale County Fair that is probably unequalled in fair-carnival history.

Gooding will bring in 20 to 25 rides and about 12 shows—details of the contract have not been completely worked out. The concessions will be handled separately by the concession committee of the fair board, with present plans calling for individual booking rather than award of a blanket contract to any organization.

Two Important Factors

Principal factors in the selection of Gooding, which was made by the executive committee of the fair board, appear to be, aside from the comparative terms of the deals offered by different shows:

1. A strong personal respect won by the Gooding organization in the State, backed by some feeling that it is practically a Michigan organization, originating in the neighboring State of Ohio, but putting in much of its playing time each season in this State.

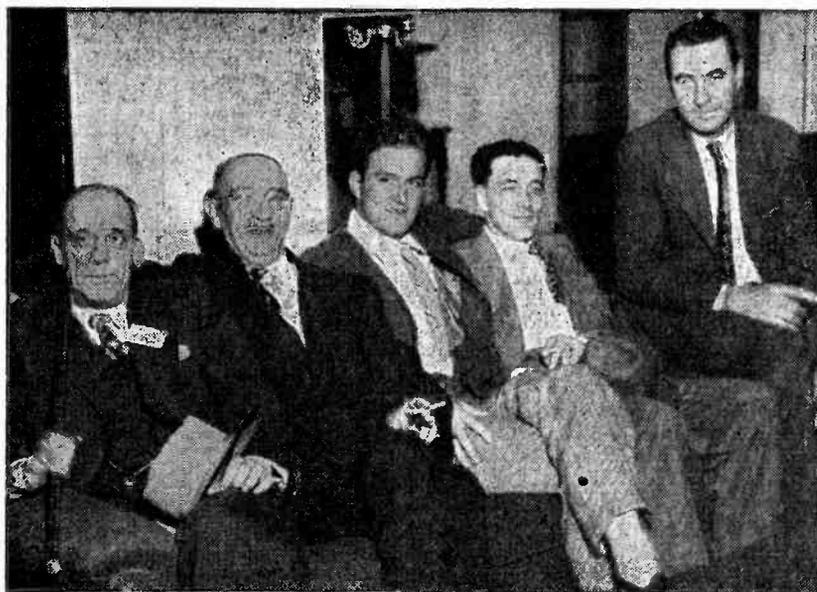
2. Assurance that prices charged on the midway would be kept down, avoiding high charges which have allegedly been charged on occasion at other fairs, resulting in adverse public reaction. Pre-war history of Michigan State Fair indicated one or two such instances, where press reaction was bad because of price scales.

"The fair is not primarily interested in building up the largest possible profit," Hazen Funk, manager, told *The Billboard*, in stating objectives for this year. "We are more concerned with having a well-balanced fair that will please the people and be a credit to the State of Michigan. I would like to see a comfortable margin so that we stay out of the red, of course, but the commercial motive is not the purpose of our operation."

Funk's stated objective can be taken at full-face value, because one of his outstanding personal traits is a completely open sincerity that is somewhat rare in public life. He cited the Canadian National Exposition as a goal from the standpoint of quality of operation, not size.

Preparations are now being made to set up the fair operating staff at the grounds here. All assignments will be made under State Civil Service, with special facilities for casual employees.

It was reported that midway bids were tendered by the Cavalcade of Amusements, Johnny J. Jones Exposition, Endy Bros.' Shows and the John R. Ward Shows.



TOUCHES, BOTH LARGE AND SMALL, were cut when this quintet gathered recently in Southern California. Left to right, J. Eddie Brown, Harry (Polish) Fisher; the Bob Schnoovers, junior and senior, and Larry Ferris.

Name O'Connell As Hennies P. A.

CHICAGO, April 5.—Thomas F. O'Connell, press agent for Rubin & Cherry Exposition for part of the 1935 season, has been signed as press and radio representative for the Hennies Bros.' Shows, J. C. McCaffery, org's general agent, announced here this week.

O'Connell has been handling publicity for about 15 years. Besides the Rubin & Cherry organization, he trouped with the Redpath Lyceum Bureau, Joseph Mercedes, the Pacific Whaling Company, Gene Austin and Billy Wehle. He also did slack and promotional work for the Shubert theater interests in Boston, Miami and Dallas.

During the war he served with the U. S. Coast Guard, first in public relations in this country, later as a radio announcer and special events man overseas. Immediately prior to his coast guard service he was affiliated with the U. S. Treasury Department in the promotion of war bond sales in the Boston area for 19 months.

O'Meara to Goodman

LITTLE ROCK, April 5.—Don O'Meara, until recently manager of the Town Casino, nitery at Madison and Clark streets here and previously with the promotion department of the Blue Network and WLW, Cincinnati, has been signed as press and radio representative of the Goodman Wonder Shows, Owner Max Goodman has announced. Assignment is first in carnival field for O'Meara.

Marks' Newport Bow Draws 4,000 People

NEWPORT NEWS, Va., April 5.—Despite a muddy lot due to an all-day rain, the John H. Marks Shows, making their 1947 debut, drew 4,000 persons here Wednesday (3). Org, which plays a 10-day stand here, originally was scheduled to open last Monday, but was delayed by a snow-storm.

Shows move next to Richmond, Va., where it will set up on the old fairgrounds.

Hennies Holds Sp'field Plum

McCaffery also announces Iowa annual in line—org about set for first date

CHICAGO, April 5. — Hennies Bros.' Shows have been contracted for the second straight year to furnish all midway attractions for the Illinois State Fair, Springfield, it was announced Thursday (3) by J. C. McCaffery, general representative.

In making this announcement, McCaffery exhibited a letter of confirmation from Conrad Becker, administrative director of the Illinois annual, which read, in part: "We are happy to welcome you back again." Terms of the contract were not revealed.

A Late Scramble

The scramble for the Illinois date developed after it had been generally understood that the Hennies org, in view of its record-breaking performance there last year, was a cinch to repeat. Two weeks ago, however, Becker invited the Cetlin & Wilson Shows and the John R. Ward Shows to bid for the contract, and these orgs were represented by R. C. McCarter and Sam Gluskin, respectively.

McCaffery also announced that Hennies will return to the Iowa State Fair for another year, final details having been worked out recently. This completes Hennies's fair route.

Rain Delays Painting

Shortly before leaving here Thursday on an extended business trip to the Pacific Coast, McCaffery announced that work has almost been completed in Birmingham winter quarters for the annual tour. A new front and an entire new inside frame-up are being built for the Sally Rand unit. Painting is the only activity behind schedule, McCaffery revealed, the continuous damp weather having slowed up this department.

He did not announce when and where Hennies will open, but it is generally understood that a late date has been decided on in an effort to beat the inclement weather.

Bridgeton, N. J., Groups Fight Permits to Shows

BRIDGETON, N. J., April 5.—Because of the protests of the Ministerial Association, Board of Trade, Civic Club, and Kiwanis Club, carnivals may be prohibited from appearing here.

The police and firemen, Elks, and Veterans of Foreign Wars applied for permits on Memorial Field, city-owned ground in rear of city hall. A 1946 resolution banning carnivals from appearing on Memorial Field was rescinded and permission was granted the organizations.

Penn Premier Shows are to open April 21 under the Elks; James E. Strates Shows are scheduled for May under the police and firemen; and the VFW holds a contract with Prell's Broadway Shows for July 21.

City council meets again April 8 at which time the groups opposing carnivals will appeal for a ban.

Attention, Please!

In the interest of speed and efficiency, all carnival news and carnival communications should be mailed to the Outdoor Editor, *The Billboard*, 155 North Clark Street, Chicago 1, Ill. Carnival routes and carnival advertising should be sent to *The Billboard*, 2160 Patterson Street, Station "B," Cincinnati 22, O. Latter is the address of the new printing plant and general offices of *The Billboard*.

Kirkwood Learns Early Bird Isn't Cinch for Score

CHICAGO, April 5.—Reports from the various encampments made so far this season by the Joseph J. Kirkwood Shows indicate that the proprietors, Ralph Decker and Tommy Carson, have learned that the worm doesn't always hold still for the early bird.

The Kirkwood org took its bow March 10 at Raleigh, N. C., and since then the weather controller has thrown everything at it, including the book, a bundle of snow and a brass cuspidor.

During the first three weeks of operation, according to Al C. Beck, the secretary, not a single day of decent outdoor show weather was dealt out. The climax of this unfortunate experience was reached at High Point, N. C., March 27 when eight inches of snow blanketed the midway and stopped all activity with the exception of the wails around the crying post.

Decker and Carson, it is reported, have shown remarkable restraint when in the vicinity of the crying post, and have expressed the thought that things cannot be any worse and should get better pronto.

TAMPA, April 5.—Bob and Virginia Edwards, veteran girl show impresarios, left here Wednesday for Greenville, S. C., to take over the Posing Show on the Johnny J. Jones Exposition. Edwards was with Jones in 1945 after leaving the navy. Last year he was with the Cavalcade of Amusements.

Paramount's Opening Okay Despite Rain

Org Bows With Eight Rides

NORFOLK, April 5. — Paramount Exposition Shows opened here Wednesday (2) for an 11-day stand. Opening crowd was good, despite rain which started early in the morning. Most of the back end was not ready for the opening ceremonies because of the weather.

Org opened with eight rides, Merry-Go-Round, Ferris Wheel, Caterpillar, Octopus, Roll-o-Plane, Chairplane, Rocket Kiddie Train and Tilt. The new Kiddie Auto Ride failed to arrive in time. Capt. Jimmy Jamison, high fire diver, furnished the free act.

Staff includes Ralph P. Flannigan, general manager; Sam Lipsih, secretary; Peter Stamos, treasurer; Ben Braunstein, general representative; chasing agent; Ben Holmes, billpost chief electrician; J. B. Stanley, purchasing agent; Ben Holmes, bill poster; Bill Crooks, transportation superintendent; Mrs. W. Crooks, mail and *The Billboard* agent.

Robert (Red) Marcus and Harry Langford are operating the Minstrel, Girl, Posing and Poor Joe shows. A 30-passenger bus furnishes transportation for the Minstrel.

Concessionaires include Julia O'Donnell, custard, managed by Paul Graver; W. H. Jones, bingo, managed by Dick Moore and Dick Exner; Herb Snick and Tom Marshall, cookhouse, grab and French fries; Phil Delano, popcorn, apples and floss; Sam and Betty Fustanio, duck pond and age and scale; Wade Yountz, 2; Jack Peavey, 1; Clyde Warbritton, 5; A. W. Morris and Mac McDonald, 8; Mr. and Mrs. Monroe, 3 ball games.

Visitors here included Sam Lipsih, Mr. and Mrs. Peter Stamos; Max Cohen, James E. Strates, Phil Fustanio, Mr. and Mrs. H. W. Jones and family, A. J. Grey, Harry Burke, many folks from the Dumont Shows, George Burke, Jack Kregg, Al Burt and Eddie (Spot) Cooper.

Shows are powered by four 60-kw. Diesel plants in specially built aluminum trailers. Light towers and searchlights added to the brilliance of the org's opening.

Flannigan Host to Press, Radio in Tidewater Area

NORFOLK, April 5. — Ralph P. Flannigan, general manager of the Paramount Exposition Shows, was host in the Monticello Hotel March 21 to all the members of the press and radio in the Tidewater area. During the evening Poor Joe, a feature on the show, was presented in person.

In attendance were Vince Essig, Joe Friedman and Joe Fishback, of WSAP; Joel Carlson and Eddie Edgar, of WGH; Gene Abrams and Ray Penner, of WLOW; Emleigh Maxwell, of WTAR; Harry Nash, Associated Press; Jean Wood, United Press; Warner Twyford, Ralph Pool, Joe Bobbitt and Bob Mason, *Virginian-Pilot*; Charley Reilly, Ed Holmes, George Herbert, Clarence Walton, Arthur Henderson, J. E. Shank, Dick Montague and Tom Reilly, *The Ledger-Dispatch*; Bill Brown, *The Portsmouth Star*, and Joe Brown, of WGH, and Harry Borok, of New York.

Refreshments and a buffet lunch was served with Eddie Daley and Robert (Red) Marcus in charge of the bar. Jimmie Jamason, who will be the free act, was introduced.



A GOOD TIME was had by all as showfolks gathered recently at Colonial Inn, Hollywood, Fla. Shown above, left to right: Mr. and Mrs. Zolun, Mrs. Jean Delabattes, Mr. and Mrs. Bob Parker, and Mrs. and Buddy Paddock.

St. Louis Showmen Attend Davis Rites

ST. LOUIS, April 5.—Undoubtedly the largest funeral ever given a showman in St. Louis took place March 31, when the last rites were said for George Davis Pandjiris, veteran showman and financial secretary of the International Association of Showmen. He died in Dayton, O., March 29.

Funeral services were held from the Charles F. Stuart Funeral Home and remains interred in a crypt in Oak Grove Mausoleum.

Survivors are Mrs. Daisy Davis, his widow; Mrs. Millicent Todd, a sister; Milton, Nicholas and Kimon Pandjiris, his brothers and M. D. Todd, a nephew.

Pallbearers were Milton Harris, John K. Maher, Dee Lang, William McCoy, George Regan and P. E. Waughn.

Honorary pallbearers were Cy Horwitz, William F. Johnson, Sidney Belmont, Euby Cobb, Leo Lang, Green Downing, Sid Sidenberg, L. M. (Pete) Brophy, Art Giulliani, Frank Hanasaki, William (Doc) Adams, Frank Barry, Lew Kelley, Floyd Hesse, Tom Allen, Niel Murphy, Antonio Silvestri, Al Prospero, Duke Pollard, Joe Maher, Earl Bunting, Marshall Dean, Pete Byrnes Sr., John Hallvax, Edward Justin, John Francis, Matt Dawson, Orville Van Stratten, Edward O'Neill, Maurice O'Neil, Walter McChesney, Frank B. Joerling, Robert S. Mackey, Harry S. Coulson, Morris Schachter, W. J. Feder, Vincent Hubbard, Tony Webb and Ed Mablin.

Representing shows at the funeral were Melvin Harris, Showmen's League of America; Bill Snyder, John R. Ward Shows; Euby Cobb, Johnny J. Jones Exposition; Earl Bunting, of the Bunting Shows; Dee Lang, of the Dee Lang Shows; John Maher, of Maher's Mighty Midway, Sam Fidler, of Fidler's United Shows; Mel Vaught, of Goodman's Wonder Shows of America; William F. Johnson, for Turner Bros.' Shows, and John Francis, of the John Francis Shows.

Ladies from the Missouri Show Women's Club in attendance were Mrs. Euby Cobb, Mrs. Jimmy Simpson, Mrs. William McCoy, Teresa and Arlene Sidenberg, Madaline Ragan, Mrs. Lee Belmont, Alice and Loraine Belmont, Estella Regan, Mrs. Tillie Kahl, Mrs. Leo Lang, Mrs. Dee Lang, Mrs. L. M. Brophy, Mrs. Art Guilani, Mrs. Frank Hanasaki, Tillie Gerlach, Mrs. William Adams, Babe Weinstein, Mrs. Floyd Hesse, Mrs. Nell Allen, Vera Barlow, Adele Voelker, Mrs. Al

John Francis 27th Season Starts on St. Louis Corner

ST. LOUIS, April 5.—John Francis Shows opened their 27th season March 28 at East Grand and Broadway. Business was good on the new Caterpillar and Flying Scooter, with the rest of the rides getting fair play. Shows were launched April 10, 1920, in Leavenworth, Kan., by John Francis and Tom W. Allen.

Opening here were six major and three kiddie rides and the new towers gave ample light. Mrs. John Francis received many compliments on her new popcorn, candy floss and photo gallery trailers. Al Petka had a busy week end with his new scales and age.

Owner Francis greeted many visitors, including Mayor Alois Kaufman and Alderman Harry Stoffer. Also on the lot were Mr. and Mrs. Sid Belmont and their two daughters; Mr. and Mrs. Floyd Hesse, John Bales, Harold Barlow and Sam Fidler.

Executive staff consists of John Francis, owner - manager; Johnny Martin, secretary and assistant manager; Les Henderson, ride superintendent, and Bob McPherson, builder.

Memphis Cotton Carnival Fireworks Contract to T-D

CHICAGO, April 5.—Art Briesse, sales rep for Thearle-Duffield Fireworks here, announces that he has closed a contract for the Memphis Cotton Carnival. Terms call for the biggest expenditure for fireworks in the history of the event, Briesse said. Pyrotechnic display will be sponsored by the Coca-Cola Bottling Company, Memphis, thru the Cotton Carnival Association.

Briesse leaves soon for a trip to the Pacific Coast. He returned recently from Florida, where he handled several fair dates, and from Laredo, Tex., where he supervised the firing of a show at the Washington Birthday Celebration.

Prosperi, Mrs. John K. Maher, Dolores Maher, Mildred Laird, Peggy and Francis Grimm, Mrs. Earl Bunting, Mrs. M. Dean, Ada Miller, Mrs. Lotis Francis, Mrs. Bea Dawson, Mrs. Frank Joerling, Flo Martin, Mrs. Florence Parker, Mrs. Ciella Jacobson, Florence Guth, Mrs. Walter McChesney and Mrs. Morris Schachter.

Adverse Weather Fails To Clamp Detroit Starts

DETROIT, April 5.—The carnival season swung into high gear here this week, three weeks after the opening of the W. G. Wade No. 2 Unit and Joyland Midway Attractions, with four shows in the territory making their bow despite adverse weather.

Parade was led off Monday by the World of Pleasure Shows, operated by John Quinn, at Southfield and Allen roads in the south end suburb of Allen Park. It was the first local show to move outside the city limits.

Tuesday, the Playland United Shows, recently organized by C. Joe Bennett and Jack Gallagher, opened at Brooklyn and Michigan avenues. Location is only six blocks from the city hall, and as close to the heart of the city as any show has played in years, except for the history-making Washington Boulevard stand of the W. G. Wade Shows last year. The Playland United moves next to Fifth and Michigan avenues, about a quarter of a mile further out.

W. G. Wade's No. 1 Show opened Wednesday on the west side at Livernois and Warren avenues.

Upstate, Charles Lee was set to open the Lee United Shows today at Essexville, suburb of Bay City.

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**



PHOTO
Machines
(all types)
Original

Amsco means more profits. Fastest delivery. Plenty supplies. New—Used. Beautiful, durable, portable.

Simplified so anyone learns in hour. Sign below for literature. American Stamp & Novelty Mf. Co., Dept. 412, 1132 N.W. 2, Oklahoma City 4, Okla.

Name

Address

**WORLD OF PLEASURE
SHOWS**

Now Booking for 1947

SHOWS—RIDES—CONCESSIONS
Opening in April, Vicinity of Detroit.
JOHN QUINN, Mgr.
100 Davenport St., Detroit 9, Mich.

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-Are Park. Concessioners, Show Owners, write. Opening for Carnival for later date. Write **C. F. GRAY**, P. O. Box 28, Salina Station, Syracuse 3, N. Y.

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$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
3,000 Jack Pot Slips (strips of 7 numbers) per 1,000 . . . 1.25
M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 . . . 2.00
3000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4x5. M . . . 1.50
3000 Featherweight Bingo Sheets, large size, 5 1/2 x 8; 5 colors; loose, no pads. M . . . 1.75
Adv. Display Posters, Size 24x36. Each . . . 10
Cardboard Strip Markers, 10 M for . . . 75
Nickel Wire Cage, with Chute, Wood Ball Markers, Master board; 3 piece layout for . . . 15.00
Thin Transp. Plastic Markers, Bwn, 3/4 M 1.00
Red or Green Plastic Markers, scalloped edges, transparent, size 3/4 inch. M . . . 2.50
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
19 W. JACKSON Blvd., Chicago 4, Illinois

Showfolk Turn Out At Funeral Services Of William Jessup

LOS ANGELES, April 5. — Friends and associates paid their last tribute to William T. Jessup, 50, for 17 years general agent of the West Coast Amusement Company, March 22, when his interment took place here under direction of the Pacific Coast Showmen's Association, of which he was a member. Burial was in Showmen's Rest, Evergreen Cemetery, Los Angeles.

Jessup had been in ill health for several years. Sunday (16) he visited the lot of the West Coast shows at Stockton, Calif., and appeared to be gaining strength. Three days later he died at his home in Santa Clara, Calif.

Born in Walla Walla, Wash., where his father had a bill posting plant, Jessup joined the Campbell Bros.' Circus at the age of 15 and had been with leading circuses as well as carnivals and road show attractions before joining the West Coast Amusement Company as general agent.

A member of many organizations, including the Elks and Eagles, he was active in the Pacific Coast Showmen's Association, Regular Associated Troupers, Show Folks of America (San Francisco), Billers and Posters Union and International Alliance of Theatrical Stage Employees.

Funeral services were conducted at the Morrison Funeral Home, San Francisco, Friday (21), with staffs and personnel from many near-by shows and numerous members of Show Folks of America and PCSA on hand.

Harry G. Seber, president of the San Francisco Show Folks of America, conducted the services and Chief Chopolitan, former opera star, was soloist.

Pallbearers in San Francisco were Harry P. (Polish) Fisher, Golden West Shows; W. (Shorty) Wrightsman, Wrightsman Amusement Company, and Louis Leos, Tommy Syster, Bill Oberhansen and Art Craner, all of West Coast Shows.

Following the San Francisco services, the body was shipped via air to Los Angeles for interment. His widow, Marie, and other members of the West Coast Shows accompanied the body.

Gayer & Lewiston Get Side Show Ex At Wis. State Fair

DETROIT, April 5. — Contract for exclusive Side Show attractions at the Wisconsin State Fair, Milwaukee, was awarded this week to Gayer & Lewiston Enterprises, with Archie Gayer flying to Milwaukee to close the deal. Plans call for five fair units playing under the G & L banner to be combined for this event.

Currently they are readying the Famous Freaks unit for opening at Eastwood Park here April 11. Show has been redesigned with elaborate theater-type drapes, and is being installed in the former park ballroom. Line-up includes Dolly Reagan, stone girl; Johnny Daly, trick roller skater; Doris and Thelma, Albino girls; Great Waldo; Al De Lenz, magic; William Parnell, alligator man; Laurello, man with revolving head; Gilbert Reichart, giant; Tiny Cowan, fat man; Frisco and Kitty Lee; Eliza Fossett, elephant girl, and Madame Alberta and her giant pythons. Clark's performing bears are to be spotted in the center, with stages along both sides.

Special radio program is being used to plug the show under the title *The Barker*, and handled by Cliff Younger, who also handles inside lectures. General staff includes Archie Gayer, manager; James Reagan and Iola Lewis, cashiers; Herman Taft, electrician and sound man, and Jeffrey Craft, maintenance.

Garrison and His Mystic Maids, illusion unit, is slated to open two weeks later at Jefferson Beach Park, Detroit, under the management of Tony Moreno, who is in charge of construction for the traveling units.

Center of G & L operations here is the Playland Arcade. Spot has become a gathering place for visiting showmen.

SLA Banquet-Ball Committees Named

CHICAGO, April 5.—Committees for the annual Showmen's League of America banquet and ball, to be held in the Palmer House, Chicago, December 2, were announced at the League meeting Thursday night (3).

Co-Chairmen are Art Briese and Al Sweeney. Other committees and members: Tickets and reservations, R. L. Lohmar and Leo Overland; press, Pat Purcell, chairman, with Frank Braden, Nat Green, Robert E. Hickey, Johnny J. Kline, Frank Joerling, Roger Littleford Jr., Sam R. Stratton, Gaylord White and Herb Pickard; entertainment, Edgar I. Schooley, chairman, with George R. Ferguson, Frank P. Duffield, George B. Flint, Sam J. Levy, David P. O'Malley, Thomas Sacco, Ernie A. Young, Charles Zemater, Lefty Ohren, Jimmy Stanton, Rube Liebman and Toby Wells.

Eastern committee, Frank D. Shean, chairman, with Jack Duffield, Max Brantman, Murray Goldberg, Maxie Herman, George W. Johnson, Bernie Mendelson, Frank D. Shean, James P. Sullivan, Ned Torti, Sam L. Ward and J. C. (Tommy) Thomas; program, William H. Green and Jack Benjamin.

Roscoe T. Wade Opens Berkley, Detroit Suburb

DETROIT, April 5.—Contract for the annual civic festival at Berkley, North End Detroit suburb, has been awarded to Roscoe T. Wade's Joyland Midway Attractions.

Wade secured an approval from community authorities to bring in games for the first time to this exclusive suburb.

Gold Bond Shows Open Under Legion At Malvern, Ark.

MALVERN, Ark., April 5. — Gold Bond Shows, owned and operated by Mickey Stark, opened the season here to good business. Ideal weather conditions prevailed. Org was sponsored by the American Legion.

Moving from quarters at Hot Springs, 22 miles away, show was set up on the Main Street showgrounds, three blocks from the center of town, two days before the advertised opening.

All equipment is in tip-top shape, with everything repainted in red and silver. A delegation of 27 friends and show fans drove over from Hot Springs for the opening. An army searchlight was on exhibition here and was used to good advantage. Six new light towers, designed and built by Stark, have been added to the midway, and the 10 semi trucks have been overhauled and equipped with all new rubber. The transformer truck contains a complete machine shop, including a new welding apparatus purchased from the army. A 20 by 30 marquee and a wood-working shop also are new additions this season.

The executive staff: Mickey Stark, owner-manager; Mrs. Mary Stark, secretary-treasurer; Howard W. Wellington, press and radio; Dave Carroll, promotions; Col. Charles Hildenbrandt, general agent, replacing Fred Webster; William C. Pagel, electrician.

Ride line-up: Loop-o-Plane, Melvin Miller, foreman; Merry-Go-Round, Robert Lee Head, foreman, and Tommy Banks, second man; Chair-o-Plane, Hubert Lee Riley; Ferris Wheel, Marvin Wingate; Kiddie Auto and Kiddie Plane, Jackson Williamson.

Shows: Ray Swanner, Jungle Land; Forest Thompson, You-Name-It; Willard Cassidy, Tower of London. Harold Maplewood has the Penny Arcade.

Concessionaires: Mr. and Mrs. C. E. Rutledge, cookhouse; Walter Sunday, bingo; Ted Kely, cotton candy; L. M. Whiteside, photos and cigarette, short range and lead galleries; G. R. Gard, popcorn, peanuts, fish pond and hoop-la; George and Jean Johnson, percentage; Jack Ogle, operating diggers for Lee Moss, and Ray Swanner, bumper, hoop-la and darts.

FOR SALE

One TILT-A-WHIRL, running condition, gas motor. Complete unit, 9 tubs. On railroad side track in Chicago. Recently purchased. Partners disagree. Must sell immediately. \$5500.00.

Attorney, SIDNEY Z. TEPPER

33 N. La Salle St. CHICAGO
Phone: FRAnklin 1234

TEXAS EXPOSITION SHOWS

Last Call—Last Call

Open April 21, Battle of Flowers
Can place Stock Concessions and Shows of all kinds. Want sober and reliable Foremen and Second Men for Ferris Wheel No. 10, Mix-Up, Tilt-a-Whirl Merry-Go-Round and Fly-o-Plane. Semi drivers preferred. Concessions and Shows, contact A. Obadol. Ride Help, contact Melvin Easley.
519 Mission Rd. San Antonio, Texas

ATTENTION, AERIAL ACTS

FOR SALE: Complete Aerial and Ground Bar, Riggings, Nets, Trunks, Wardrobe, Tights, etc.
Address:
AERIAL ACT
2242 Gunn Ave., Whittier, Calif.

WANTED TO BUY Air Operated Calliope

Write or Wire
MOROCCO TEMPLE, Jackson:ille 2, Fla.

7500 WATT ELECTRIC POWER PLANT MOUNTED AND HOUSED ON SMALL 2-WHEEL TRAILER.

Driven by Willys "Jeep" 4-Cyl. Engine. Brand new. Used 30 hrs. during electric company strike. Ideal for small show or carnival. 120/208 and 208/416 volts, three phase. Self starter, beautiful panel board and complete in every way. Built by Hobart Bros. Also \$200 worth new replacement parts, such as extra fuel pump, water pump, connecting rods, tools, etc. Cost \$1850.00. First check \$1185 takes it or highest bid by April 15th. Write: see or call

GEORGE CLANTON

Daw Theatre Tappahannock, Va.

TRUNKS

Fiber, flat Stock Trunks, new. Size. 44x16x24. Price, \$15.00 F. O. B. Allentown, Pa. Write to

WM. LESSER

2419 Van Buren CHICAGO, ILL.

LONGHORN AMUSEMENTS

OPENS APRIL 12. Wants a few more Concessions: Bingo, Grab, Fish Pond, Snow, Bumper, Hoop-La, Novelty, Huckle Buck, Cork, Ball, Kiddie Rides and Shows. Sober Ride Help for Ferris Wheel and Mix-Up. Contact.

E. H. PIERCE, TIPTON, OKLA.

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

415

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

THE PIONEER OF THEM ALL
J. GEORGE LOOS
GREATER UNITED SHOWS
WANT—Ferris Wheel, Spitfire, Roll-o-Plane, Mix-Up, Miniature Train and Tilt-a-Whirl.
CAN PLACE SIDE SHOW
 Will furnish top (Jack Korie, write). Also want Snake Show, Wildlife, Arcade, Midget or Monkey or any other non-conflicting Rides and Shows.
ROUTE—Week of April 7—Gladewater, Tex.
 Week of April 14—Greenville, Tex.
 April 23 to May 3—Wichita Falls, Tex. (Downtown).
MAY 5 TO 11—VERNON, TEX—MILLION DOLLAR LIVESTOCK SHOW, FAIR and RODEO. THEN AMARILLO, TEXAS.
FAIRS BOOKED IN TEXAS
 CORSICANA, FAIR AND LIVESTOCK SHOW
 TEMPLE, CENTRAL TEXAS FAIR
 NEW BRAUNSFELS, COMAL COUNTY FAIR
 CALDWELL FAIR AND REUNION
 BEEVILLE FAIR AND RODEO
 LAREDO, LIVESTOCK SHOW AND FAIR
40 WEEKS OF PROFIT AND CONTENTMENT 40
 Wire J. GEORGE LOOS, AS PER ROUTE



WANT—Legitimate Merchandising Concessions of all kinds.
WANT—Man immediately to take full charge of Custard Machine. Must also be a good dipper. Salary and percentage.
WANT—Two Ferris Wheel Foremen and Second Men.
WANT—Workingmen in all departments.
WANT—Earl Chambers can place man to take full charge of big Wild Life and Gorilla Exhibit.
CAN PLACE GOOD TALKER FOR SINGER'S MIDGETS.
WANT—Workingmen for Caterpillar and Canvas Men for shows.
 This week, Petersburg, Va.

DON FRANKLIN SHOWS
A Clean Show—No Grift—New Rides—Twin Diesel Plants—Light Towers—New Front Entrance—60" Searchlight—Sound Truck
Announcing 1947 Fairs and Celebrations Contracted
 8 FAIRS—2 CELEBRATIONS. OTHERS PENDING.
 San Saba Homecoming—June 18-21. Lake Cisco—July 4—four-day celebration. Fredricksburg Fair—Aug. 20-23. Boerne Fair—Aug. 26-31. Wharton—Sept. 9-13. Refugio Fair—Sept. 25-28. La Grange—Oct. 2-5. Richmond-Rosenberg Fair—Oct. 8-12. Trinity Valley Exposition and Fair, Liberty—Oct. 21-25. Cuero Turkey Trot and Fair—Nov. 7-11. All Texas.
WANT SHOWS with own outfits. 20% to office. Side Show, Monkey Circus, Animal, Big Snake, Mechanical, Glass House, any worth while Show. Everything open except Fun House. Positively no Girl Shows of any kind.
WANT RIDES—Two major Rides not conflicting with Merry-Go-Round, Wheel Tilt, Spitfire. Will book for entire season. Will give X on Kiddie Rides to operator with three Kid Rides, or will buy same for cash. Especially want Miniature Train. Will buy or book. Buy Octopus—cash.
CONCESSIONS—Have opening for Floss, Novelties, Jewelry, Basket Ball, Bowling Alley and Lead Gallery.
HELP—Can use Ride Help, Ticket Sellers, Concession Agents, Arcade Mechanic, Bingo Help. Man for gate and towers.
CUERO, TEXAS, THIS WEEK — LULING, TEXAS, NEXT WEEK.
 Billie Collins, General Agent. Don Franklin, Owner-Mgr. Arnold Dove, General Supt.

ROYAL EXPOSITION SHOWS WANT
 for four more weeks choice spots in Georgia that are proven good, then choice route thru North Carolina, Tennessee, Virginia and West Virginia, with one of the best Fourth July spots in the East. We hold contracts for 12 Fairs beginning August 25, ending week November 10.
SHOWS—Want Side Show with own transportation, also any Grind Shows of merit and Fun House.
RIDES—Octopus, Spitfire and Fly-O-Plane, Kiddie Autos and Train are open. Can use experienced Ride Help in all departments that drive semis and are sober.
CONCESSIONS—Any Concessions except P. C. Bingo, Photos, Cook House, Pop Corn and Apples. Hazel and Splinter Royal wants Ball Game and Slum Store Agents, also Griddle Man. Dallas Duncan, get in touch. All address to Brunswick, Ga., until April 19.

WANTED WANTED WANTED
B & D SHOWS
C. E. DAVIS, Mgr. EDDIE HORNE, Asst. and Agt.
SHOWS—CONCESSIONS. WILL BOOK ONE FLAT RIDE.
 Lexington, Taylorsville, Lenoir, Newton, Hickory, Mooresville, all North Carolina.
CONCESSIONS: Pop Corn, Cork Gallery, Duck Pond, Short or Long Range Gallery, String Game, any stock store not conflicting.
SHOWS: Can place a Girl Show for Lexington only; you must have own equipment and flashy. Any Show with own equipment except Snake, come on.
HELP WANTED: High class Talker for one of the best framed Snake Shows on the road. Opening for a few good Agents on P.C. stands. No H.O. artists or drunks. Save your time. The above route speaks for itself and we positively are playing these spots; they are not come-ons.
 All replies to C. E. DAVIS, Lexington, N. C., this week; then as per route.



WANT CONCESSIONS
 Lead Gallery, Darts, Floss, Age, Weight, Novelties. All 10-cent stock concessions, \$25.00.
 Can place capable Ferris Wheel Foreman at once. Jimmy and Allegretti, wire me. Will pay top salary to reliable Merry-Go-Round and Tilt Foremen. No tickets unless I know you. Kratzer, wire. All replies to the Bellfield Hotel, Emporia, Va.

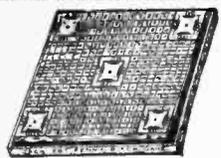
JONES GREATER SHOWS
 Opening Ashland, Ky., April 19
 Can place Fun House, Midget, Fat Show. Want Motordrome with own transportation.
Rides—Can place Flying Scooter, Kiddie Auto.
Concessions—Want Photos, Penny Arcade, Scales and Age, Lead Gallery, High Striker, Snow. Nickols Mitt, wire.
 Can place sober Ride Help that drive semis. Man to handle front and experienced Help in all departments.
 Address
PETE JONES, 727 6th Avenue, Huntington, West Virginia



WANT WANT
FOR BELLEVILLE, ILL., APRIL 7 TO 19; EAST ST. LOUIS, ILL., TO FOLLOW.
FOREMAN TO HANDLE DANGLE OR MIX-UP. FOREMAN FOR LOOP-O-PLANE. Can use 6 good Second Men. Have room for few more Stock Concessions. No "EX." This Show plays Illinois, Wisconsin and Iowa. Fairs starting July 3 in Wisconsin. NO GYPSIES—NO PERCENTAGE—NO GIRL SHOWS. DRUNKS AND CHASERS. SAVE YOUR TIME AND MINE. GOOD RESPONSIBLE RIDE MEN—WE HAVE GOOD PROPOSITION FOR YOU. ADDRESS:
JOHN FRANCIS, Mgr.
 BELLEVILLE, ILL., THIS WEEK; THEN PER ROUTE.

TURNER BROS.' SHOWS
FIRST CALL WANT FIRST CALL
RIDE HELP—Octopus Foreman and Second Men on all Rides. **SHOWS**—Any Show of merit (Grind or Bally) with own transportation and equipment. Good proposition to reliable operator. Want Agents for Bowling Alley and Duck Pond. NO FLATTIES. Sam Spanglo wants Man and Wife for Penny Pitch.
SHOW OPENS WHITE CITY PARK, Springfield, Ill., April 20. Winterquarters: Petersburg, Ill.

FOR SALE
 One 32-foot, 2-abreast Allan Herschell Merry-Go-Round, new top and sidewall, good organ and motor, \$2,000.00 cash. Have for lease No. 5 Eli Wheel and Smith & Smith Chairplane.
 Address:
W. J. WILLIAMS
 1417 DICKERSON RD. NASHVILLE, TENN.



PENNY PITCH GAMES
 Size 46x46", Price \$37.50.
 Size 48x48", With 1 Jack Pot, \$45.00.
 Size 48x48", with 5 Jack Pots, \$50.00.

PARK SPECIAL WHEELS
 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price\$22.50

BINGO GAMES
 75-Player Complete\$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. Goldfish 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. 25¢
 Sample of the 4 Readings, Four for 25¢.
 No. 1, 35 Pages, Assorted Color Covers 35¢

NEW DREAM BOOK
 120 Pages, 2 Sets Numbers, Clearing and Polloy. 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¢
 Signs Cards, Illustrated. Pack of 36 15¢
 Graphology Charts, 9x17. 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 Oils in 5-Gallon Containers and Drums.
- Popsit Plus in One-Gallon Containers, 6 to 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 & N POPCORN Specialties Co.
 1451-1459 W. 69th St. Chicago 36, Ill.
 THE HOUSE OF QUALITY

DOWNEY-JOHNSON COIN COUNTER

Ideal for Carnivals and Arcades

Price \$217.50
 F. O. B. Chicago Immediate Delivery.

GLOBE DISTRIBUTING CO.
 1623 N. CALIFORNIA AVE. CHICAGO

AGAIN EXCEL ELECTRIC POP CORN MACHINES, \$79.50

\$15.00 with order, balance C. O. D. The only popular priced machine on the market. Write for circular.

INDIANA POP CORN CO., MUNCIE, IND.

RETAIL LOTS POPCORN AT CARLOAD PRICES

Jap Hulless, South American, Hybrids

J. H. POPCORN CO., INC., WAYNE, OHIO

MIDWAY CONFAB

William R. Barry recently purchased a new Chevrolet truck in his home-town, Morris, Ill.

Belle Evans, concessionaire on Moore's Big State Shows during the winter, has joined the Hyalite Midway Shows for the summer.

Henry Ringling (Buddy) North recently completed a training cruise on the USS McClelland, the first ship in naval history to head for sea completely manned by naval reservists.

Geraldine Gerald entertained Danny McNeil, Ringling - Barnum clown, for two weeks prior to the opening of the season. Geraldine opened April 3 in Washington with the James E. Strates Shows.

V. S. Scott, formerly with Ringling-Barnum, will handle the publicity and be special agent for both units of Happy Attractions. First date has been set for April 20 in Coshocton, O.

Frank Lewis, formerly with Gold Medal Shows and Florida Amusement Company, advises he will not go on the road this season. He is superintendent of service at Hotel President, Waterloo, Ia.

Fay Rex, publicity agent for Babe Montana's Broadway Hi-Hatters Revue, writes that Babe is producing a new act featuring a chorus of six ex-navy boys. Costumes will be designed by Ma Gordon.

Mr. and Mrs. Floyd E. Garner, billed as Carolina and Lena, who wintered in New Orleans and Miami, will be with the Johnny J. Jones Exposition this season. The Garners were with the Royal American Shows last year.

Corkie and Tiny Zimmerman have signed their cookhouse and grab joint on the Oscar Bloom's Gold Medal

Shows this season. Cookhouse is now operating in Columbus, Miss., winter quarters. Most of last year's crew have returned.

Doc Clarence L. Rivers and Blanche M. Palmer who presented their liquid air novelty act in Elizabeth, N. J., took the feature to New York for the five-day Frozen Food Show, which ended March 31. They have been playing schools and clubs in the East.

James Lee Lollar, former carpenter and ride man on Hennies Bros.' Shows, has been named carpenter foreman at an army base in Arizona. Lollar says he is planning a new ride which he hopes to have on the market soon.

Mr. and Mrs. Louis Cutler, who wintered in Hot Springs, will open their rides on Gold Medal Shows April 12. . . . Mr. and Mrs. Matt T. Gordon, who passed thru St. Louis recently en route to their home in Milwaukee, reported booking their new Octopus on Gem City Shows.

Tommy and Etta Henderson and daughter, Hedda, and nephew, K. C. Murphy, visited in St. Louis en route to Chicago to purchase rides. Hedda celebrated her fifth birthday March 3 with a party in her home in Paris, Tex., while Juanita Henderson marked her third birthday March 23.

Ralph Rothrock is doing the billing, advance press and radio, and special agent's work on the Triangle Shows. . . . Sgt. Henry M. Patterson, recently discharged from the army after duty in Germany, announces that he will join his brother, a concessionaire on Catlett Greater Shows.

Zandou (Johnnie Gilmore), the quarter boy with J. J. Budd's Freaks on Parade, opened Easter week at the Sydney Royal Show, Sydney, Australia. Zandou left March 27 via Pan American Clipper. He plans

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.

THE OLD RELIABLE "ECHOLS"

ICE SHAVERS

Snow-Cone Machines
Ice-Chippers

ADAME ICE SHAVING MACHINES

7320 So. Compton Ave.
Los Angeles, Calif.

ALL ALUMINUM



12 QT. POPPER
 Equipped with Lifetime Micro Precision Heat. Only Treated Gears. **\$16.00**
 8 Qt. Popper, All Aluminum Gearless. **\$10.00**

NEW ATOM POPPERS

ALL ELECTRIC. FOR IMMEDIATE DELIVERY. PORTABLE GASOLINE UNITS. USED EQUIPMENT OF ALL KINDS. POPCORN SUPPLIES.

B & B SALES CO.

1017 WOODLAND Cleveland, Ohio
 MA 4838

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 83, Newport, Ky.

L. W. ELLIOTT AMUSEMENT CO.

NOW SHOWING INDIANAPOLIS LOTS UNDER V.F.W. AUSPICES

Can Use: Pitch-Til-U-Win, String Game, American Palmistry, Jewelry, Devil's Bowling Alley, Huckle Buck, Knife Rack, Bumper and others not conflicting. Address This week: 18th St. and Sugar Grove Ave.; Next week: Pennsylvania and Morris Sts., Indianapolis, Ind.

OMAR'S GREATER AMUSEMENTS WANT

Ride Help for Jenny and Chair-o-Plane, Bob Gregory, ride superintendent. Men who have worked for me, contact. Want Agents of all kinds, Independent Shows, Showmen, and will furnish Tops, Girls for Girl Show. Tahlequah, Okla., April 7-12. P. S.: Kenneth Thompson wants Agent.

TRUNKS \$10.00

BIG SAMPLE SHOE TRUNKS 38" high, 39" long, 15" wide. IDEAL FOR NOVELTIES and CONCESSIONS. Perfect shape. Good locks. 25% with order. **COLUMBUS TRADING CO.** 5 W. State St. Columbus 15, Ohio

Good Grade POPCORN

Over 25 Bags per 100 lbs. **\$8.75** 1 to 25 Bags per 100 lbs. **\$9.75**

"Lou-Ana" Coconut Oil POPCORN BOXES

In returnable drums or 38 1/2 lb. tins. Per 1000 **\$7.50**
 Prices on Request F. O. B. Chicago

Immediate Delivery

- | | | |
|-------------------------|------------------|------------------|
| Distributors for | • Peanut Oil | Prices |
| CRETORS | • Bags and Boxes | Subject |
| Popcorn Machines | • Paper Cones | to Change |
| | • Salt Seasoning | |

POPPERS' BOY PRODUCTS CO. 60 E. 13TH ST. CHICAGO 5

OCTOPUS ROLLOPLANE FLY-O-PLANE

World's Most Popular Rides

EYERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.

STOCK TICKETS	"Just Because a Man's Burning With Enthusiasm Doesn't Mean He's So Hot."	SPECIAL PRINTED Cash With Order. Prices:
One Roll \$ 1.00	Do not fail to order your	2,000 . . . \$ 6.60
Five Rolls 4.00	TICKETS	4,000 . . . 7.45
Ten Rolls 6.00	Now and have them ready for your Carnival, Movies, Merry-Go-Round, Circus, Parks, Vanity Fair.	6,000 . . . 8.30
Fifty Rolls . . . 20.00	THE TOLEDO TICKET COMPANY	8,000 . . . 9.15
100 Rolls 38.00	Toledo (Ticket City) 2, Ohio	10,000 . . 10.00
ROLLS 2,000 EACH.		30,000 . . 14.00
Double Coupons.		50,000 . . 18.00
Double Prices.		100,000 . . 28.00
No C. O. D. Orders.		500,000 . . 108.00
Size: Single Tkt., 1x2".		1,000,000 . 208.00
		Double coupons. Double prices.

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

FREEZERS
 FROZEN CUSTARD
 FROSTED MALTED
 ICE CREAM

Atomic-Continuous

Visit Our Display Rooms



SOEDER SONS MILK CO.
 Henderson 3392
 3801 Payne Ave.
 CLEVELAND 14, OHIO

POP CORN

• Hundreds of outdoor operators are going to use our Baby Golden Hulled and Jap Hulled this year. If you haven't received your sample, write us for it. Also, your permanent address.

• Also, if you like the large Hybrid yellow, we have it, too, as well as complete supplies.

INDIANA POP CORN CO.
 MUNCIE, IND. Phone, Wire, Write Anytime.
 Phone open Day and Night.
 DIRECT WESTERN UNION WIRE.

SUNSET AMUSEMENT CO.
WANTS

Ride Men, also Man for Front Gate and Towers. No Ride Foreman. Must be in winter quarters to be eligible for bonus. Open April 24. Will book good looking Arcade and Slum Concessions only.

701 N. Main Street
 Excelsior Springs, Mo.

WANTS WANTS
HARRY LEWISTON

Fat Girl or Fat Man, good proposition for you. Year round work in pleasant park with pleasant surroundings; can furnish suitable living quarters, free. Also Magician who can Pitch. Plenty of money to be made here in Detroit this summer.

Wire or phone Clifford 3334
GAYER & LEWISTON ENTERPRISES
 200 Monroe Detroit, Michigan

THE 19TH ANNUAL TWINS' PICNIC OF CASSVILLE, WIS., WANTS

Big Eli, Merry-Go-Round, Chairplane and 3 or 4 Kiddie Rides for weekend of May 31st. Attendance in excess of 5,000. Contact

WALTER OKEY, Sec'y
 TWINS' PICNIC COMM.,
 CASSVILLE CIVIC CLUB, INC.,
 Cassville, Wis.

FOR SALE
24 SEAT CHAIROPLANE

Complete. V Belts, 18 Ft. Tower, Hercules Power Unit, Steel Pinions, Portable Steel Tubing Fence, Ticket Booth.

CALVIN GRUNER
 Pinckneyville, Illinois.

to be in Australia nine months. Budd unit is with the Greenhalgh and Jackson Midway.

L. G. King, contracting agent for the Bright Lights Exposition Shows, arrived recently at the org's Lynchburg, Va., winter quarters after a trip thru rain and snow from New York. He was agreeably surprised to find activity at quarters proceeding at full speed despite cold weather.

Mrs. Turner Scott is seriously ill in Halifax Hospital, Daytona Beach, Fla. Mr. and Mrs. Scott formerly were with Scott Bros.' Shows. . . . Buddy Thornton and Charlie McCarthy report stopping in Grand Island, Neb., to visit Marcella Dean Steffen, who has been hospitalized at 112 North Pine Street since January 3 with rheumatic heart disease.

Visitors to John and Helen Barfield's abode in Miami recently have included Hilda S. Nowlin and Minnie Fisher, of the Indianapolis State Fair, and Minnie Simmonds and Charles and Vi Bauch, Milwaukee. The Barfields recently returned from San Francisco where they attended the golden wedding anniversary of Mrs. Barfield's parents. Event, held in the Persian Room of the Sir Frances Drake Hotel, was attended by 200 persons.

DETROIT NOTES: Cliff L. Younger, of the Gayer & Lewiston Enterprises, reports that carnivals playing local lots put sleigh bells on the Merry-Go-Round horses last week. . . . M. B. Glinn, former secretary of the W. G. Wade Shows, is opening her own bookkeeping and secretarial service in the McKerchey Building, catering to carnival people. . . . Doc Hagaar is recovering from extraction of his teeth, and is awaiting new plates. . . . Mrs. Roscoe T. Wade is convalescing from a severe attack of la grippe.

While Royal Crown Shows were playing Rome, Ga., Dolly Young, business manager, was stricken with ptomaine poisoning, which confined her to her hotel suite, Secretary Art Hansen reports. She is recovering. Hansen said the shows opened at a downtown Rome location to good business, which continued thruout the engagement. . . . Joe Lowery, concession manager, and *The Billboard* sales agent on Gem City Shows in 1946, suffered a heart attack March 24 at his home, 211 North Holly Street, Chattanooga, where he will be confined for about a month. He'd like (See *MIDWAY CONFAB* on page 54)

WANT
 FERRIS WHEEL
 OCTOPUS
 TILT-A-WHIRL
 Also
 NON-CONFLICTING SHOWS

CURLEY JONES WANTS CONCESSION AGENTS

WIRE:
J. GEORGE LOOS
GREATER UNITED SHOWS
 GLADEWATER, TEXAS,
 This Week

WANTS WANTS
HARRY LEWISTON

(Gayer and Lewiston Enterprises)
 Capable Inside Lecturer to sell exceptional Ripley Shows. Year round position. Good salary. Will stand for Pitch.

Wire or Phone Clifford 3334
GAYER AND LEWISTON ENTERPRISES
 200 Monroe Ave. DETROIT 26, MICH.

LOOK!

THE FIRST PORTABLE POSTWAR POPCORN MACHINE—ALL NEW!

The "Little Bee" Unit, ideal for Carnivals, Concessionaires and Outdoor Show People. 18" wide, 36" high, 36" long. Hinged top folds back to form 18x22 1/2 shelf Pops \$15.00 worth of corn per hour! Can easily average \$75.00 per day. Heavy construction of Sheet and Angle Iron. Popping and storage compartments. Coleman Gasoline Plant, 5" burner, 3-gal. tank. Lights instantly; no preheating. Kettle of 1/2" drawn aluminum, superior to any other on market. Cabinet painted orange and trimmed in black with sign. Entirely dependable. Order today.



BLEVINS POPCORN COMPANY
 31st & Charlotte • Dept. B • Nashville, Tenn.

\$135

Carnivals, Parks, Circuses—Attention, Ride Owners

WE HAVE AN ELECTRIC BULB THAT WILL SAVE YOU DOLLARS. ORDER A TRIAL CASE TODAY. MANY OF THE LARGE RIDE OPERATORS HAVE ALREADY REORDERED.

HIGH IMPACT, SHOCK ABSORBING LAMP

Except for a thick band of rubber surrounding the neck of the "H.I.'s" bulb, the lamp closely resembles the ordinary household lamp. The rest of the heat and shock resisting rubber-skirted insert is firmly located between the lamp's medium-screw brass base and the bulb's glass neck. The lamp is rated at 50 watts and can withstand shocks of 2000 footpounds and more.

List **45¢** Each
 30% Discount
 Packed 120 to Case.

WISCONSIN DELUXE CO. 1902 NO. THIRD ST. MILWAUKEE 12, WIS.

Betty Zane OHIO SUPER YELLOW POPCORN

NEW

High Expansion—Excellent Quality

Now packed in 50 lb. moisture-proof bags. A new convenience for theaters and popcorn stands. Guaranteed to pop—crisp and fluffy.

Test sample free on request. Phone, wire or write for prices on popcorn, seasoning, cartons, bags and popcorn salt.

BETTY ZANE CORN PRODUCTS, INC.
 638 BELLEFONTAINE AVE. MARION, OHIO

Growers and Processors of Selected Hybrid Popping Corn



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.

BIG MONEY MAKERS! YOU TOO CAN MAKE \$100 A DAY

★ NEW MODEL #100 FLOSS MACHINE

New Super Model #100 Candy Floss Machine is extremely easy to operate. Single Spinnerhead, \$207.50; Double Spinnerhead, \$225.00; Single Bands and Ribbons, \$5.00 each; Double Bands, \$15.00 each. We repair all makes of machines.

★ 8-QUART POPPER

A new Alum num Popper making delicious French Fried Popcorn! The only geared 8-quart popper on market. Easy to use. Easy to clean. Built to last a lifetime! \$10.00. Other poppers to 35 qt. capacity.

CONCESSION SUPPLY CO., Box 133, Sta. B, Toledo 6, Ohio

Supplies — POPCORN — Machines
 Complete Line of Supplies for Prompt Delivery

BOXES ★ COCONUT OIL ★ CORN
 PLAIN OR COLORED

VIKING Stainless Steel POPCORN MACHINES
POPPERS SUPPLY CO. OF PHILA.
 1315 VINE ST., PHILADELPHIA 7, PA.

Lombard 3-9020 Lombard 3-9021

POPCORN



Our Hybrid Popcorn Is Backed By A Money Back Guarantee If You Are Not Completely Satisfied In Every Respect. Write For Special Contract Price Through June '47.

Finest Quality Roasted Peanuts—Attractive Circus Bags

**5 Sizes Boxes—Cones—Bags—Snow Cones—Floss Papers
Napkins—Spoons—Flavor Concentrates—Colors—Sticks**

**Immediate Delivery Star Poppers. Used Popcorn and Peanut
Equipment Bought & Sold**

CHUNK-E-NUT PRODUCTS CO.

Serving You From Coast To Coast

MATTY MILLER
231 N. Second St.
Philadelphia 6, Pa.

HANK THEODOR
2908 Smallman St.
Pittsburgh 1, Pa.

JOE MOSS
1261-65 E. Sixth St.
Los Angeles 21, Cal.

QUEEN OF THE FLYING RIDES

FLYING SCOOTERS

BISCH-ROCCO AMUSEMENT CO.

441 COTTAGE GROVE

CHICAGO, ILL.

W. S. CURL SHOWS

A CLEAN MODERN MIDWAY

OPENING APRIL 19-26—2 BIG SATURDAYS

This Show has 5 major Rides. Want Shows with own transportation. Monkey Show, Illusion Shows, Fun House and Animal Show. Can use a few more Stock Concessions. Also High Strikers, Jewelry, Scales. Want reliable Ride Help. Must be sober and reliable. Truck drivers preferred. Good treatment and good salary. Eugene Barney, write. We play downtown lots and put up plenty of paper. Address all replies to

W. S. CURL
BOX 27, LONDON, OHIO

ANDERSON'S GREATER SHOWS

NORMAN ANDERSON H. KERMIT SUMNER FRED ALMANY

Dayton, Tenn., this week, followed by Crossville and Jamestown, both Tenn. First in, downtown location. Now plays only proven spots. Will sell exclusive on Floss, Snow Balls, Apples, Novelties, High Striker, Jewelry, Age and Scales. Good proposition for Diggers or Rotaries. Will book Concessions of all kinds (except Bingo, Cookhouse and Popcorn). Following Concessions open: Ball Games, Cat Rack, Slum Stores, it and Miss or 6 Cat, or any legitimate Concession. Over and Under and Beat The Dealer open. Must have stock stores. Can use Shows with own outfits. Have one 20x30 Top open. Ruby and Francis want acts for 10-in-1. Louie Duchene, come on. Need sober, reliable man for large Fun House built on Semi.

ANDERSON'S GREATER SHOWS

and Old Show — Fine Old Name Dayton, Tenn., this week. S.: Strawberry Red, Bobbie Bloome, Jimmy Gann and Archie, get in touch with Fred Almany. Good proposition for you. Bobbie Swoden, can place you.

WANTED—SIDE-SHOW PEOPLE FOR LONG BEACH, CALIF.

30 weeks permanent location. Pit attractions that can entertain. Feature Freaks, Magician who can sell and handle inside. Bally Acts, Front Men and good Annex Attractions.

OPEN MAY 1. YES, YOU CAN GET ROOMS RIGHT ON THE BEACH.

Also have location at San Francisco at the Beach for Grind Show. Good proposition.

JOE GLACY

BLACKSTONE HOTEL

LONG BEACH 2, CALIFORNIA

WANT WANT WANT

Shows of all kinds. Dale and Katie, contact Red McFarlin. Want Help on all Rides that drive Semis. Concessions of all kinds. Agents for Grind Store, Penny Pitch, Ball Games. Will book or buy a Tilt-a-Whirl and Auto Kiddie Ride. Hearne, Tex., April 7 to 13; Groesbeck, Tex., week of 14th. We play Teague and Denton, Tex. Both up town.

SMITH AMUSEMENT CO.

OLAND SMITH, Owner-Manager

E. RED McFARLIN, Ass't. Mgr. and Legal Adjuster

Galt Old Boys' Reunion June 22-28

DUNDAS CENTENNIAL CELEBRATION, JUNE 30—JULY 6

Now booking Concessions of all types, any clean Show, Fun Houses, etc. What have you? Write, giving full information, to

MILNE ENTERPRISES

WATERLOO, ONT., CAN.

WILLIAM COWAN CAN PLACE

Agents for Blower, Roll Downs, Wheels and Skillo, One Dice, also Percentage Agents for Pea Pool, One Dice and Pans. Write or wire, care

HARRISON GREATER SHOWS

Rocky Mount, N. C., week April 7-12.

Midway Confab

(Continued from page 53)

to read letters from friends in the business.

Robert K. (Bob) Parker's annual barbeque in Miami must have been a great success, as more than 125 attended and they devoured 100 pounds of ribs, 35 chickens and a mountain of special garlic bread. . . . Reports from Miami indicate that Andy Markham's new home is finished and he is having difficulty getting it furnished. But Andy is happy as he was able to get a poker table for the living room. Some of his friends suggest that empty orange crates might be utilized for sitting purposes.

Mr. and Mrs. William Hollis Reed have booked their bingo stand with John T. Tinsley's Shows for 1947. James D. Sweitzer, who has been off the road for a number of years, will be with the Reeds during the season. Mrs. Reed is the former Pearl Barfield, former owner of Barfield's Cosmopolitan Shows. During the war Reed was stationed at Boca Chica Navy Base, Key West, Fla., where they owned and managed the Elk's Bingo Palace. . . . Pea Ball Bill, following a successful winter, has located in Houston for the time being. He plans to join bingo unit as caller.

Jake (Seals) and Bobbie Aughtman have signed their side show with Dumont Shows for 1947. Line-up includes World's Strangest Married Couple; electric chair; Shirley Blank, iron tongue marvel; Dolores Blank, pain proof and fire eater; L. Owens, escapes; J. Gilman, blade box; Vic Jennings, Madame Zieta; Budha, snakes; Ellen Redman, human pincushion. Bertha Bert is the annex attraction, while Ted Blank handles the front. . . . Doc Melroi is back with Goodman Wonder Shows of America, where he will handle the front of Red Rogers's Side Show.

Tex Kirkpatrick, during a recent visit in Milwaukee, reported that he has lined up agents for Gordon Henke's concessions on Gem City Shows. Tex says the unit will be in operation about April 15. . . . John Galligan stopped over in Cincinnati last week between trains, en route to his home in Columbus, O., from Knoxville, where he has had his rides set up in a local park. . . . C. (Jack) O'Bryan, tub-thumper for Home State Shows, pencils from Jonesboro, Ark., that when the org opened at Batesville, Ark., it displayed a Naval Reserve Traveling Unit.

T. H. Strong and family, of Strong's Amusement Company, have returned to their Omaha winter quarters following a vacation and business trip thru California, Arizona and Texas. During their trek they visited numerous shows and parks. They are putting finishing touches on a new circus ride and all former concessionaires will be with the shows again this season, they report. Org plans to carry 5 rides, 4 seats and 30 concessions, the Strongs advise. . . . Eugene Lefebvre has closed his auto radiator repair shop in Laconia, N. H. to ready his truck trailer and concessions for the coming season.

SOMETHING NEW IN STREAMLINED TICKET BOOTHS

IMMEDIATE DELIVERY.

D. SWARTHOUT

5913 Northwest Highway, Chicago 31, Ill.

POPCORN and CONCESSION HQ



● **Jumbo** South American, a price leader at: \$7.50

● **BEE HIVE**, the superior hybrid popcorn that popped out more than \$200.00 per bag (in regular 10¢ carnival boxes) before thousands at the N. A. A. P. P. B. convention: \$10.95

POPCORN MACHINES

Jumbo Giant Wholesale Popper . . . \$248
Super Star, Post-War Floor Model . . . 589
Silver Star, Floor Model . . . 485
Silver Star, Counter Model . . . 519
Silver Star, Counter Model . . . 398
Corn Crib, All-Steel, Holds 500 . . . 65
Lbs. Raw Corn . . . 65
A Machine for Every Purse and Purpose.

COLEMAN EQUIPMENT

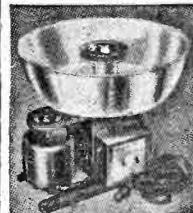
457G (5") Handy Gas Plant . . \$18.95
460G (7") Handy Gas Plant . . 20.95
502 (5") Coleman Burner . 8.95
558 (7") Coleman Burner . 10.95
3-Gal. Coleman Fuel Tanks . 10.95
Complete line of Tubing, Tees, Generators and Air Gauges. SPECIAL DISCOUNTS ON \$25.00 COLEMAN EQUIPMENT ORDERS. Priced competitively.



POPCORN SEASONING

We Have the Kind You Want—whether it's coconut, liquid or solid. Sign a contract with Blevins for your season's requirements and save 10 per cent! **SAVOROL**, the powdered seasoning that helps save expensive oils, 75 lbs. for \$10.00.

FOR THE CONCESSION



Super Wizard Candy Floss Machine. The standard for half a century. 3,300 R.P.M. with no vibration. 5 cones a minute! Complete with double spinnerhead, \$295.

Echois Ice Ball Machine. Fast, lightweight. Cast aluminum. Bearings do not come in contact with ice. In stock for immediate shipment. With or without motor and stand. From \$34.50.



Bags • Boxes • Popcorn Color and Flavor • Kettle Kneeling Kits • Scoops • Paper Cups • Candy Floss Paper • Certified Food Colors • Duvan Orange Syrup • Candy Apple Paper • Salt • Flavor Concentrates • Straws • Soda Cups • Cup Holders • Sundae Dishes.

KING CONCESSION Trailers Now in Stock

A Season's Contract With Blevins Will Save You 10 Per Cent on All Popcorn, Seasoning and Supplies. Write Today for Contract.

CATALOGUE ON REQUEST



WANTED

Agents for Slum, Fish Pond, Bowling Alley, Dart, Ball Games, Hoop-La and other Stock Concessions. PEOPLE WITH ME BEFORE, CONTACT AT ONCE. BLACKY AND BABE AND ALL AGENTS THAT WERE WITH WHITY LUTZ LAST YEAR, COME ON.

ALL ADDRESS:

DAVID S. REESE

c/o Tivoli Exposition Shows
Joplin, Missouri

FOR SALE

25-Foot Custom-Built Show Trailer. Opens up to a full Walk Around. Aluminum front, steps and ticket box. Plenty of lights and flash. Ideal for Mechanical Show or Iron Lung or any kind of Walk Around Show. One year old. Pulls back of any car.

Price \$2,250.00

Address: P. O. BOX 25, Eureka, Mo.
(Phone: Eureka 2927)

WANTED

Shows — Good opportunity for small Minstrel Show, 5-in-1, Illusion and Snake. Can use a few more Concessions. Will book or buy Kiddie Airplane Ride. Ride Help in all departments. Opening Fergus Falls, Minn., May 22, on the Streets.

ROGERS BROS.' SHOW

Pelican Rapids, Minn.

MAXIE GLYNN

WANTS TO BOOK

Beautiful Cookhouse built on 28-ft. trailer. Will book with middle size Show. Join at once. Wire or write

General Delivery, Richmond, Va.

AGENTS WANTED

For Slum Skillo and Roll-Down. Those that wrote, call

Mark "Curley" Graham
Sir Walter Hotel, Raleigh, N. C.,
April 7 to 12.

WILL PAY CASH

For 5 or 6 Rides or will lease. Transportation unnecessary. No junk. Would consider organized Carnival. Address:

BOX 500

c/o Billboard
390 Arcade Bldg., St. Louis 1, Mo.

WANT AT ONCE

High-class Annex Attraction, Freaks and Working Act for Side Show.

CARL J. LAUTHER

Gooding Amusement Co.

Open April 10, Springfield, O.

SPARKS, GA., CARNIVAL

FOR SALE

Three Rides, ten Concessions, Light Plant. Transportation for all. Six thousand; half cash. Come, look it over.

L. W. BORUP

Sparks, Ga.

American Beauty Shows

Opening Date, May 3rd to 10th, at Perryville, Mo. Two Saturdays and Sunday.

WANT Man to run Allan Herschell Kiddie Ride. CAN BOOK Coke, Dart, Bumper, Novelties, Jewelry and Basket Ball Joints. Committees in Iowa: Have open date last week of August, Labor Day and September. Will book any Flat Ride. Show plays Mo., Ill. and Ia.



New Improved Model

Requires No Top.
New Trailer
Models Now Available. Thirty Day Delivery.

Be the First in Your Territory With This, the Only Fun House Using Black Lights, Luminous Skeletons, Bats, Skulls, Numerous Laugh Provokers, Special Sound Effects, Records for Ticket Seller, Etc. Due to Increasing Cost of Material This Unit Is Subject to Change Any Time, So Order Now and Save. Lowest Unit Price Now \$875.00.

NOTE: We are also prepared to build any equipment you may need, such as Ticket Boxes, Illusions, Fronts, etc. We have a large staff of competent Carpenters, Cabinet Makers. Tell us what you want and let us quote you prices.

(Copyrighted 1947—Patent Pending)

HAGAAR ATTRACTIONS

500 Michigan Bank Bldg.

Detroit 26, Michigan

ELLMAN UNITED SHOWS

WANT WANT WANT

Ride Help for Ferris Wheel, Merry-Go-Round, Aerial Joy Ride and Roto Whip.

Want Shows with own transportation — Wild Life, 10-in-1, Monkey Show, or what have you for all Class "A" Wisconsin Fairs?

OPENING MILWAUKEE, MAY 3

FOR SALE — AERIAL JOY RIDE

Address ELLMAN UNITED SHOWS

2239 North 56th Street

Milwaukee, Wis.

WALLACE BROS.' SHOWS

"America's Most Spectacular Midway"

WANT

Second Men for Merry-Go-Round. Will book Chair-o-Plane or any Flat Ride. Can place Fun House and Illusion Show. Stock Concessions and some Percentage open. Want Talker for 10-in-1. ED GILLESPIE, RED WOODS, WIRE. Want Acts to feature in 10-in-1. WIRE: THOMAS CUTSINGER.

Others Wires:

E. E. FARROW

Hopkinsville, Ky., this week; Paducah to follow.

WANT

WANTED

C. A. STEPHENS SHOWS

C. A. STEPHENS, Mgr.; WALTER B. FOX, Agent; C. S. POOLE, Bus. Mgr.; MRS. C. A. STEPHENS, Sec.-Treas.; EARL DIXON, Con. Mgr.; PAT BRADY, Lot Man and Electrician

CARROLLTON, GA., THIS WEEK; BREMEN, GA., WEEK APRIL 14

Three large mills and a big pipe line construction job all working; we catch pay day. Concessions, stocks of all kinds, especially interested in a nicely framed Mug Outfit. Earl Dixon needs Agents for Pin Store, Alley, Roll Down, Wheel, Percentage. Only one of a kind carried. Dixon has exclusive.

SHOWS—Any Grind Shows, Five or Ten-In-One; all must be well framed and have own equipment. RIDES—Will book Spitfire, Octopus, Roll-o-Plane, or any Flat Ride, especially interested in nice set of Kiddie Rides as we have none at present. We have seven Fairs already booked, more pending. This Show routed into Northern Indiana and Illinois.

All communications to Carrollton, Ga., this week; Bremen, Ga., week April 14 follows.

WANTED

C. F. ZEIGER UNITED SHOWS WANT

Merry-Go-Round Foreman for late model Allan Herschell; other Ride Help wire, may be able to place you. Want Office Man; if you don't know all details, will teach you. Want Bingo Help, Boxers and Wrestlers, Dancing and Posing Girls, Talkers and Ticket Sellers. General useful Carnival People, write. Will furnish outfits for money getting Shows.

FLAGSTAFF, ARIZ., THIS WEEK; WINSLOW, ARIZ., APRIL 15 TO 20.

SIDE SHOW PEOPLE

Revere Beach (Boston) Museum opens May 16th. Side Show, playing lots, vicinity Boston, opens April 19th.

WANT Snake People or Geek, Working Acts, Freaks, Pitch Magician, Punch, good Pitch Acts, Feature Attractions, other Useful People. Mental Act. Fresh territory. WRITE FULLY, stating all.

LEW DEAN, Mgr. O'BRIEN BROS.' Interests

10 Blackwood St., Back Bay, Boston, Mass. Phones: Revere 3683-W and Commonwealth 3186. KEEP THIS ADVERTISEMENT FOR FUTURE REFERENCE.

FOR SALE

Equipment as Listed Below
Due to other interests I will sell the following on first come basis. Deposit covering half cost with order, balance C.O.D. In case of prior sale, money returned next mail.

Miniature Mickey Mouse Circus and Banner, Built in Cage Ferris Wheel, etc., \$40.00. Rag Pictures (3), Easel Directions, etc., \$40.00. These are Balda's \$25 pictures. Misc. Wardrobe and Trunk, Girls' Short Wardrobe, Doormen Uniforms, etc., \$45.00. Vent Figure, 42 inches, Movable Ears, Eyes, etc., \$25.00. One Lot Miscellaneous Magic, Die Box Oversize Switch Bag, Assorted Silks, Gully Gully Sticks, Gully Can, Card Frame, Square Circle and other Tricks and small Magician Banner, \$50.00. New Tattoo Booth, 4x6 beautiful flash Arch Top, \$75.00. Mitt Camp, \$50.00. Snare Drum, \$20.00. Small Punch and Judy Banner Frame, 28x42, \$7.50. New Blade Box, Lay Down Type, 21 Metal Blades, \$75.00. Girl in Goldfish Bowl Annex Attraction, new, works as world's smallest girl, \$150.00. This has portable plywood cabinet.

DOC HAGAAR

500 Michigan Bank Bldg.
Detroit 26, Michigan

WANT

Ride Help who drive trucks. Want Girl Show. Will furnish complete outfit. Also Shows with outfits and transportation. Want A-1 Mechanic with tools. Address

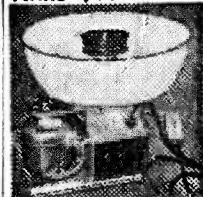
ROGERS GREATER SHOWS

Union City, Tennessee, this week;
Marion, Illinois, next week.

Prof. Vidala Wants

Musicians and Performers, office show. Band Leader, \$40.00; other Musicians, \$35.00. Can use Chorus Girl, \$25.00. Address
PRELL'S BROADWAY SHOWS,
Burlington, N. C.

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.

FOR SALE 2 KID RIDES

1 factory built Chair Swing. 1 Miniature Train, Engine, two Cars and Track. Both Rides in good shape, completely overhauled and painted. \$1200.00 for both. Can be seen on

L. B. LAMB SHOWS

Arab, Ala., this week.

CARL PARSONS WANTS

For his two De Luxe Diners on the Kirkwood Midway. Cooks, Waiters, Griddle Men, General Cookhouse Help. (JOSEPH DION, BROWNIE, JOE RHINE, GET IN TOUCH WITH ME AT ONCE.) Address:

Carl Parsons

c/o Joseph J. Kirkwood Shows
Bridgeton, N. J., this week; Trenton, N. J., next week.

HAMPSHIRE, ILLINOIS

Is again Celebrating July Fourth. For Concession Committee, contact
JOHN T. ODER
Hampshire, Ill.

WANTED

RIDES AND CONCESSIONS Erie County American Legion Convention

Lancaster, N. Y., week of June 23 to 28. 700,000 population to draw from. (Just outside of Buffalo, N. Y.) Three parades. Contact Paul S. Evans, Washington Post No. 287, Lancaster, N. Y.

FOR SALE**Ace Flight Trainer Plane**

Perfect Condition.
Reasonable Price.

REDONDO RECREATION CENTER
Redondo, Wash.

ROY ALLEN**WANTS AGENT**

FOR WHEEL AND COUNTER STORES.
HAVE EXCLUSIVE ON SAME. ADDRESS:
ROY ALLEN, c/o Joseph J. Kirkwood Shows,
Bridgeton, N. J.; Trenton, N. J., next week.

WANT CARNIVAL

American Legion Celebration, June 23-28
We will be interested in other available dates.
Good drawing community. Contact

Stanley Clark, Chairman

or
Pete Fincham

COLFAX, ILLINOIS

BREWER'S UNITED SHOWS**HAVE OPENING FOR SHOWS**

Fun House or any Show of merit. Will place
Five-in-One, Snake or Monkey Show, Wild Life,
a small Bingo, Fish Pond, Balloon Darts, Ball
Games, Clothes Pins, Coke Bottles, Huckley
Buck, Candy Apples, Mug. All Rides are office
owned and show right in heart of town every
week. We have some choice spots and the best
June-teenth and 4th of July spots in Texas.

Pittsburg, Tex., April 5th to 12th; Mt.
Pleasant, 14th-19th.

**AVAILABLE NOW
PRESS AGENT**

For High-Class
Carnival or Park

"On the Ball." Have Packard Coupe and
a small Bingo, Fish Pond, Balloon Darts, Ball
Games, Clothes Pins, Coke Bottles, Huckley
Buck, Candy Apples, Mug. All Rides are office
owned and show right in heart of town every
week. We have some choice spots and the best
June-teenth and 4th of July spots in Texas.

Pittsburg, Tex., April 5th to 12th; Mt.
Pleasant, 14th-19th.

WANTED

FOR VETERANS' WEEK, JUNE 15 TO 21

Separate Rides, Shows, Concessions. Free
Acts wanted also. Write E. S. PUTSAVAGE,
Chairman, Brennan Keip Post #384, Ameri-
can Legion, Tremont, Penna.

**KIDDIE RIDE MAN
WANTED**

Who knows how to take care and set up Ride.
Good salary. Write at once. No boozers.

LACHMAN AMUSEMENT CO.

2931 12th St., N. E. Washington 17, D. C.

CALL

All People Signed With

BILL McINTYRE

on J. J. Page Shows

report Johnson City, Tenn., April 7 or advise.

SECOND-HAND SHOW PROPERTY FOR SALE

\$12.50 State Flasher, fully wired. Great bargain.
\$15.00 Wrestling Mat, 4x8 feet. Others.
\$25.00 Wax Bust American Indian with real hair.
\$5.00 Full Size Wood Female Figures, nicely painted,
fine for outside Girl Show. We have plenty.

WEIL'S CURIOSITY SHOP

12 Strawberry St. Philadelphia 6, Pa.

WANT

Cook House and Photo Concessions working for
stock. No grift. No gate. Playing Eastern Okla-
homa and Arkansas.

CUSHING, OKLA., APRIL 6 TO 13.

A & P AMUSEMENT CO.

JUICE BOWLS FOR SALE

From 6 to 10-gallon sizes.

JOHN GALLIGAN

1620 South Fourth Street Columbus, O.

**FOR SALE
KIDDIE FERRIS WHEEL**

\$1500.00

W. R. CURRY

334 Elmhurst St. San Antonio, Tex.

**R. & S.
AMUSEMENTS****WANT FOR THE BEST ROUTE OF STILL DATES
AND CELEBRATIONS**

WASHINGTON, N. C., APRIL 14TH TO 19TH

Auspices Elks, Lions and Shrine Clubs

GREENVILLE, N. C., APRIL 21ST TO 26TH

WANT—Age, Scales, Coke Bottles, Slum Bowling Alley or any Legitimate
Concessions.

WANT—Talkers, Grinders, Ticket Sellers, Ride Help, Semi and Truck
Drivers, Second Men for Octopus and Spitfire. Eddie and Davis,
get in touch with Whittie; Leon and Louise Randall, come on.

WANT—Good Pan Game Agents, P. C., and Agents for Fish Pond and
Ball Games. All address

JAS. M. RAFTERY Wilmington, N. C. Box 1047

PARAMOUNT EXPOSITION SHOWS

"TRULY A GOOD SHOW ALL WAYS"

WANT

• SIDE SHOW COMPLETE OR SIDE SHOW PEOPLE • MONKEY SHOW • MOTORDROME
• FUN HOUSE • CLASS HOUSE • ANY GRIND BASKET BALL • PHOTOS • CIGARETTE
SHOOTING GALLERY • LEAD GALLERY • SLUM CONCESSIONS • RIDE SUPT. • LOT
MAN • PRESS AGENT • USEFUL RIDE HELP. Write or Wire

RALPH P. FLANNIGAN, Gen. Mgr.

341 KEMP LANE

NORFOLK 6, VA.

O. C. BUCK SHOWS

OPENING APRIL 17

Want Foreman for new Fly-o-Plane, Roll-o-Plane. Also General
Ride Help for ten major Rides. If sober, come on, can place you.

Winter Quarters, Troy, New York

BADGER STATE SHOWS

Opening April 21, Oshkosh, Wis., Fairgrounds.

CONCESSIONS—Cork Galleries, Hoop-La, Basketball.

SHOWS—Monkey, Athletic or any Show not conflicting.

Could use a couple good Ride Men that drive semi.

Route furnished if requested. All people contracted, please acknowledge
this ad.

MGR. J. VOMBERG

Red Granite, Wis.

CAPELL BROS.' SHOWS

Sulphur, Okla., This Week — Duncan, Okla., Next Week

10 Rides — 10 Shows — Free Acts

Want a few more legitimate Concessions, any kind. Working Men on

Rides—Top Salary. Showmen in All Departments.

Have nice Spring Route with Celebrations and Fairs to follow.

Address:

H. N. CAPELL, as per route

WANT

Ferris Wheel Foreman and Caterpillar Foreman.

VICTORY SHOWS, INC., W. J. Giroud

50 Salisbury Avenue

Stewart Manor, New York

Phone Floral Pk. 6344

WANT PIANO PLAYER AND DANCING GIRLS

For the finest girl revue on a truck show. Long season, good treatment.

Reply

ROXIE ARNEALLAS, ROYAL CROWN SHOWS

Attalla, Ala., this week; Nashville, Tenn., following.

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 B'g Tent House Since 1870

TENTS

Special sizes and shapes made to your order
within 5 days. Any color combinations,
fireproofed and waterproofed.

MANY SIZES IN STOCK.

For Immediate Delivery

30x100 ft. fireproofed

40x100 ft. fireproofed

8x 10 ft. concession

10x 10 ft. concession

Change Aprons — Bally Cloth

A. Mamawa & Son

120 BOULEVARD OF THE ALLIES - PITTSBURGH 22, PA.

**SHOW
CIRCUS
CONCESSION
MERRY-GO-ROUND
TENTS**

CENTRAL

Canvas Company

HARRY SOMMERVILLE—FOREST OIL

121 West 8th Street Kansas City 8, Mo.

**Carnival and Concession
TENTS**

Serving the Showmen of the Southwest

JOHN M. COLLIN CO.

18 E. KIRK ST. SHAWNEE, OKLA.

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

TENTS—SIDEWALL

NEW AND USED

Tarps — Floor and Ground Cloths

Flags — Streamers — Banners

Get Our Prices

INDIANAPOLIS TENT AND AWNING CO.

INDIANAPOLIS 6, IND.

P. O. BOX 433 PHONE: RILEY 6655

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.

**CUDNEY BORDER STATE
SHOW WANTS**

A few more Stock Concessions. Corn Game
open. Want Pit Show, Fun House or any
neatly framed Show. Have Photo Gallery
for sale.

Opening at Dustin, Okla., April 14 to 19.

LAWRENCE GREATER SHOWS

A MUSEMENTS OF TODAY PLUS A BIT OF TOMORROW

Raleigh, N. C., NOW—Danville, Va., 14th to 19th

Want **SIDE SHOW**—Have 110-foot new Blue Top with Banner Line now in the air. Can also place one more Grind Show and FUN HOUSE

CONCESSIONS—Arcade, Photos, Guess-Your-Age and Weight, Jewelry. Sam Levy wants: Roll Down, Skillo and Clothespin Agents.

HELP—Ride Help, Truck Drivers and useful Carnival People in all departments. Replies to

LAWRENCE GREATER SHOWS Raleigh, N. C.

HARRISON GREATER SHOWS, INC.

WANTS **WANTS** **WANTS**

FOR ROCKY MOUNT, N. S., FIRST ONE IN THIS YEAR
 Slum Concessions of all kinds open. No exclusive. Good opening for Diggers and Rotaries. Good opening for Spitfire and Roll-o-Plane. All other Rides office owned.
 Good opening for Wild Animal, Monkey, Speedway, Motordrome or any worth while Grind Show with or without outfits. Have complete outfit for organized Minstrel Show with own bus transportation. To join on wire. Madam Burleson, Sol Speight, Stella Walker, get in touch.
 This Show playing best spots, proven territory in Virginia, Maryland, Pennsylvania, New Jersey and New York States, and long season South. All wires to

FRANK HARRISON, Owner and Manager
BILL COWAN, Business Manager
 THEN AS PER ROUTE.

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

WANT

French Fries, Hoop-La, Basket Ball, High Striker, Bumper, Coca-Cola and Penny Arcade. Want complete Minstrel Troupe. Have outfit for same. Rags and Sparrow, answer. Suffolk, Va., this week.

WANT

Truck Mechanic with Tools. Want Truck Drivers and Ride Help. Want Stock Concessions such as Candy Floss and Apples, Hoop-La, Watch-La, Frozen Custard and others. Buck McClanahan wants Foreman for Flying Scooter. Address

ROGERS GREATER SHOWS

Union City, Tenn., this week; Marion, Ill., next week.

WORLD OF MIRTH SHOWS

"THE LARGEST MIDWAY ON EARTH"
 SEASON OPENING APRIL 19—LONG SEASON

WANT Ride Help for all Rides—Carpenter—Rubber Tire Tractor Driver—White Train Help—Chaulkers—Polers—(Luther, call or wire Wallace Cobb.)

CAN PLACE Bright-Skinned Chorus Girls for Fred Sawyer's Minstrels—Shorty Harris, wire or call.

Address

FRANK BERGEN, Gen. Mgr.

Winter Quarters:
WM. BYRD HOTEL
RICHMOND, VA.

KILGORE SHOWS

CAN PLACE

Agents for Stock Joints and Ball Games, Bingo, Grab and Penny Pitch. Can use sober, reliable extra Ride Help. Can use Useful People in all departments. Drunkards, agitators, trouble makers and jerks, save yourself the trouble.

Trinity, Texas, April 7th thru 12th; Grapeland, Texas, April 14th thru 18th; Fairfield, Texas, April 20th thru 27th.

W. E. KILGORE, Owner-Manager

THE TRAVELING SHOW NEEDS EXCEPTIONAL SERVICE

OUR CENTRAL LOCATION MEANS FAST DELIVERIES

WE HAVE THE CAPACITY AND THE "KNOW HOW"

TICKETS **PRICES IN LINE** **BOX OFFICE FORMS**

PREMIER SOUTHERN TICKET CO., INC.

P. O. BOX 5, EVANSTON, CINCINNATI 7, OHIO

LAST CALL LAST CALL LAST CALL LAST CALL LAST CALL

Due to disappointment we would like to have a large Railroad Carnival Show, to play MOUNT CARMEL, PENNSYLVANIA, for

SIX COUNTY FIREMEN'S CONVENTION

THE WEEK OF JUNE 30, 1947

JOSEPH J. KIRKWOOD SHOWS

America's Best Advertised Midway

WANT

FOR THE BEST DATES IN THE EAST—Bridgeton, N. J., this week, followed by Trenton, N. J.; Poughkeepsie and Newburgh, N. Y. **CONCESSIONS**—Ten-Cent Grind Stores of all kinds. Good opening for Penny Pitch, Long-Range Gallery, Pitch-Till-You-Win, Slum Stores of all kinds.

SHOWS—Dog and Pony, Monkey and Motordrome. Will give good proposition to flashy Penny Arcade. Have complete Show for experienced, reliable operator. Can always place experienced Ride and Carnival Help.

WILL BUY TWO GENTLE PERFORMING ELEPHANTS.

Address

JOSEPH J. KIRKWOOD SHOWS

Bridgeton, N. J., this week; Trenton, N. J., next week.

W. R. GEREN Presents

MIGHTY HOOSIER STATE Shows

COLUMBUS, IND., APRIL 9 THRU 19

Want Ride Foreman for SPITFIRE, OCTOPUS, FLYING SCOOTER.

Salary tops to sober, reliable men. Positively no tickets.

All replies to W. R. GEREN, Columbus, Ind., April 9 to 19.

WANTED

Talker for front. Half and Half for Annex. Must be able to work straight always. Can use Freaks, Midgets or any reliable Side Show Acts for a long season.

WENDEL (PROPS) KUNTZ

KIRKWOOD SHOWS

Week of April 7th, Bridgeton, New Jersey; Week of April 14th, Trenton, New Jersey.

PINE STATE SHOWS

SPRING FESTIVAL—SHELBYVILLE, TENN.

Can place Concessions of all kinds. Will sell X Custard, Diggers; good proposition for Penny Arcade. Want Agent for only Line-Up Store, one Slum Skillo. Shows with own equipment, Wild Life, Monkey, Motor Drome, Midget. Will buy 7-Car Tilt or book Flat Ride, Roll-o-Plane. Route to reliable party. All address:

MGR., PINE STATE SHOWS, Savannah, Tenn., this week.

P.S.: Bob Myers wants for Side Snow—Half and Half with flashy wardrobe, Whip Artist, Jack Bailey, contact me.

SOUTHERN VALLEY SHOWS

We have a strong route of still dates and celebrations till our fairs start in the latter part of July. Want to book several Stock Concessions that do not conflict with what we have now. Jack Frick wants Agents for Stock Stores. Office wants Skillo and Grind Store Agents that are sober and can win money. Have complete Minstrel Show, want good Man to take over same. Will book Girl Show, Wild Life, Snake, Fun House, Illusion, Sideshow. Want to hear from someone with Spitfire Ride to book for the season. Fair and Celebration Committees, we have a few open dates, let us hear from you. We have ten Rides, three Shows, 30 Concessions. Write or wire

MGR., SOUTHERN VALLEY SHOWS, Cleveland, Miss., this week; then per route.

P.S.: WANT TO BOOK OUTSTANDING FREE ACT AT ONCE.

WONDER CITY SHOWS

Want legitimate Concessions—Diggers, Candy Floss, Photos, Sno Cone, Candy Apples, Arcade. Glen Gibson wants Acts for 10-in-1, salary or percentage. Want Operator for two new complete Girl Shows, must have people. Have new outfit for Half and Half. Can use two Second Men on Twin No. 12 Wheels; top salary. Bob Meyer wants Count Store, Pin Store, Slum Skillo Agents. Address:

JOE KARR, WONDER CITY SHOWS

Paducah, Ky., April 7-12; Earlinton, Ky., April 14-19.

P.S.: Monroe Saunders, wire Bob Myer.

CRANDELL'S MIDWAY DELUXE

Now playing Roberta, Georgia; next week, Palmetto, Georgia.

We will show two-a-week celebrations and homecomings downtown. Going North. Join a moneymaking show. Everything open but Bingo and Cookhouse. Privilege \$20.00. No Gift or Mitt Camps. If you mean business and no dilly dallying, wire. Want sober and honest Bingo Caller and Counter Help. Also Slum Store Agents and Chairplane Foreman. If you can't drink and stay a gentleman, stay away. Want to buy 3 1/2 or 50 Kw. Transformer. **L. C. CRANDELL, Manager.**

LAST CALL IMPERIAL SHOWS LAST CALL

OPENING APRIL 12, CENTRAL CITY, ILL.

All That Are Contracted, Your Locations Ready Friday (11).

WANT RIDE HELP: Foreman and Second Men on new and late Rides. Must drive Semis, be sober and reliable. **CONCESSIONS:** Jewelry, Balloon Darts, Age, Scales, Ooke Bottles, Hoop-La, Basket Ball, Lead Gallery. Only clean Merchandise Concessions considered. (NO GYPSIES OR RACKETS WANTED.) **SHOWS:** Mechanical, Illusion, Wild Life, Monkey, Fat Show. Can furnish new 20x20 with transportation.

BILL GULLETTE, MGR., CENTRAL CITY, ILL.

Showmen's League of America

400 So. State St., Chicago

CHICAGO, April 5.—S. T. Jessop presided at the regular meeting Thursday (3). With him on the rostrum were Treasurer Walter F. Driver and Secretary Joe Streibich. Treasurer Driver gave the invocation. Members stood in silence in memory of George Davis. The eulogy was delivered by Whitey Lehrter.

Pat Purcell, outdoor editor of *The Billboard*, reported on the early spring carnival business in Florida.

A letter from Marshall Green advises he is on the mend, despite the fact he recently had the flu. Information is Maxie Herman soon will be a town.

Elected to membership were Patrick E. Devine, Pete Anderson and Henry Polk.

The meeting Thursday (24) will be the final of the season and will be celebrated as get-away night, with the house committee promising a surprise.

Sam Boswitz is in town on business and is a regular caller. Al Rossman has returned from Florida. Sam Bloom, Roy Barrett and Louis Brannini are back after an absence. Callers included Jimmy Morrissey and on; Maurice Ohren, in from Arizona; Irving (Hom) Zolun, who has gone to join Endy Bros. Shows, and Harry Kussel and Louis Fishman, who are back from Florida for a short stay.

Max Friedman writes he is enjoying life in Texas and may stay there for some time.

J. C. McCaffery, Fred Kressmann, Jack Duffield, Al Sweeney and Herb Botten were among those attending the Midwest fair meeting in Kansas City, Mo.

Ladies' Auxiliary

The social March 13 in the Sherman Hotel was well attended. Margaret Filigrasso was hostess and Elsie Miller assisted. Viola Blake (See SLA on opposite page)

CLUB ACTIVITIES

National Showmen's Association

1564 Broadway, New York

NEW YORK, April 5.—Members are leaving to join their respective shows. Last regular meeting will be held Wednesday (23). Offices and smaller clubrooms will remain open thruout the summer and the usual services will be continued.

Siro A. Aurillo was in town purchasing supplies for his Jacksonville, N. C., hotel. Joe Goodman has left to join his father's Wonder Shows of America. Sid Goodwalt in town to meet his mother and to purchase grab joint equipment. Eugene Gutman is undergoing medical treatment and will take a rest in a convalescent home. Joe Trosey visited his ex-employer, Sally Rand, who is working a local night club. Harry Traver will furnish some equipment for the O. C. Buck Shows. Barney Dember and Willie Glick visited.

Ralph Endy flew in from Florida and is working on his rides and equipment at the Trenton (N. J.) Fairgrounds. Sam Solomon will be with the Manhattan Amusement Company playing metropolitan New York spots. He has recovered from a recent facial operation. Louis Victor, back from Miami, will be at Woodside Park, Philadelphia. Larry Bean left with his wife to join the Exposition at Home Shows at Lynchburg, Va.

Letters have been received from Pat Valdo, Abe Rubin and Jimmie Castle. Executive-secretary Walter W. Sibley will soon start on his annual visits to member shows. Next meeting is Wednesday (9).

Ladies' Auxiliary

Regular meeting March 26 was well attended. President Anna Halpin welcomed Bess Hamid, Leah Greenspoon, Lillian Elkins and Frances Fornier, all back from Florida vacations.

Hospitalized are Ethel Shapiro, Lillian Fleming, Eleanor Rinaldi and May Doscher. Sympathy is extended to Frances Simmons on the death of a sister, and Molly Rosenthal on the death of her mother.

Anita Goldie heads the new publicity committee, comprising Fredi Coleman, Doris Eicholtz, Margie Kauffman and Ruth Rees.

Members on the road who want to receive regular bulletins are urged to keep in touch by mail with Anita Goldie, either in care of the club or at her home, 309 West 93d Street, New York.

Michigan Showmen's Association

3153 Cass Avenue, Detroit

DETROIT, April 5.—Final winter meeting, presided over by Jack Dickstein, was held in conjunction with the Ladies' Auxiliary. Others on the rostrum were Roscoe Wade, second vice-president; Louis Rosenthal, treasurer; Bernhard Robbins, secretary, and Chaplains Arthur Grzann and Edward Ford. Guest speaker was William Dowling, Detroit corporation counsel.

At the board of governors' table were Leo Lippa, Harry Stahl, Ben Moss, Charles Westerman, Herbert Pence, R. Nathanson, Sam Maltin, Frank Hamilton, William Zakoor and George Kane.

New members are H. Mitchell, V. Anderson, F. D. Bertani, J. L. Brynski, Ben Bursky, G. W. Davidson, R. A. Henn, F. L. Holt, C. Kelly, G. Pugh, M. C. Jolliff, E. Knight, O. J. Shull and G. Volanti.

Arthur J. Frayne, entertainment chairman, reports plans for a mid-summer moonlight cruise have been canceled because of the unavailability of boats.

Attending after long absences were Bennie Moss, Jack Wish, Joe Gross, Carl Sherman, Bennie Bernard and Sam Richmond.

Summer meetings will be held every other Wednesday, starting May 7, at 2 p.m.

Ladies' Auxiliary

Final meeting of the season was held jointly with the men's org March 31. Following the men's meeting, the ladies met. On the rostrum were Bernice Stahl, first vice-president, who presided; Ann Borke, second vice-president; Marion Dickstein, third vice-president; Dorothy Gold, treasurer, and Belle Powers, secretary.

It was voted to open a gift shop for hand-worked articles in the clubrooms. Proceeds from this will go to the kiddies' Christmas party. Maude Pence volunteered to get the shop started.

Sylvia Thomas returned from Folkston, Ga., and Ann Stone is back from California.

Clubrooms will be open Wednesday afternoons and evenings during the summer.

International Showmen's Association

415A Chestnut St., St. Louis

ST. LOUIS, April 5.—Euby Cobb presided March 27 with Leo Lang, Sid Belmont and Sid Sidenberg on the rostrum.

A contribution of \$150 was received from the American Guild of Variety Artists to help defray funeral expenses for the late Robert A. Whalen, who was a member of both organizations.

Lou Smutz, confined in Missouri Baptist Hospital, is reported to be on the way to recovery. Pete Byrnes Sr. is ill at his home with the flu.

Elected to membership were Alex E. Lewis, T. E. (Susie) Lucas and Jack Haver. Visitors last week were Cy Babka, John Lambert, Ed Malbin, Antonio Silvestri and Sunny and Bob Bernet.

Correspondence was read from Meyer Katz sojourning in Los Angeles and Al Baysinger who is basking in Florida's sunshine.

Mel Vaught left to join Goodman Wonder Shows of America in Little Rock. Bob Heth was in town on a business trip and returned to Malden, Mo.

Pacific Coast Showmen's Association

623 1/2 S. Grand Ave., Los Angeles

LOS ANGELES, April 5.—Short business meeting of Monday (31) was conducted by President Bill Hobday with Vice-President Harry Suker, Secretary Ed Mann, Chaplain Jack Hughes and guest of honor, Fred M. Crosby, of Honolulu, on the rostrum.

John Lorman spoke on the sick and relief fund and an open forum was held relating to possible changes in the administration policy.

Barney Tully and Louis Godfrey are on the sick list.

Members present after absences were Harry Deneau and Harry Golub. Doc McCollough, recently released from the hospital after an illness, is back at his post in charge of the club checkroom.

Drawing was won by Robert Belles.

Ladies' Auxiliary

President Trudie Di Santi presided March 24. Named to the building committee by Chairman Nina Rodgers were Edith Hargraves, President Di Santi, Elsie Suker and Julia A. Smith.

Cecil Bowen is reported out of the hospital and on her way home to Texas. Marie Jessup, Margaret Farmer and Edith Walpert flew in from Stockton, Calif., to attend the funeral of Bill Jessup.

A bazaar party is scheduled April 9 in the home of Opal Manly, third vice-president. Trudie Di Santi and Rose Fitzgerald will be co-hostesses.

New brief cases and a typewriter were purchased for the treasurer and secretary with funds derived from a social given by Margaret Farmer.

Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., April 5.—Regular weekly meeting was presided over by President Harold Elliott. Treasurer George Carpenter also was present. Al C. Wilson was secretary pro tem.

George Howk reported Sam Wycoff confined in Research Hospital. Homer Pennington reported the club's finances to be in first class condition and spoke about sponsoring a children's welfare campaign.

Tony Martone advised that he was opening his Heart of America Rides today at Independence and White avenues, and invited the members to pay a visit. President Elliott was authorized to have tickets printed for the automobile to be given away at the annual banquet and ball. Receipts will go to the building fund.

L. K. Carter again took the lead in the drive for members, with a gold life membership card to go to the member turning in the most petitions, providing that person turns in at least 25.

Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, April 5.—Regular meeting, March 27, was turned into a bingo party, with inclement weather cutting attendance.

Norma Riaff, sponsored by President Lee Belmont, was elected to membership. Tables, donated by Mrs. Lotis Frances, were painted by Art Guilliani and presented by Mrs. Guilliani.

On the sick list are Mrs. Ida McCoy and Delores Maher. A letter was read from Madaline Ragan. Mrs. Pearl Vaught joined her husband who left for Goodman's Wonder Shows of America.

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.
1862 N. CLARK ST. CHICAGO 40

MOORE'S MODERN SHOWS
Opening April 11 at Charleston, Mo.
Want Girl Show and Athletic Show, have complete outfits for same. Will book Mechanical Show or any Grind Show. Can place Diggers, Hoop-La and ten-cent Stock Concessions.

FOR SALE FOR SALE
NEW 1947 FLY-O-PLANE
Never been set up. With new 1947 2 1/2 ton tractor and trailer. Will sell for factory price.
BRUCE DAVIS
547 CLARK ST. OINCINNATI, OHIO
Phones: MONTana 6758 or CHerry 4248

PROMPT DELIVERY COLEMAN EQUIPMENT
HANDY GAS PLANTS, BURNERS AND REPAIR PARTS
BLEVINS POPCORN CO., NASHVILLE, TENN.

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, April 5.—Social March 22 enjoyed a good attendance. Members were surprised upon arrival to find Arval Hoyt and Cecil Meyers hosts. Harry Sheridan won a spread in the raffle.

Pat Serry's brother, Peter Foyer, of New York, was a guest and was introduced by Hattie Hoyt. Other guests included Mr. and Mrs. Eddie Lazar, Will Robertson, Mrs. J. Fogel, Mrs. M. Semmerling, Mrs. A. Grabert and Mr. and Mrs. Harry Sheridan.

Esther Meyers is on the sick list. Members were saddened to learn of the death of Jenny Catrambone's father.

With President Edna O'Shea Stenson on the rostrum April 1 were First Vice-President Lucille Hirsch, Second Vice-President Pearl McGlynn, Third Vice-President (pro tem) Jeanette Wall, Secretary Hattie Hoyt, and Corresponding Secretary Irene Coffey.

Letters were read from Edna Stinson, Lucille T. Pratt, Lee Belmont, Vivian Richby, Joey Carroll, Yvonne Ferrari, Georgia C. Lewis, Donna Rae Garris, Agnes Barnes and Irene Flexer, of Joliet, who is recuperating at home after an operation.

Sick list includes Alice Hill, Bessie Mossman, Marianna Pope and Ann Crowder.

Present after absences were Katie Owens and Helen Wittour. Awards, donated by Minnie Simmons and Mrs. Brewer, went to Betty Broderick and Pearl McGlynn. Lunch was served by Harriett Powlak and Ann Sleyster.

Attending the annual spring party held March 29, of which Josephine Glickman was chairman, were Martha Witter, Mabel Davis, Veronica Potenza, Mae Taylor, Katie Owens, Estelle Swiader, Jimmie Campbell and Fred Potenza, Showmen's League of America; Mr. and Mrs. Samuel Cirals and daughter, Velma; Verna Martinson, Maude Hengst and Evelyn Anderson.

Isabelle Brantman announces her committee for Caravans' fourth birthday party will include Jeanette Wall, Ann Sleyster, Esther Meyers, Bessie LaMonde, Agnes Barnes and Hattie Hoyt. Party will be held in the club-rooms at 400 South State Street, Thursday (10). Next social will be held Saturday (12), with Past-President Jeanette Wall and Ann Sleyster as hostesses.

Show Folks of America

San Francisco

SAN FRANCISCO, April 5. — President Harry Seber presided at the March 17 meeting. Elected to membership were Ralph L. Harroff, R. E. Merritt and Joseph S. Adje.

A prayer was offered in memory of the late Eddie Gluck.

Mrs. Tony Soares and Frank Eaton were given birthday presents.

Guests included Mr. and Mrs. Leon Fielding, Mr. and Mrs. Al Lindenberg, Mr. and Mrs. Chuck Haegler and son, Doc Jordon, Mr. and Mrs. Voohries, Bill and Lila Sherman, and Camille and Zaza Raymond.

Donors to the sick and relief fund were: Leon Fielding, \$5; Jack Byone, \$5, and Al Lindenberg, \$20. Nellie Baker donated \$100 to the cemetery monument fund in memory of the late Fred O. Blake.

During a recess, St. Patrick's Day entertainment was offered, with Fred Weidmann as emcee. Marie Del Moure sang Irish ballads, Harry Leslie presented Irish songs and stories, and a skit, *On the Rocky Road to Dublin*, was offered. Headed by Eugenna Mack, others in this skit were Isabella Wyatt, Helen Wilcox, Lillian Dana and Veda Held Wharton, all members of the Trespian Club.

Seber presided again at the March 31 meeting, with Charles Albright,

Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, April 5.—Final meeting of the season was held March 25. On the rostrum were Bob Parker, president; Jack C. Gilbert, third vice-president; Milton S. Paer, secretary, and David B. Endy, president emeritus.

Frank Starr, on the sick list, went to the Southwest Florida State Sanitarium, Tampa, to recuperate. Jerry Cohen is a patient in City Hospital, Brunswick, Ga.

Davey Fineman, who arrived from Arizona to spend a month here, was invited to sit on the rostrum. Dan Ellis sold his iron lung to G. W. (Doc) Hamilton and Carl Baker. He will take to the road again in about two weeks. President Parker left for a fishing trip to Inverness, Fla.

Carl Sedlmayer, owner of the Royal American Shows, is spending a few days in Miami before leaving for winter quarters in Tampa.

Members stood in silence in memory of Frank Labarre, the first honorary member, who died March 21.

Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, Calif., April 5.— President Jimmy Lynch drove in from Pomona to preside at the March 27 meeting. Also on the rostrum were Nell Robideaux, first vice-president; Monroe Eisenmen, second vice-president, and Marie Bailey, secretary.

Called on for remarks were Forrest and Jean Freeland, Harry Golub, Herb Sucher and Dwight Pepple. Guests included Mrs. Doris Hanlon, Odette Jones, Betty Beeston, Mrs. Frances Carson and Mrs. Miller.

The following donations were received from the bazaar: \$25 from President Lynch, \$2 from Jimmy Gallagher and \$3 collected from three members by Madame Delma. Herb Sucher donated \$10 and Dwight Pepple two more cartons of cigarettes to the sick and relief fund. Eisenman contributed a cribbage board to the club.

President Lynch presented a gold life membership card to Madame Delma.

Door prize was won by Pepple.

SLA

(Continued from opposite page)

won a blanket on a raffle and Marie Brown a carton of cigarettes.

Welcome letters were received from Florence Ketring, Agnes Donohue, Grace Goss and President Viola Fairly. Mr. and Mrs. James M. Morgan and Bernice and Harry Stahl announced blessed events.

Nan Rankine is visiting Cuba. Etta Henderson, who was ill with the flu, and Juanita and Hedda are back in Paris, Tex., after a trip to Florida.

Grace Goss, who has had the flu, has recovered.

The following officers were at the meeting March 27: Mrs. Lee M. Brumleve, president pro tem; Mrs. E. Sopenar, first vice-president; Mrs. Alfred Geiler, third vice-president; Mrs. Rose H. Page, treasurer, and Mrs. Robert H. Miller, secretary.

Sam Dolman, Ted LeFors, Moe and Mrs. Eisman and Mrs. Marlo E. LeFors on the rostrum. New members accepted were William A. Pearson, Neil Yepson and Edward H. Currier.

Responses were made by Red Kearns, Dan Meggs, Henry Brodski, Dolman, the Eismans and the LeFors. Sick list includes Estelle Rosenthal, Jeanette Younge, Harry Reynolds, Billy Anderson and Mrs. Boehn. Tony M. Silva won the pot of gold.

Pot of Gold was won by Mrs. Kathleen Elsmere.

GEM CITY Shows

THE DIAMOND of the SHOW WORLD THE BEST IN THE MIDDLE WEST

Featuring

EMANUEL ZACCHINI

"THE HUMAN CANNON BALL" — WORLD'S MOST SENSATIONAL FREE ACT
OFFICIAL OPENING — APRIL 14 — EL DORADO, ARK.

PLAYING A PROVEN ROUTE OF STILL DATES AND FAIRS
— GET WITH THE COMING SHOW OF AMERICA —

12—RIDES—12 8—SHOWS—8 45—CONCESSIONS—45 8—TELESKOPIC—8
DOWNEY LIGHT TOWERS

L WANT WANT WANT L
A SHOWS—Can place one or two more shows, such as Monkey Show, Crime Show or any worth while Attractions. Joe Moody, contact Jack Korie at once as he has good proposition for you. Can place Talker for Hawaiian Show.

S T CONCESSIONS—Want Agents for Penny Pitch, Ball Games, Country Store, Devil's Alley, Balloon Dart, Board Dart, Cigarette Gallery. Will frame Stores for capable Agents.

C A L RIDE MEN—Account of disappointment, need Merry-Go-Round Foreman who understands Allan Herschell 3-Abreast. Can place a few more Second Men for all Rides. Can use capable Help in all Departments. Dave Prevost wants Ridee-O Foreman and Second Men. (Must drive Semis and have 1947 Chauffeur's License).

C. P. HENRY **DICK THORNTON** **TOM MEHL** **HARRY THOMAS**
General Agent Concessions Business Mgr. Secretary

Address all replies to: **JACK DOWNS, General Manager**
BOX 1081 (PHONE: ELDORADO 3681) EL DORADO, ARK.

NEW 10 CAR KIDDIE AUTO RIDE



Large jeep style cars. Canvas top. Ride complete. Ready to operate. Easy to install and dismantle. 30-day delivery guaranteed.

IMPERIAL KIDDIE RIDES

211 W. 13TH ST.
LORAIN, OHIO

Ph. 6531 Amherst, O.

FLOYD WOOLSEY WANTS

FOR 2 UNITS—SIDE SHOW PEOPLE

Good Mind Act, Sword Swallower, Magic that can pitch, Fat Girl or Man; Dolly Dimple, answer; Musical Act that can play Steel, Working Acts that can deliver, Annex Half and Half that is clean and sober, or anything that is good for feature. Road show opens with Bill Hames Shows, San Antonio, Tex., April 21st; Park, June 14th, Sandusky, Ohio. All who know me wire or write:

FLOYD WOOLSEY

206 SOUTH LAKE ARTHUR AVE. JENNINGS, LA.

MAJESTIC GREATER SHOWS

CAN PLACE FOR LONG SEASON

Shows (with own equipment)—Jig, Mechanical, Wild Life. Concessions—Novelties, String Game, Penny Pitch, Lead Gallery, Concessions of all kinds. Art Converse can place Working Acts for Side Show.

SAM GOLDSTEIN, Richmond, Va., this week

WALLACE BROS.' SHOWS

"America's Most Spectacular Midway"

WANT GIRL DROME RIDER. WIRE AT ONCE.

CLARENCE SAYRE

c/o WALLACE BROS.' SHOWS, Hopkinsville, Ky., this week; Paducah to follow.

FOR SALE

NO. 5 ELI WHEEL—\$5,000.00

Includes Eli Power Unit: one 7 1/2 HP 3-phase motor and one 10 HP single phase motor. Extra new cable, fence, light circle, etc. Now operating permanent location heart of Los Angeles. Can stay on location or move. Come and get it or will tear down and load for \$200 extra. I also have for sale on same location three Kid Rides and one Travers 24-Seat Chair-o-Plane, 28 ft. high. Kid Rides are one factory-built Gondola Ride, seats 24 kids. One Auto Ride, 10 cars; fence, panels, new 1 HP single phase motor. One Kiddie Mixup. Looks like a factory job. Will not separate these four Rides. Will sell all four for \$4,250. Wants \$200 extra if shipped. All these Rides can stay on this permanent location or can be moved at any time. **TOM HUGHES, 706 West 21st St., Los Angeles 7, Calif. Telephone: PProspect 0260.**

FOLK'S CELEBRATION SHOWS

WANT

For 40 and 8 Milk Fund Celebration, Albuquerque, New Mexico, April 15 to 21 Inclusive; Then Big 11-Day Celebration, Santa Fe, New Mexico, With Plenty of Other Good Celebrations to Follow.

SHOWS—Can place Fun House, Mechanical City, Monkey Circus, Glass House, Wildlife and Minstrel Show with good Band.

CONCESSIONS—Can place Penny Arcade, Novelties, Guess Your Age, Scales, Cane Rack, Jewelry, Long-Range Shooting Gallery and Bowling Alley. Want Agents for Concessions, men with wives given preference.

Motordrome Riders wanted; Men and Women Trick or Straight Riders, wire.

Can place reliable Ride Foremen and Second Men.

Wire Show, El Paso, Texas, April 8 to 13; then Albuquerque.

BRIGHT LIGHTS EXPOSITION

SHOWS
World's Brightest Midway

Featuring **GANGLER BROS.' CIRCUS** as Free Act

WANT

WANT

WANT

Legal Adjuster at once. The reason is that Saul Salsberg passed away April 6th. Due to disappointments Dan Donnini and Lew Lang want head of store for Blower. Eddie La Fave, wire. Agents for Grind Stores, Countermen for Bingo, Outside Help for Wheels. Can always place useful Help for Concessions. All the above write or wire Dan Donnini or Lew Lang. Can place Hanky Panks, Candy Floss, Photos, Novelties, Penny Arcade, Diggers, Rotaries, High Striker, Bumper, String Game or any Concessions not conflicting. Place at once Fun House, Glass House, Iron Lung, Working World, Walk Thru or any Shows not conflicting. Also place Ride Help, Chair Plane Foreman and Help on other Rides. Also place Rides not conflicting. This Show has 39 weeks of Celebrations, Conventions, Home Comings and Fairs booked and three more weeks pending. Show opens here at Lynchburg, Va., April 10th to 19th. Write or wire

JOHN GECOMA, Gen. Mgr., or L. C. HECK, Asst. Mgr.
LYNCHBURG, VA.

LAWRENCE GREATER SHOWS

AMUSEMENTS OF TODAY PLUS A BIT OF TOMORROW

WANT NOW

Experienced Carnival Secretary, Lot Man who can lay out and get show on and off lot, Billposter who can get up paper and drive panel job truck. Salaries no object to those who can produce. We can always place useful show people in all departments. Raleigh, N. C., now; Danville, Va., next week.

MIGHTY MONARCH SHOWS WANT

For Legion Celebration and State Convention. Location, 125 Street and Biscayne Boulevard. Also Fiesta De Las Americas, Week Starting Saturday, April 12th.

Place Concessions, Shows and Rides. Two big celebrations this week. Ride Help in all departments. Located at Free Legion Doughnut Stand on entry to Miami on Biscayne Boulevard. Address:

N. P. ROLAND

822 NORTHEAST 82 STREET

MIAMI, FLORIDA

SNOW CONE — POP CORN

Our new catalog was mailed last week to everyone on our mailing list. If you did not receive your copy, we shall be glad to send one on request.

FOR TOP QUALITY, LOWEST PRICES AND FASTEST SERVICE

Be sure you line up with **GOLD MEDAL** this year.

GOLD MEDAL PRODUCTS CO.

318 E. THIRD ST.

CINCINNATI 2, OHIO

EDDIE L. WHEELER SHOWS WANT

Concessions—Merchandise Concessions of all kinds. Shows—Have new 20'x30' Top, new 30'x60' Top for Shows with own transportation. Good opening for 10-in-1, Wildlife, Walk Thru or any worth-while attraction. Can place Agents for Stock Concessions and reliable Man for head of nicely flashed Swinger.

EDDIE L. WHEELER SHOWS, ROCKMART, GA.

FOR SALE

COMPLETE MECHANICAL CARNIVAL

On 4x8 Table. 6 Rides, Show complete in every way. \$800.00. One year old.

ADDRESS: P. O. BOX 25, EUREKA, MO.
(Phone: Eureka 2927)

WANT

OCTOPUS FOREMAN. Must be A-1, sober and reliable, for 1947 Ride. Must drive 1947 Unit. Also want 2 Agents for something new in Concessions. Write or wire:

M. T. GORDEN

2239 N. 56th St., Milwaukee, Wis.

FROM THE LOTS

Pine State

STARKVILLE, Miss., April 5.—Despite rain and cold weather everything was up and ready for opening Saturday, March 22. Opening crowds were small, but better weather brought more people later in the week. Mr. and Mrs. Jarvis joined with a new bingo. Jack Johnson is their caller.

Mr. and Mrs. Carl Bohn came on with four concessions. Also joining were Bill Ackerman, Mr. and Mrs. Cothren, and Mr. and Mrs. Thrall. Mr. and Mrs. South added their French fry stand, and candy apples and candy floss.

Kay and Reno Kaiser topped the midway with their girl show. Joe Drake has the Side Show. Recent additions also include Mr. and Mrs. Keene, Mr. and Mrs. John Machulies, Mr. and Mrs. Clark, with percentage; Mr. and Mrs. H. R. and W. A. McAvoy, cookhouse.—ETHEL BOLIS.

Alamo Exposition

AUSTIN, Tex., April 5.—Org teed off to a good start in its first stand of the season here. Opening night attendance surpassed all previous attendance.

Show folks who greeted Manager Ruback at the opening included Mr. and Mrs. Ben Davenport, owners of Dailey Bros.' Circus; Mr. and Mrs. Harley Sadler, Jack and Evelyn Turner, formerly with the org, now with Dailey Bros.' Circus; Charlie White, Jack Knight, Jean Allen, Fred Brad, and Mr. and Mrs. Butch Cohen, also of the Dailey Bros.' Circus. Tony Kitterman and Charlie White were hosts at a party for some of the shows' personnel. Albert Wright was busy greeting friends.

Newcomers this season include Jimmie Byers with his Pretzel ride, and Max Levine, frozen custard and lead shooting gallery.

Miller Duo, high act, has a specialty built sound car, used to bally the shows out-of-town. Buck Ray has the cookhouse.—H. B. ROWE.

Florida Amusement

ST. PETERSBURG, Fla., April 5.—Org ran into plenty of woe that was not of its own making here during the St. Petersburg Fair. The fair, scheduled for a 12-day run, proved a flop. Twice it was postponed, and when it did open it did so with a definite lack of publicity and support from press and radio. And it didn't finish out its scheduled run, ending with a forced closing four days ahead of time.

Shows did more than their share to put the thing across. Arrived here from Bradenton, Fla., the day before the scheduled opening and was ready to go that day, which was supposed (See Florida Amusement on page 97)

Al Wagner Stricken In Mobile Hospital

MOBILE, Ala., April 5.—Al Wagner, vice-president of the Pacific Eastern Amusement Corporation and general manager of the Cavalcade of Amusements, was rushed to a Mobile hospital Friday afternoon (4), threatened with pneumonia.

Saul Salsberg Dies

LYNCHBURG, Va., April 7.—Saul Salsberg, business manager of the Bright Lights Shows, died here early yesterday. No details of his death were given.

W. G. Wade No. 2

DETROIT, April 5.—Playing the Davidson and Gallagher streets lot here, org had four company-owned rides, including the Merry-Go-Round, Ferris Wheel, Roll-o-Plane and Tilt, plus Jean Avery's Octopus, Jerry Rupp's Kiddie Autos and Wallace G. Wade Jr.'s new Torpedo Rocket ride.

Cameron D. Murray, who is managing this unit, reports booking the Cadillac, Mich., home-coming, July 7-12, and the Greenville, Mich., Fiesta, June 16-21. This practically completes the route for the season.

March 23 saw numerous visitors on the lot, including Harry Stahl manager of Jefferson Beach Park; Severn Hilo and William Postlewaite, Down River Amusement Company; Capt. R. V. Ritz, of Hell-on-Two-Wheels; Mr. and Mrs. Charles Phillips, of Musical Reviews; Lew Rosenthal, of Rosenthal and Westerman Novelty Company; Mr. and Mrs. Smitty Frazer, Curly and Alice Stevenson, Grace and Eddie McEwen and Herbert Pence and a party from the Michigan Showmen's Association.

John Visness, who has popcorn, says business here was excellent. Harry Mamas is rebuilding the bingo.

Fred A. Miller and the cookhouse staff arrived from Florida. Margaret Davis has a new Mercury and an Owosso trailer. Helen Mamas writes from Anatolia College in Thessaloniki, Greece.

D. Wade, general representative, is away on another booking trip. Owner-Manager W. W. Wade is kept busy covering the lot, winter quarters and the office these days. He is getting the main unit ready for the first location. — WALTER A. SCHAFFER.

Crafts Exposition

ARCADIA, Calif., April 5.—Crafts Exposition Shows opened in this Los Angeles suburb to capacity crowds in all departments, according to Owner O. N. Crafts. Org had 10 rides, 9 shows and 30 concessions. Shows were under auspices of the Arcadia American Legion on a well-situated lot directly across from the Santa Anita Race Track.

C. E. Cayce, electrician, completed rebuilding all electrical equipment to meet the new requirements and standards of the California inspection board, and had all the shows wired the first few hours on the lot.

With full crews in all departments, Superintendent R. H. (Johnny) Byers, made record time in setting (See Crafts Exposition on page 97)

Wallace & Murray

SPARTANBURG, S. C., April 5.—Org pulled in here Sunday (23). Route was well marked in circus style by Frank Sheppard, special agent. He also did a good job on paper, snaring several excellent centrally located stands. Publicity, too, was good.

Midway closed down Monday (24) because of a strong wind. Two concessions and one of the show's fronts were blown down. However, there was no damage done.

General Agent Mitchell left to close for late dates. Stand here is sponsored by the local chapter of the American Business Men, with pro- (See Wallace & Murray on page 97)

GOLDEN GATE SHOWS

Last Call. Will Open April 12, Pembroke, Ky. Want Candy Floss, Snow Ball, Hoop-La, Cane Rack, Bumper, Cook House, Bingo, String Game, Bowling Alley, Ball Games, Stocks, Office wants Agents. Want Baby Rides, Ride Help, Shows with own outfit. Want good Geeks. For Sale—15 Kw. Light Plant, in good shape. **FRANK OWENS, Mgr., Golden Gate Shows, Box 653, Pembroke, Ky.**

WILLIAMS

Southern Shows

FOR SALE FOR SALE FOR SALE

The following Rides: One 42-ft. Parker Merry-Go-Round with good motor, organ, also ticket booth, \$4,000.00; one Smith & Smith Swing, practically new with good motor, fence and ticket booth, \$2,200.00; one Kiddie Airplane; one Kiddie Ferris Wheel; one Kiddie Octopus with fence and ticket booth. The three combined, \$1,500.00. Sold separately, \$600 each. One Strato Rocket with four large planes, rides up to man size, complete with fence and ticket booth, \$800.00. The above rides just overhauled and painted. Set up for inspection. All in A-1 condition, ready to operate, also new seat covers. One 1936 Chevrolet Box Truck, will haul one Kiddie Ride, \$600.00. One Army Searchlight, \$1,000.00. The above equipment set up for inspection, ready to operate. Can be seen at headquarters. Owner will be there all this week for business.

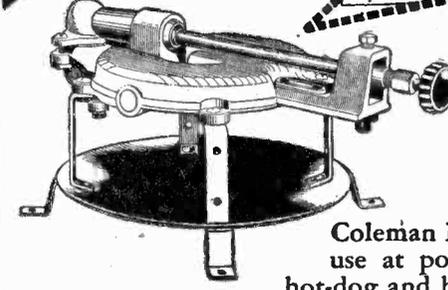
Ride Help Wanted—First and Second Man for Smith & Smith and Jones Swing; First and Second Man for new Octopus. All replies to

TROY E. WILLIAMS

WILLIAMS SOUTHERN SHOWS, ROUTE 3, MORGANTOWN, N. C.

Fast Action HEAT

for Concessions



Coleman BURNERS

Coleman Burners are highly popular for use at popcorn stands, lunch counters, hot-dog and hamburger stands, under candy machines, steam tables, coffee urns, water heaters, etc. Clean, fast action heat regulates high or low with just a turn of the valve. Make and burn their own gas from gasoline. 5 and 7-inch burner models.

See Coleman Dealers for any needed repair parts for any Coleman Appliance you may now be using.

Other Coleman Helpers for Showmen



Coleman Lantern floodlights 100-ft. area. Safe—can't spill fuel even if tipped over. Storm proof. Single and twin mantle models.



Coleman Hot Plate cooks like city gas. Instant lighting. 2 and 3-burner models.

Coleman Handy Gas Plant

for clean, odorless, speedy, portable gas heat. 5 and 7-in. burner models.



FREE! Write for illustrated book telling all about these and other Coleman Appliances. Address nearest office.

THE COLEMAN COMPANY, Inc., Dept. 35-B,
Wichita 1, Kansas; 401 N. Broad St., Philadelphia 8, Pa.; Los Angeles 54, Calif.; Honolulu, T. H.; Toronto, Can.

PEERLESS CELEBRATION

Amusements

High-class Attractions for Fairs and Celebrations

Always a Good Clean Show

Kernersville, N. C., April 7 to 12; Mayodan, N. C., April 14 to 19

Can use Shows with own equipment, also Talkers and useful Acts for 10-in-1. Good Ride Help and useful Show Help, contact. Can use good Mug Outfit Operator.

Concessions—Custard, Candy Apples, Snow Cones, French Fries and Candy Floss. Also a few legitimate Concessions open. No drunks tolerated.

All address

Wm. J. Mespelt or Fred Hedrick

LAWRENCE CARR SHOWS

LAST CALL LAST CALL

OPENING APRIL 21, CAMBRIDGE, MASS.

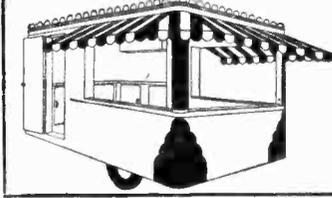
W Long Season With Bona Fide Fairs Booked. Owing to disappointment, want man to handle MONKEY SPEEDWAY. NEW
A TRUCK, TOP, BANNERS, everything complete.
N ACTS FOR 150-FT. SIDE SHOW.

T CONCESSIONS: Pitch-Til-U-Win, Shooting Gallery, Penny Pitch, Photos, American Palmistry, Devil's Bowling Alley, French Fries, Fish Pond, Dart Stores, Buckets, Swinger, High Striker, etc.

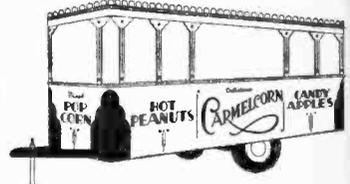
GEORGE G. JOHNSON, GET IN TOUCH IMMEDIATELY. Patsy Cole and Lew Bernstein, acknowledge this ad. Lawrence Carr, 196 Wildwood St., Wilmington, Mass.

TRAILERS

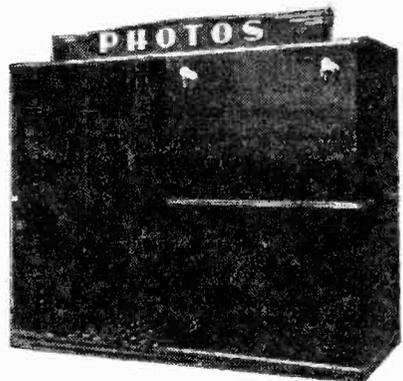
Let our designers furnish plans and quote prices on any business trailer you require. Can furnish anything from small baggage trailers up to large thirty-foot tandems.



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.



HASSON De Luxe D. P. 3 SIZE PHOTO OUTFIT

Makes Close Ups and Full Length NOT AN EXPERIMENT But the Results of 16 Years of Constant Improvement A REAL PRACTICAL MONEY MAKING OUTFIT
A. HASSON, P. O. BOX 971 PARKERSBURG, W. VA.

WHITE'S RIDES WANT

OPENS APRIL 26TH, DUNLAP, TENN.

Small Grab, Popcorn, Candy Apple, Mitt Camp, no Cyp. Cigarette Gallery, small Bingo, Hoop-La, Novelties, Punk Rack that works for Stock, any Concessions not conflicting. SHOWS—Any grind can make money here. Good Ball Game Agent. Only one of a kind. What you waiting on, Fred? Roy Wiggins, let me hear from you. All correspondence:

3614 Fagan Ave., Chattanooga, Tenn., till April 21st; then Dunlap, Tenn.

CALL CONTINENTAL SHOWS CALL

OPENING HUDSON, N. Y., APRIL 24TH

ALL PERSONS CONTRACTED PLEASE ACKNOWLEDGE BY WIRE

ROLAND E. CHAMPAGNE

3 Courtney Lane (36594) Lowell, Mass.

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.)

Jamo Expo.: Hillsboro, Tex.
merican United: South Tacoma, Wash.
M. P.: Monroe, N. C.
nderson Greater: Dayton, Tenn.
& P. Am. Co.: Cushing, Okla.
& D.: Lexington, N. C.; Taylorsville 14-19.
ee's Old Reliable: Lake City, Tenn., 10-19.
ell & Vinson: Walnut Ridge, Ark.; Jonesboro 14-19.
lg State Am. Co.: Robstown, Tex., 7-10.
lstanty's Greater: Sumter, S. C.
lue Ribbon: Columbus, Ga.
orderland: Liano, Tex.
rady & Leedy: Gallatin, Tenn.
rewer's United: Pittsburg, Tex.; Mount Pleasant 14-19.
ght Lights Expo.: Lynchburg, Va., 10-19.
rownie Am. Co.: Konawa, Okla.
uck, O. C.: Troy, N. Y., 17-26.
ullock Am. Co.: Lancaster, S. C.
urduck's Greater: Sterling City, Tex.
& V.: West New York, N. J., 12-27.
ledonia: Kingston, N. Y.
pell Bros.: Sulphur, Okla.; Duncan 14-19.
apital City: Nashville, Tenn., 7-19.
alcade of Amusements: Mobile, Ala.
entral States: Salina, Kan.
etlin & Wilson: Petersburg, Va.
astal Plain: St. Pauls, N. C.
oleman Bros.: Middletown, Conn., 17-26.
rafts 20 Big: San Diego, Calif.
randell's Midway: Roberta, Ga.; Palmetto 14-19.
escent Am. Co.: Rock Hill, S. C.; Albe-
marle, N. C., 14-19.
ystal Expo.: Barnesville, Ga.
dney Border State: Disston, Okla., 14-19.
elton, Johnny J.: Bessemer, Ala.

Dickson United: Purcell, Okla.
Dudley, D. S.: Childress, Tex., 14-19.
Dumont: Richmond, Va.
D. & W.: Bladenboro, N. C.
Dyer's Greater: West Helena, Ark.
Eddie's Expo.: Ford City, Pa., 18-26.
Elliott, L. W. Am. Co.: (Sugar Grove & 18th St.) Indianapolis, Ind.; (Pennsylvania & Morris Sts.) Indianapolis 14-20.
Endy Bros.: Augusta, Ga.
Exposition at Home: Leaksville, N. C.
Fay's Silver Derby: Quitman, Ga.
Florida Am. Co.: Alexander City, Ala.
Francis, John: Belleville, Ill.
Franklin, Don: Cuero, Tex.; Luling 14-19.
Frank's Playland: Rochelle, Ga.; Ashburn 14-19.
Gate City: Hickory, N. C.
Gem Carnival: Clipton, Tenn.; Oliver Springs 14-19.
Gem City: Camden, Ark.
Gentsch, J. A.: Durant, Miss.
Geren, W. R.: Columbus, Ind.
Gold Bond: Conway, Ark.
Gold Medal: Columbus, Miss., 10-19.
Golden Gate: Pembroke, Ky., 12-19.
Golden Rule: Richmond, Va.
Golden West: North Sacramento, Calif., 11-20.
Great Sutton: Marion, Ill.
Greater Rainbow: Tahlequah, Okla.; Pryor 14-19.
Greater United: Gladewater, Tex.
Groves Greater: Bogalusa, La.
Gulf Coast: Osceola, Ark.
Hannum, Morris: Emporia, Va.
Happy Holiday: Clawson, Mich.
Harrison Greater: Rocky Mount, N. C.
Heart of Texas: Sweetwater, Tex.
Heller's Acme: East Paterson, N. J., 11-19.
Heth Expo.: Malden, Mo.
Heth, L. J.: McMinnville, Tenn.
Hill's Greater: Corsicana, Tex.
Home State: Jonesboro, Ark.
Hyalite Midway: Ardmore, Okla.
Imperial Expo.: Antioch, Calif., 8-13.
International: Seminole, Okla.
J. & B.: Clarksville, Va.; Chase City 14-19.
Johnny's United: Cochran, Ga.
Jones, Johnny J., Expo.: Greenville, S. C.; Spartanburg 14-19.
Kaus, W. C.: Beaufort, N. C.; New Bern 14-19.
Keyman's Am.: Westville, Okla.
Kilgore: Trinity, Tex.; Grapeland 14-19.

Kirkwood, Joseph J.: Bridgeton, N. J.; Trenton 14-19.
Lamb, L. B.: Arab, Ala.
Lawrence Greater: Raleigh, N. C.; Danville, Va., 14-19.
Lee Am. Co.: Tuscaloosa, Ala., 7-10.
Leeright, J. R.: Okemah, Okla.; Henryetta 14-19.
Lloyd's Rides: Indianapolis, Ind., 12-19.
Long's United: Madera, Calif., 8-13.
Mace, Herbie: Tappahannock, Va., 18-26.
Madison Bros.: Poplar Bluff, Mo.
Magnolia: Waverly, Tenn.
Majestic Greater: Richmond, Va.; Annapolis, Md., 14-19.
Manning, Ross: Port Reading, N. J., 17-26.
Marion Greater: Laurens, S. C.
McCall's, Jim: Zebulon, Ga.
M. C. M.: Pawtucket, R. I., 14-19.
McCown Midway: Windsor, Mo., 12-19.
McKee, John: Herrin, Ill.
Midway of Mirth: Murphysboro, Ill.
Midwest: Barstow, Calif., 8-13; Lone Pine 15-19.
Mid-Western Expo.: Homer, La.; Plain Dealing 14-19.
Mighty Hoosier State: Columbus, Ind., 9-19.
Mighty Monarch: North Miami, Fla.
Mighty Page: Iuka, Miss.
Moore's Modern: Charleston, Mo., 11-19.
Omar's Greater: Tahlequah, Okla.
Pacific United: Stockton, Calif.
Page Bros.: Springfield, Tenn., 12-19.
Parada: Paola, Kan.
Paramount Expo.: Norfolk, Va.
Parris & McIntyre: Clover, S. C.; York 14-19.
Paul's Am. Co.: Paris, Ark.
Pearl City: Canton, Mo., 14-19.
Pearlene: Allen, Okla.
Peerless Am.: Kernersville, N. C.; Mayodan 14-19.
Penn Premier: Trenton, N. J.; Gloucester 14-19.
Pike Am.: Claremore, Okla.
Pine State: Shelbyville, Tenn.
Playtime Am.: Manchester, N. H., 17-26.
Prel's Broadway: Burlington, N. C.
Pryor's: Andalusia, Ala.
Regent: Eastman, Ga.
Riley, Matthew J.: Philadelphia, Pa., 14-19.
Rockwell: Clinton, Okla., 14-19.
Rogers Greater: Union City, Tenn.; Marion, Ill., 14-19.
R. & S. Am.: Newport, N. C.; Washington 14-19.
Rosen, H. B., Am.: Summerville, Ga.
Royal Amusement: Lexington, Ga.
Royal Crown: Attalla, Ala.; Nashville, Tenn., 14-19.
Royal Expo.: Brunswick, Ga.
Sam's Funland: Gibsonville, N. C.
Schafer's Just for Fun: Terrell, Tex.
Shan Bros.: (Boulevard & Ervin Sts.) Atlanta, Ga.
Shipley's Am.: Strong, Ark.
Siebrand Bros.: Glendale, Ariz.
Silver Slipper: Calhoun, Ga.
Silver States: Silver City, N. M.
Smith Am. Co.: Hearne, Tex.; Groesbeck 14-19.
Smith's Greater: Clinton, N. C., 12-19.
Southern Valley: Cleveland, Miss.
Stafford's United: Indianapolis, Ind., 12-19.
Stebler: Erwin, Tenn., 7-19.
Stephens, C. A.: Carrollton, Ga.; Bremen 14-19.
Strates, James E.: Washington, D. C.
Sunflower State: Frederick, Okla.
Tassell, Barney: Mebane, N. C.
Tassell, Sam: Lakewood, N. J.
Thomas Am.: Lexington, Ky.; Maysville 14-19.
Tidwell, T. J.: Seminole, Tex.; (Fair) Plainview 14-20.
Tinsley, Johnny T.: Greenville, S. C.
Tivoli Expo.: Joplin, Mo., 12-19.
Triangle: Charlottesville, Va.
20th Century: Pittsburg, Kan.
Utah Expo.: Richfield, Utah.
Virginia Greater: Suffolk, Va.
Wallace Bros.: Hopkinsville, Ky.; Paducah 14-19.
Ward, John R., World's Fair: Baton Rouge, La.; Alexandria 14-19.
Wason Am.: Columbia, S. C., 11-19.
Wheeler, Eddie L.: Rockmart, Ga.
White Star Attrs.: Loganville, Ga.
Williams Southern: Morganton, N. C.
Winchester Am. Co.: Berryville, Va., 12-19.
Wolfe Am.: Augusta, Ga.
Wonder City: Paducah, Ky.; Earlinton 14-19.
World of Pleasure: Wyandotte, Mich., 17-27.
World of Today: Muskogee, Okla.
Zacchini Bros.: Nacogdoches, Tex.
Zeiger, C. F., United: Flagstaff, Ariz., 8-13.

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Gosh, Byron, Hit Parade Tent Show (Am. Legion Park) Biloxi, Miss., 7-15.
Ice Follies of 1947: Minneapolis, Minn., 15-May 5.
Miller's, Irvin C., Brown-Skin Models (Lincoln) Houston, Tex., 9; (Dixie) Galveston 10-11; (Lincoln) Houston 12; (Melba) Corpus Christi 13-14; (Ritz) Lawton, Okla., 16-17.
Roller Skating Vanities (Armory) Albany, N. Y., 7-13; (Armory) Rochester 15-20.
World-Wide Animal Exhibit: Fredericksburg, Tex., 10-13; Brady 14-15; Coleman 16-17.

POPCORN

"Rush Hour" Mammoth Yellow Popcorn, \$9.25 per 100 pounds. Sample cheerfully furnished.

PEANUTS

Roasted in the shell, \$21.00 100 pounds. Raw in the shell, \$18.00 100 pounds. Price list of all supplies upon request.

STAR POPCORN MACHINES

Immediate shipment on all models. Literature upon request.

Prunty Seed & Grain Co.

— Popcorn Processors —
620 North 2nd St. St. Louis 2, Mo.
"IN OUR 73RD YEAR."

WANT

Man for Popcorn Outfit, Agents for Hanky Panks.

Sulphur, Okla., now; then the big one.

ALLEN "DUDE" BREWER
Care Cappell Bros.' Shows

AMERICAN LEGION

of Newman, Illinois

Wants a good Carnival for 4th of July week celebration. Write

DEANE C. DAVIS

Chrm. Committee

WANTED CARNIVAL

During months of May, June or early July. Have first opportunity in village. Always a money-making spot on U. S. Highway 9W.

S. W. JOHNSON

Eng. Co. #1 Garnerville, N. Y.

GENERAL AGENT

WANTED

To join on wire. Must have own car. Salary no object if you can produce.

ROSEN AMUSEMENTS

Summerville, Georgia, this week.

HELP WANTED

MAN FOR FRENCH FRY STAND. Must keep himself and stand clean and Help on stand. Do not need Counterman. GOOD PAY—LONG SEASON. NO DRUNKS APPLY. DRINKING REASON FOR THIS AD. ADDRESS:

IVAN G. MILLER

c/o Joseph J. Kirkwood Shows
Bridgeton, N. J., this week; Trenton, N. J., follows.

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.

SRADER SHOWS

Open April 26th, Newton, Kans., on the streets. Can use Foreman for Ferris Wheel, also Second Man on all Rides. Jerry Hall wants Girls for Dancing Show. Want Electrician. Can place Shows with own outfit. Photo Gallery and Pitch-Til-U-Win open.
ADDRESS BOX 1895, WICHITA, KANSAS

Circus Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Baley Bros.: Morristown, Tenn., 9; Greenville 10.
Beatty, Clyde: Los Angeles, 7-20.
Burns, Kay: Lebanon, Tenn., 9.
Clyde Bros.: E. St. Louis, Ill., 8-10; Peoria 11-15.
Cole Bros.: Louisville, Ky., 17-20.
Cole, James M.: Canton, Pa., 16.
Dalley Bros.: Gonzales, Tex., 12.
Dorman Bros.: Anderson, S. C., 12.
Eagles: Columbus, O., 7-12.
Garden Bros.: (Maple Leaf Gardens) Toronto, Ont., Can., 7-12.
Hamid-Morton: Buffalo, N. Y., 7-12; Altoona, Pa., 15-19.
King Bros.: Jackson, Miss., 8; Carthage 9; Starkville 10; Tupelo 11; Corinth 12; Dyersburg, Tenn., 14; Union City 15; Mayfield, Ky., 16; Murray 17; Princeton 18; Central City 19.
Polack Bros. (Eastern) (Parkway Theater) Madison, Wis., 7-12.
Polack Bros. (Western): (Murat Temple Aud.) Indianapolis, Ind., 7-13.
Ringling Bros. and Barnum & Bailey: (Madison Square Garden) New York, April 10-May 11.
Roger Bros.: Baton Rouge, La., 9-12.
Sparks: Decatur, Ala., 8; Florence 9; Columbia, Tenn., 10; Nashville 11-12.
Stevens Bros.: Wright City, Okla., 8; Broken Bow 9; Idabel 10; Valiant 11; Antlers 12; Soper 13; Boswell 14.
Wallenda: Bradenton, Fla., 8-9; Lakeland 11-12.

John R. Ward
WORLD'S FAIR SHOWS
WARD'S
AMERICA'S NEWEST and FINEST RAILROAD SHOW

Leu Hamilton, wire me. Wants Talkers and Grinders for Girl Revue. Motordrome and Midget Show. Want Monkey Show. Want Blacksmith and Train Help. W. E. Snyder wants Man and Wife for big, well flashed Ball Game; Agents for Basket Ball. Will book Arcade.

Address
JOHN R. WARD
Baton Rouge, La., this week; Alexandria, La., week April 14

BARNIE TASSIELL
UNIT SHOWS
WEEK APRIL 14—RIGHT IN TOWN
VICTORIA, VA.

A big railroad pay day. Also starts my regular summer season with only one Concession of a kind on the Midway.
Can place Spitfire or Octopus. Also Photos, Frozen Custard, Jewelry or any other Concession not conflicting with what we have.
Can use Agent for Cat Rack, Ball Game, Pop Corn, Penny Pitch and Hoop-La; prefer Married Couples. Write or wire this week Mebane N. C.

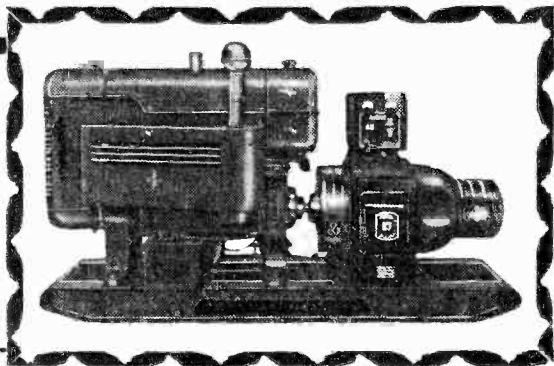
PENN PREMIER SHOWS
WANTED
CONCESSIONS—All kinds of legitimate concessions. Also one clean Palmistry with no children.
SHOWS—Can place good Monkey Show or Animal Show. Also good proposition for high-class Arcade. Can place Half and Half for good Annex Attraction on Side Show.
WANT Workingmen in all departments. Will compensate parties for reliable information as to whereabouts of Robert Bengé. Address all mail and wires to LLOYD D. SERFASS, PENN PREMIER SHOWS, Trenton, N. J., this week; Gloucester, N. J., next week.

MAD CODY FLEMING SHOWS
OPENING APRIL 26, TWO SATURDAYS.
V. F. W., Waycross, Ga. First Show in 3 Years in City Limits.
Want Fun House and clean Shows. Few Concessions open. Jack McCarty wants Ride Help on 9 Rides. Address: Box 5, Hickox, Ga. Lyle Schilling wants Agents for 10-Cent Stands. Box 6, Hickox, Ga. For Sale—30 Kw. Light Plant, \$300. 7 Kw. Plant, \$100. Engines worth that much. 2 Flight Trainers, \$300 for both. Pay your wires and phones.
MAD CODY FLEMING, HICKOX, GA.

SURELITE & POWER PLANTS

DIESEL & GASOLINE DRIVEN

★ 2 Kw. ★ 100 Kw. ★



**IMMEDIATE DELIVERY
NEW, SELF-REGULATING
NOT GOVERNMENT SURPLUS**

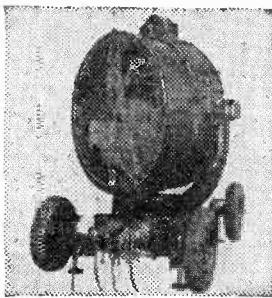
EDWARD C. FLAHERTY

43-87 Vernon Blvd. Long Island City 1, N. Y.
STillwell 4-0050

BRAND NEW 60 INCH

SEARCHLIGHTS

NEW WAR SURPLUS



Unit Consists of 60-inch Searchlight mounted on standard unsprung 4-wheel chassis with four 600x16 tires. One individual Mobile Power Plant mounted on four 600x16 tired wheels with power cables.

Unit can be used as individual power plant for generating power for other uses.

Offered at approx. 20% of original cost. Ready for immediate shipment.

AMERICAN SUPPLY CO. 320 West 5th St. Kansas City, Mo.

BISTANY inc.

GREATER SHOWS

for Fairs and Celebrations
**AMERICAN LEGION SPRING FESTIVAL
FAIR GROUNDS, LUMBERTON, N. C.**

APRIL 14th TO 19th—AGRICULTURAL ASSOCIATION, ASHBORO, N. C., APRIL 21st TO 26th
WANT—All Concessions open except Candy Apples. Wm. Cowan no longer connected with this Show. Jackie Davis, Blinky Bernstein, Jackie Fields, Nat. Roth, come on. Ray Price get in touch with me at once. Want Flashy Bingo, Long and Short Range Gallery, Ball Games, Pitch-Til-U-Win. Photos sold. WANT
RIDES—Fly-o-Plane, Octopus or any other Flat Ride that does not conflict.
SHOWS—Have complete outfit for 10-in-1, any meritorious Show, get in touch with us.
HELP—Want experienced, sober and reliable Merry-Go-Round Foreman; salary no object if you can produce. Have best route in the East.
Write or wire **LEO M. BISTANY**, Manager, Sumter, S. C., until April 12th.

JERRY THORNE WANTS

GIRLS FOR GIRL SHOW

Experience helpful but not necessary. Must be attractive and conduct themselves as ladies at all times. Our girls average \$60.00 a week.
Address

JERRY THORNE, Peerless Celebration Amusements
Kernersville, North Carolina, This Week; Rockymount, Virginia, Next

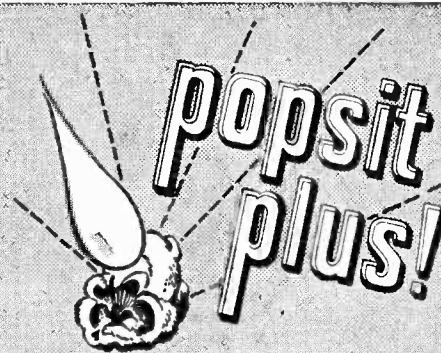
WANTED AT ONCE

Scenic Artist, must be painter and sign writer. Steady work and good pay. Billposter who will put up paper. Ride Help—Second Man on Looper, Second Man on Caterpillar, Canvas Man; Don Crown, answer. Tex Webb wants to hear from Pete Rodgers and Charley Self.

PRELL'S BROADWAY SHOWS

BURLINGTON, N. C.

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.

C. F. Simonin's Sons, Inc.

Refiners

3450 N. BELGRADE ST. PHILADELPHIA 34, PA.

SEASONING SPECIALISTS TO THE NATION

LOOK WANT LOOK

FAIRWAY AMUSEMENTS

OPENING MESQUITE, TEX., APRIL 12 — 2 SATURDAYS

WANT TO JOIN IMMEDIATELY

Wheel Foreman. Will match or top any offer to a first class, sober Foreman who appreciates nice equipment and drives Semi. Also want good Jenny Foreman. Good salary to capable man who drives Semi. Second Men, all Rides. Agents for Office, Cat Rack, Milk Bottles, Cigarette Gallery, Penny Pitch, Bumper, Pop Corn and Percentage.

TICKET SELLERS—Help, all departments, including Bingo Caller. Book nice Grab, Photos, Scales, Basket Ball, Candy Floss and Striker. All must be high class. Drunks, Chasers and Tourists, don't answer. Book neatly framed Snake and Illusion Show. No Gypsies.

Time's short. Hurry answer. Pay your own wires.

C. A. BAIN

BOX 87, MESQUITE, TEX.



NOW BOOKING

FOR WASHINGTON, D. C.

All kinds of Legitimate Concessions. Will book Fish Ponds, Pitch Till You Win, Cigarette Shooting Galleries, Slum of all kinds. Want dependable Agents for Wheels and Grind Stores. Write or wire

MORRIS LIPSKY

Care **JOHNNY J. JONES EXPOSITION**

Greenville, S. C., Week of April 7th; Spartanburg, S. C., Week of April 14th

KEN-PENN AMUSEMENTS WANT

OPENING MAY 1, PITTSBURGH, PA.

RIDE HELP WANTED: First and Second Man for Octopus, Ferris Wheel, Merry-Go-Round and Kiddie Rides; top wages, best of treatment. Must be sober and reliable. Married men—your wives can work on office owned Concessions. Come on now. Winter quarters open.

WILL BOOK Roll-o-Plane or any Rides not conflicting for entire season. Write or wire

KEN-PENN AMUSEMENTS, Ralph D. Sanders

619 EARL AVE.

PHONE 4235

NEW KENSINGTON, PA.

WINTER QUARTERS

W. C. Kaus

NEW BERN, N. C., April 5.—Work in quarters here is nearing completion despite late start owing to cold weather. Rides and other equipment have been repaired and repainted. Owner Marie Kaus credited the rapid progress to the co-operation of the crew under the supervision of General Manager Russell Owens.

Mrs. Kaus has purchased several trucks, trailers, an Octopus and a searchlight, and expects delivery of a new Merry-Go-Round by mid-summer. Roger Fingar has purchased the Ridee-O and will have two lead galleries this year. Dave Fineman, who is here with the bingo crew, has purchased a Roto Whip, to be delivered in July. M. Lucas has built a new popcorn and candy apple concession, and Red Roberson has a new French fry stand. Mr. and Mrs. Whitey Hardman, Paul Harris and Bill Fabrey have arrived with concessions. Midway cafe will again be operated by the E. M. McIntyre family. Other concessionaires expected soon are Lola Donahue, Mr. and Mrs. D. Dabney, Mr. and Mrs. C. Minden, Bea and Slim Barry, Rorick, Mr. and Mrs. F. Maddish, Mr. and Mrs. Jack Strunk, Walter Rusch, Fred Wright and B. Whitford.

Show line-up will include Lewis Scott's Minstrels, Bob Coleman's Girl Revue, Chief Red Wing's Geek Show and Trailer's Dog and Pony Show. Great Arturo and Hedy will supply the free act and pony ride.

Staff members include George E. Whitehead, general agent and business manager; Helen Owens, secretary-treasurer; Grover Hill, billposter; John Riggles, electrician; Eddie Poupin, front gate; Bill Hamilton, R. Evans, B. Leroy and Sam Ellis.

Hank Owens will have the Roll-o-Plane; Allen Barton, Merry-Go-Round; Elmer Nothstein, Octopus; J. Kokel, Lee Jones, and R. McCurdy, Ferris Wheels; Tex Raposa, Chair-plane, and Red Turner and Walt McNellis, Kiddie Airplanes.

Recent visitors were J. Jack Perry, of Crescent Amusements; Ben Braunstein, Paramount Amusement; Eddie Cooper and Mr. and Mrs. Eddie Elkins.—H. OWENS.

Cavalcade of Amusements

MOBILE, Ala., April 5.—Shows last week crashed *The Mobile Press Register* with a page 1 spread, which included four-column art layout on activities in quarters. Owner Al Wagner had the chimps sent down to perform at a meeting of the carnival committee of the Abba Temple Shrine, which will sponsor org's opening here.

Wagner closed with the city council for the rental of the fairgrounds for another year. Plant is ideal for quarters, the buildings, formerly used by the army, all have concrete floors.

Archie Wagner and Tom Sharkey have rebuilt most of the concessions and have added some new ones. Among concession agents here, according to O. J. (Whitey) Weiss, are Mr. and Mrs. Ray (Sparky) Belew, Mr. and Mrs. Larry Mullins, Mr. and Mrs. Ralph Anderson, Bert Smith, A. E. Bromley, Joe Taylor, Russell Caggne, Herman (Bears) Pluda, Bill Perrot, Abe Miller, Mr. and Mrs. Harry Dennis, Mr. and Mrs. Mike Farino, Mr. and Mrs. Ernie Wenzik, Allen Howell, Mr. and Mrs. Mark Ellman, Mat Golden and Bennie Gross.

Leo Hout, chief electrician and *The Billboard* agent, has Tony Goljeta, Alvin Cone and Jack Green on his staff. Eddie Morosco has painted show fronts.

Jig Show will join at Montgomery, Ala., first spot out of here, with the Hawaiian Show slated to come on at Memphis. Mrs. Rose and will arrive as soon as all members of the troupe are well enough.

The Mobile city bus line will put on special showgrounds service for the opening stand. Ork will use bus advertising.—WILLIAM B. NAYLOR.

Mad Cody Fleming

HICKOX, Ga., April 5.—New canvas is arriving. Waycross Machine Works promises three light towers will be on hand for the opening April 26. Tiger Mack writes from his home in Arkansas that he will arrive on time with his bingo. Joseph Portentean is here with his cookhouse and penny pitch. Charles Ports says he'll be here with his pitch-till-you-win and the Dawleys will have their Big Snake and the Wild Animal shows on hand.

Larry Snedeker will join in an executive capacity. Lewis Porter is putting in his time as foreman in a repair shop in Brunswick until shows open. Ernest Keith again will have charge of the Merry-Go-Round. Eugene Boone is doing a nice job of painting all equipment.

Several new ticket boxes have been ordered. Owner Fleming says he has the fair route completed. Bill Briggs has advised Fleming he will leave Texas soon. Briggs will have charge of the Caterpillar.

White Rose

PALMERTON, Pa., April 5.—Work is proceeding on schedule here. Final paint jobs now are under way. Several new fronts were built in recent weeks. Another tractor trailer has been delivered by Bernam Sales Company, Pennsburg, Pa.

Chuck Bridgen, who will be ride superintendent, was a recent visitor. Other visitors included E. Paules, A. Paules and Buckeye Burskey, all of whom will have concessions when the org opens the latter part of April in York, Pa.

Manager Doc Houck has returned from a booking trip. He said that Happy Lanehart had advised he will join with his trained dogs.

Dobson's United

WILLERNIE, Minn., April 5.—Everything is beginning to take on a near-opening appearance. Pete and Ana Jensen continue in charge of quarters.

On a recent visit here Ross L. Sinderson, of the Veterans United Shows, purchased a kiddie ride and took delivery the same day. Mrs. Dobson has returned from a three-week Appleton, Wis., visit during which she contracted a cold and was confined to bed for a week at the home of Mrs. Johnson.

Tex Roberts writes he is doing okay in Mississippi. Curly Walters was a recent caller. Dobson called on the Stipe family and found members busy working on their new home. Pete Jensen has completed a new kiddie ride.

Org's opening has been set for May 12 in St. Paul.—BILL DOBSON.

Caravella

MEADVILLE, Pa., April 5.—Work is progressing in winter quarters under supervision of Frank Caravella, manager; Clarence Chipps, mechanic, and Bob Danforth, painter. Four men are working on new fronts. Mr. and Mrs. Caravella have held numerous parties at their home here. William R. Hicks has assumed his duties as business manager.—CHARLES DAMICO.

PLASTER USERS HERE IT IS

Here is your chance to have a Pin-Up Girl Concession. 5 different model girls.

1. September Morn
2. Lady Lou
3. Telephone Girl
4. Baby Blimp
5. Red Headed Model

All 5 different girls are 12 inches long. Come all fancy painted, special wrapped. We ship express only. 100 in a box.

Something new and different—Never been shown on any Midway in U. S.

\$25.00 PER HUNDRED

Money Order or Check With Order.
We pay all express charges.

HOWERTON NOVELTY PLASTIC CO.
BOX 25 EUREKA, MISSOURI

SUNFLOWER STATE SHOWS

WANT

General Agent who will put out Cards. (T. P. HENRY, WILL PLACE YOU)
CONCESSIONS: Basket Ball, Pea Pool, Jingle Board, Ice Cream, Root Beer, String. Others open. Wire:

C. A. GOREE, Mgr.
FREDERICK, OKLA., THIS WEEK.

Glass HOUSE Glass

12 Pcs. 36x80 Inch Tuf-Flex Safety Glass Mirrors, 1/2 inch thick, original cost \$625.00; will take \$300.00 F. O. B. Baton Rouge, La. Just what you need for Semi-Trailer House. One 14x32 Ft. Glass House Banner, new March, 1946. First \$50.00 takes Banner. No wires—write CHAS. T. GOSS, John R. Ward Shows, Baton Rouge, La.

FOR SALE

16 NEW OCTOPUS CAR SHIPPING CRATES

Used only for original shipment from factory—\$20.00 per crate. This is cheaper than they can be made. Price F. O. B. Michigan City, Ind.

BARR & STURKEN, INC.
Washington Park Michigan City, Indiana

FOR SALE

Or Operate on a Liberal Percentage.
Complete Show: 2 complete "Photos" take straight or comics; 3 Cameras, fast lens; Huckley Buck, Ball Game, Darts, Penny Pitch, Bingo with amplifier and speakers, Frames and Canvas good, Truck and Trailer to haul Concessions which also sleeps 4. First \$2,950.00 takes this money maker. Write or phone

MEYER'S SHOWS
R. R. #9, BOX 712, DAYTON #3, OHIO
Telephone FU 0460

CONCESSIONS WANTED

Fish or Duck Pond, Bowling Alley, Cigarette and Photo Gallery. Want to Buy: 2 10x12 Tops and Frames. Write or wire

MIKE ZIEGLER
HOTEL MILNER PHILADELPHIA, PA.



TOUGHER STRONGER BALLOONS for Your DART GAME

THE OAK RUBBER CO., RAVENNA, OHIO

Gentlemen: Here is the name and address of the jobber who supplies me with OAK-HYTEX balloons. I want to secure the Oak Change Apron and Memo Book from him.

My Name.....
Jobber.....
Address.....

OAK-HYTEX BALLOONS
Distributed by
CONTINENTAL DISTRIBUTING CO.
822 N. Third St. Milwaukee 3, Wis.

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
SINGLE LOOP-O-PLANE
LATE MODEL IN A-1 CONDITION.
WIRE OR CALL:
STEVE LEE
BOX 812, PRYOR, OKLA. (Phone 31)

WANT
Man or Woman to finance framing Barn Yard Show featuring real, no fake, Siamese Pigs. No time to write, come see
BILL McINTYRE
J. J. Page Shows Johnson City, Tenn.
Don't come unless you mean business.

MR. AND MRS.
HENRY "SCOTTY" HAY
Please contact
MRS. GERMANA ZACCHINI
2601 Fountain Blvd. TAMPA, FLA.

Eddie Young's
Crown Shows
"AMERICA'S FINEST CARNIVAL"
ROYAL CAN PLACE CONCESSIONS
Will sell exclusive Photos, Frozen Custard. Place legitimate Concessions of all kinds. RIDE HELP—Sober, reliable Help that drive Semis. Notice, Roscoe Turner, get in touch. SHOWS—Will book Monkey, Circus, Snake Show, Wild Life, must be high class in every respect. All replies to
E. L. YOUNG, ROYAL CROWN SHOWS
ATTALLA, ALA., THIS WEEK; NASHVILLE, TENN., NEXT.

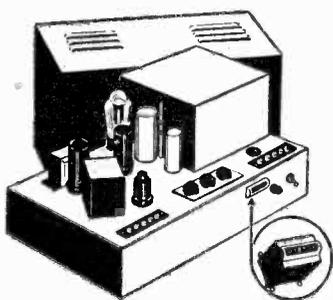
LARRY NOLAN SHOWS
LAST CALL—SEASON OPENS APRIL 24TH—LAST CALL.
Free Gate—Close in Locations—Two Spots a Week.
Can use one more Grind Show. Second Man for Parker Two-Abreast. Opening for Diggers and Basket Ball. All others booked. Scott Lamb wants Skillo Agent. Bob Morgan wants capable Roll Down Agent. This Show carries only four Flat Stores. Geo. Banks wants Talker-Manager for Mirror Maze Fun House. All write or wire:
LARRY NOLAN, BOX 2015, DENVER 1, COLO.
P.S.: S. M. Blackey, wire me your address quick. Important.

WANT MINSTREL SHOW PRODUCER
With People and Wardrobe. Join at once. Must be high class and produce. Have finest framed Show on road with transportation for your people. Long season, best of treatment. GEORGE DENNIS, let me hear from you. All answer to
E. L. Young, Mgr. ROYAL CROWN SHOWS, Attalla, Alabama

ONCE-IN-A-LIFETIME MONEY-SAVING OPPORTUNITY MANUFACTURER'S SURPLUS STOCK ALL-PURPOSE HIGH-POWER AMPLIFIER

THIS AMPLIFIER IS SUITABLE FOR—

- Wired Music
 - Coin Phonographs
 - Home Phonographs
 - Amusement Parks
 - Carnivals
 - Sound Trucks
 - Schools & Churches
 - Public Address
- ETC. ETC. ETC. ETC



LICENSED BY WESTERN ELECTRIC FOR USE
IN P. A. SYSTEMS AND PHONOGRAPHS

• These brand new Amplifiers in factory-sealed cartons are a Manufacturer's over-run. JUST COMPLETED! Parts alone cost more than full price of the amplifier. Standard RCA tubes (2-6L6, 1-6SL7, 1-6C5, 1-5U4G). Input for crystal or magnetic pickup, 600-ohm telephone line, and microphone. Separate Bass and Treble controls. Volume control. Output for standard 8-ohm speakers. Relay-operated COUNTER (10,000 count) for coin-machine plays. Heavy duty power supply. Gray crackled case with lid. 10"x17"x9". A big, husky job. 15 watts output. 110-120 volt 60 cycle AC operation. Complete with all tubes and wiring diagrams. This is one of the greatest bargains ever offered. You'll have to act AT ONCE!

\$49.50
NET

(RETAIL PRICE, \$147.50)

LIMITED QUANTITY. FIRST COME — FIRST SERVED. ORDER TODAY!

CARBON SINGLE-BUTTON MIKE

Cord, Plug, Push-to-Talk Button. Brand New. War Surplus. Real Bargain.

\$1.95
Net

ONE-TUBE PHONOGRAPH AMPLIFIER

• Ample volume for small phonograph. Good tone. Requires 117L7 tube (available anywhere). 400 ohm hand for quick sale. Lowest price ever.

OUR NET PRICE ONLY \$1.95 EA. WITHOUT TUBE (2 DOZ., \$21.60).

DELUXE CABINET FOR WEBSTER RECORD CHANGER

• Beautiful hardwood finished cabinet with lid. Mounting supports for changer. Walnut finish. Well made. Never again at this price. CLOSE OUT!

ALWAYS SOLD FOR \$25.00 LIST
Our Net Price ONLY \$12.85

HAND REEL

• Spins freely. Just the thing for reeling wire, small rope, twine, etc. A handy gadget. Heavily galvanized. War surplus.

ONLY 49c EACH (12 FOR \$5.00)

5" P. M. SPEAKER

Alnico-V MAGNET

\$1.95 Ea. Net

HOOK-UP WIRE AT LOWEST PRICE

• #22 Stranded. ROCKBESTOS MFG. CO. Heavy insulation. 7 colors. Sold only on reels of 5,000-ft. or 8,000-ft. You'll never buy wire again at these prices.

ONLY \$4.87 PER 1,000 FT.

WEBSTER-56

Automatic Record Changer with Automatic Stop. 110v. 60 cycle AC motor.

NET PRICE... \$27.90

ALLIANCE PHONOGRAPH MOTOR. 110v. AC. 60 Cycles. \$3.72 Ea. Net

LOOK AT THIS BUY!

• SEVEN THOUSAND FEET OF NEW LENZ PUSH-BACK WIRE. stranded and tinned. White with tracer. Packed in a heavy steel Navy Chest, ideal for toolbox. Size 12"x13"x9". Almost 1 1/2 miles of the best wire made, on 1000-ft. spools, at the lowest price ever quoted.

51-PAIR TERMINAL CONNECTOR

• Has 10-ft. lead-covered stub. Standard Telephone item. Fine for wired music systems, etc. BRAND NEW. WAR SURPLUS.

Only \$4.05 Ea.

ALL FOR ONLY \$35.85
Net.

10-DAY SPECIAL—#10 COPPERWELD WIRE

We have just received 2,500 pounds of this desirable wire and offer it to you for only 44¢ per pound—on 80 to 100 pound reels. Brand new. War Surplus. Made by Anaconda.

★ 4-HOUR MAIL ORDER SERVICE. SEND ORDERS BY WIRE OR AIR MAIL.
Send 25% Deposit. Balance C. O. D. We Ship Anywhere in U. S. A.

OFFENBACH & REIMUS CO.

372 ELLIS ST. SAN FRANCISCO 2, CALIFORNIA

TELEPHONE: ORDWAY 8551. OPEN EVENINGS UNTIL 9 P.M.

Double YOUR POPCORN "PROFITS"

With This Auxiliary

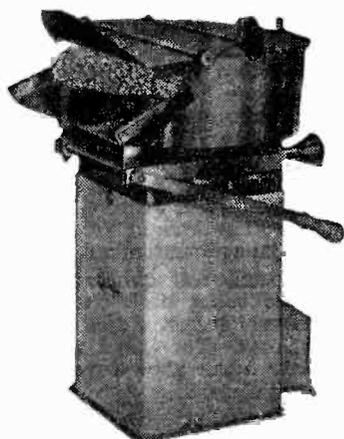
CRETORS

since 1885

MODEL 41 POPCORN MACHINE

- Insures Large Production
- Weight Equalizing Device—Makes Pan Easy To Dump

A fast, efficient, trouble-free popper that pops corn direct in the seasoning and salt. Pan easily dumped . . . enclosed transmission . . . gears run in oil . . . keeps heat where needed . . . no pressure from popping corn insures maximum popping volume. Dump handle interchangeable—right or left hand operation. Machines operated by bottle gas or natural gas. Motor driven by electricity. Gasoline extra.



Capacity

Pops two pounds of raw corn each popping. With good grade corn, pops approximately 50 lbs. raw corn per hour, giving about 13 bushels of popped corn per hour.

Specifications

Inside pan diameter, 16 inches. Over-all height to top of pan, 26 inches. Base dimensions, 11 1/4"x17 1/2".

C. CRETORS & CO.

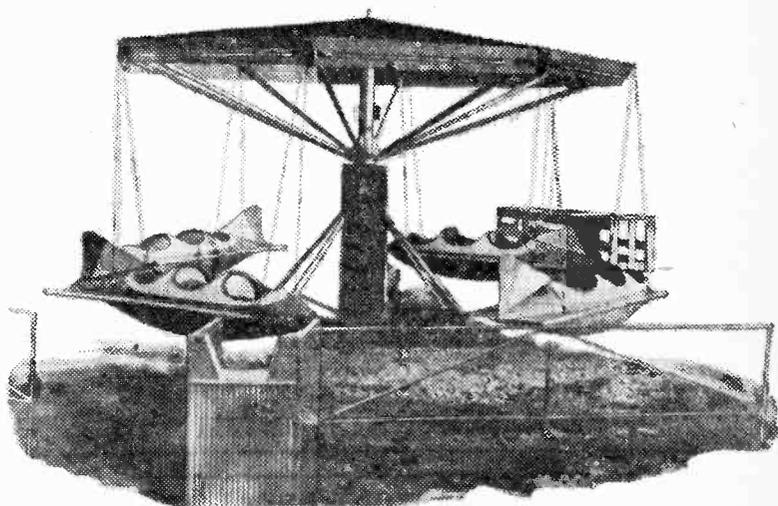
602 W. CERMAK RD.

CHICAGO 16, ILL.

THE KIDDIE RIDE SENSATION OF '47
THE NEW PORTABLE

RAMONA ROCKET RIDE

AVAILABLE FOR SPRING DELIVERY



Beautify Your Midway With the Rocket Ride of Tomorrow

Features

- EASE OF ASSEMBLY—2 men can set up Ride in forty-five minutes.
- LIGHT WEIGHT—2500 lbs. complete—can be hauled on Automobile Trailer.
- SELF LOADING—24-child capacity—parents can ride with kiddies.
- LOW OVERHEAD—One-man operation—All-steel construction—Lowest maintenance cost. Streamlined Rocket Cars that fascinate the kiddies of today.

Prices

- DeLuxe Model with canvas top, neon lighted crestings, ticket booth, fence, crates, \$3000.00
 - Standard Model with ticket booth, fence, crates (but without top and crestings) \$2750.00
 - Stripped Model, including crates (but without top and crestings) \$2500.00
 - Individual Cars adaptable to most Kiddie Airplane Swing Towers. Per car \$ 250.00
- Terms: 1/3 with order, 1/3 on delivery, balance on easy terms. All prices F. O. B. Chicago, Ill.

RAMONA MANUFACTURING CO.

1151 SHELDON AVE., GRAND RAPIDS, MICH.

Crescent

AMUSEMENT COMPANY

Dependable Attractions Since 1912

WANT—Account disappointment, Age and Scales, Basket Ball, String Game, Man handle Novelties.

HELP—Want Ride Men, Help for new Fly-o-Plane, must drive Semi Trailers. Other Ride Men, come on if you can drive, we can place you.

BINGO HELP—For Streamlined Jack Pot Bingo, Counter Men, experienced Checker, wire, don't write, or come on. Will pay top money for experienced Help. Harry Lottridge wants Slum Store Agents, one Reader for American Camp.

FOR SALE—Two 60" U. S. Army Searchlights, complete with generators, can be seen per route. Several thousand feet 4-0 rubber-covered Cable, cheap.

We present three U. S. Army Searchlights nightly. 5 Flying Fishers Free Act, and "Brown the Clown", playing industrial cities and payroll towns, best route of spring dates any Truck Show. Address

L. C. McHENRY, Manager
 ROCK HILL, S. C., THIS WEEK; ALBEMARLE, N. C., WEEK APRIL 14TH.
 KANNAPOLIS FOLLOWING.

LAST CALL!

SEASON NOW OPEN
THUR., APRIL 10TH THROUGH SAT., APRIL 19TH
COLUMBUS, MISS., SPRING FESTIVAL

All engaged, report now to Fair Grounds. Good, steady Carnival Help of all kinds will be placed on arrival. Ride Help on all 12 major Rides. Come on in, you will be put to work at a satisfactory wage.

LOT SUPERINTENDENT
 MUST BE CAPABLE OF LAYING OUT A 900-FT. MIDWAY.
 Roll-o-Plane wanted (MARK WILLIAMS, WIRE).
 Man for Light Towers and Front Gate.
 Can place Novelties (STEARNS, TRIED TO CALL YOU).
 American Palmistry, and few more Hankie-Panks.
 For the best route we ever contracted. Entire season booked.

All reply:

OSCAR BLOOM, Gen. Mgr.
GOLD MEDAL SHOWS
 COLUMBUS, MISS.

SHOWS AND CONCESSIONS WANTED
LIONS' ANNUAL SUMMER CARNIVAL
 DU QUOIN, ILLINOIS — JUNE 10 TO 14, INCLUSIVE
 CITY PARK, ONE BLOCK FROM MAIN STREET

EVERYTHING OPEN EXCEPT RIDES.
 WANT DIGGERS, PENNY ARCADE, ETC.
 ONLY CLEAN SHOWS AND LEGITIMATE CONCESSIONS.
 WRITE:

G. H. KENT
 16 E. MAIN DU QUOIN, ILLINOIS.

WANT

MIDWESTERN EXPOSITION

FEATURING "FLOATING HIGH FLOYDON"

120 FOOT SWAY POLE FREE ACT

RIDES: Spitfire, Tilt-a-Whirl, Kiddie Auto, Fun House. Will book or buy Loop.
SHOWS: Will furnish complete Outfits and new Tops for Girl, Snake and Side Show.
CONCESSIONS: Photos, Bingo, Palmistry, Gallery, Fish Pond, String Game, High Striker, Scale, Age, Ball Games. Want Agents for Roll Down and Skillo. Outside Man for Wheel

ALL REPLIES: TED WOODWARD, MGR., HOMER, LA., APRIL 7 TO 12
 Then the Big One—Downtown, Plain Dealing, La., April 14 to 19.
 Have 12 Fairs in Nebraska, Iowa and Louisiana.

SMITH'S GREATER SHOWS WANT

FOR THE GRAND OPENING OF THE V. F. W. SPRING CARNIVAL AT CLINTON, N. C., APRIL 12TH THRU APRIL 19TH, RIDE HELP OF ALL KINDS.

Need good Allan Herschell Merry-Go-Round Foreman. Will book Chair-o-Plane, Octopus or any ride not conflicting. Will book any money getting Show. Need several more Concessions. This Show headed for Va., Md. and Penna. We positively will play the best of spring dates with Celebrations and Fairs in the Fall. All holding contracts report not later than April 10th, Clinton, N. C.
 We carry THE DOWNIES as free act, also fireworks.

K. F. (BROWNIE) SMITH

WANTED FOR BARKOOT BROS.' SHOWS

For the season of 1947: Tilt-a-Whirl, Octopus and two Kiddie Rides. Can place two more high class Shows, one Platform Show. Can place Merchandise Concessions of all kinds. Wanted, Ride Help for Ferris Wheel, Merry-Go-Round and Chairplane. Top salary for men that can drive Trucks. Can place experienced Secretary and General Agent.

OPENING HERE, VETERANS OF FOREIGN WARS SPRING FESTIVAL, APRIL 17 TO 27.
 Address all mail to Post Office Box 297, Toledo, Ohio. **K. G. BARKOOT, General Manager.**

EARL WAGNER, Business Manager

TIVOLI EXPOSITION SHOWS

GRAND OPENING APRIL 12, JOPLIN, MO.

PEOPLE CONTRACTED, REPORT AT ONCE.
 Can place a few legitimate Stock Concessions and any clean attraction that does not conflict.
 Wire:

H. V. PETERSON, Mgr.
 JOPLIN, MISSOURI

Winter Quarters

Gold Medal

COLUMBUS, Miss., April 5. — Under direction of Ray Marsh Brydon, three wagon fronts have been built here. Earl Walsh, designer and builder of the show fronts, was in charge of the building, assisted by carpenters Henry (Frenchy) Bouchet, Leo Slusher, Robert Curtis, William Salisbury and William Henderson. The three fronts are *Beautiful Bagdad*, with an 86-foot frontage to be used for an oriental musical revue; *Greenwich Village*, with a 74-foot front, to be used for the Posing Show, and the *Corn's-a-Crackin'*, with a 78-foot front, to be used for a radio hillbilly presentation. All electrical work was done by Frenchy Frenzel.

Robert Crawford, last season with Bob Edwards on the Cavalcade of Amusements, is en route here from Portland, Ore., to manage the *Greenwich Village Follies*. The Bagdad show will be under the management of Earl Walsh, with Sigrid Sorenson as producer and dancer. Miss Sorenson plans to leave St. Louis shortly with her line of six girls. Alecia Owsley arrived in quarters and will be featured with the Bagdad show.

Jack (Hella) Goldman, Oriental magician for the girl revue, is en route here from Dallas. Prince Eriel Kerman, mentalist, is expected shortly and will work in the Palace of Wonders Show under management of Leo Slusher. Other acts answering the call include Yogi Ray, escape artist; Buster Benson, pin cushion; Rex Rarey, tattooer; Jean Jeanette, annex attraction; Bertha Hefley, frog girl; Aloa, alligator boy, and Sam Marlowe, weight lifter. John Siems, illusion and magic, is on his way here from Boston.

Bill Salisbury, manager of the Front Page People, the illusion show, recently received a fish bowl illusion from Doc Hagar of Detroit. Mr. and Mrs. Wade Caulder are en route from Richmond, Va., to take over the Jungle Land exhibit. Vince Gordon, accordionist, who will be musical director for the Posing Show, is en route from Brooklyn.

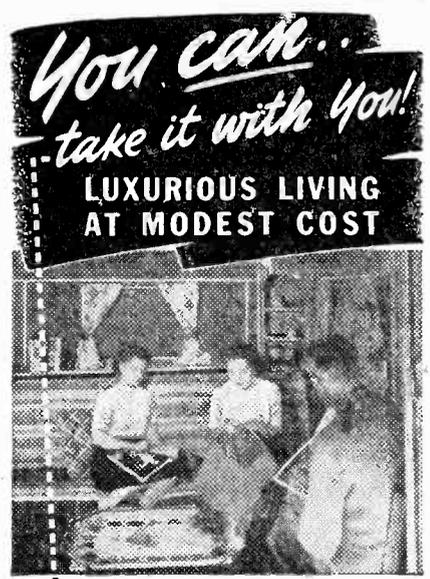
W. N. Clay has been added to the art department, under direction of Paul Beckley. Beckley has five artists at work here. C. R. Will will have charge of the candy and first annex in the Posing Show. Colonel Capser, midget emcee, advises from New York he will soon depart for quarters and will bring with him six midgets. The Midget Village will be under management of J. J. Stevens.

Two semis left quarters for Fort Worth to bring back the new Silo Drome, which just closed at the Fat Stock Show. The Silo Drome, along with all other shows, will be operated by Brydon.

Earl Crane returned from Salem, Ore., with his new Fly-o-Plane. Bill Dunn has his Silver Streak overhauled and set up. Corky Zimmerman, cookhouse operator, is on his way here from Eldorado, Ark. E. W. (Wimpy) Schnepei arrived from Hennies Bros.' quarters in Birmingham with his Arcade and Roto Whip.

A new office wagon has been built on a 33-foot semi, giving Treasurer Jay (Whitey) Richards one end, Owner Oscar Bloom a private office and 16 feet for a reception room. Mrs. Oscar Bloom and Mrs. Jay Richards are getting the new office furnishings placed.

With opening date set for April 10, a night crew has been put to work in the shops and the day crew is working seven days a week in order to get everything ready.



Yes, you can take this mobile home wherever you need it for living or playing. Every facility of a 2-bedroom house, plus insulated comfort, plus the mobility of your car.

LUXURIOUSLY FURNISHED!

Complete kitchen includes oven range, refrigerator, double sink, ample food storage space. Plenty of drawers, closets; 3 wardrobes. Luxurious double bed built into the bedroom; sofa-bed in living room converts into extra double bed. Sliding doors provide 3-room privacy.

1947 *Luxury Liner* and *DeLuxe Commodore* fit every need. See both at your Schult dealer or send today for the latest catalog.

Schull Corporation, Dept. 204, Elkhart, Ind.
 Member: TCMA



INTERNATIONAL SHOWS

The Potters want Canvas Man, Annex Attraction and Freaks to feature.

Want Slum Stores, Bumper, Fish Pond and Spindle Slum Stores.

Want to book Glass or Fun House with own transportation.

Want Grand Shows with own transportation.

Want Foreman for new Splitfire.

Want to book Roll-o-Plane and Frozen Custard with own Transportation.

Address: SEMINOLE, OKLA., THIS WEEK.

WANTED

Operator for Zombie Castle Fun House.
 Operator for Popcorn Machine.

PHOTOS OPEN, or will place operator on our own machine.

Filipino Jimmie wants worth while Side Show Acts. Charles and Smokey, come on.

CONCESSIONS OPEN: Age, Strings, Coke Bottle, Sno Cones, Hoop-La, Scales, Glass.

Second Men for all Rides if you are reliable and have references.

Greater Rainbow Shows
 TAHLEQUAH, OKLA., THIS WEEK;
 PRYOR, OKLA., APRIL 14-19.

CONCESSIONS WANTED

to take part in

Veterans' Homecoming Celebration
 JUNE 5, 6 AND 7, 1947, AT FAIRGROUNDS,
 CORYDON, INDIANA.
 Rides already booked.
 Contact

Clarence Engleman, Chairman
 CORYDON, INDIANA

WANTED

Agents for Pan Game, Scales, Fish Pond, Pitch-Til-You-Win, Dart Store and Penny Pitch. Write Mr. M. A. Florie, c/o Pearl City Rides, Canton, Missouri.

CONCESSIONS OPEN: Bumper Game, String Game and Airplane Game.

FOR SALE: Eli Seat Covers, 100 Amp. and 200 Amp. Switch Boxes.

OPENING CANTON, MO., APRIL 14-19

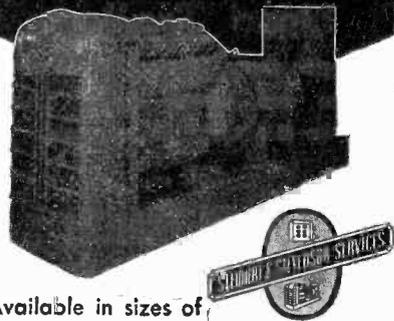
Reger Brothers—Pearl City Rides & Shows
 CANTON, MISSOURI

EDDIE ELKINS WANTS

AGENTS FOR SWINGER AND OVER TWELVE PAN GAME.

OPENING WEST NEW YORK, N. J., APRIL 12.
 WRITE OR WIRE ROOM 603,
 1564 BROADWAY NEW YORK 19, N. Y.

A G. M. DIESEL-DRIVEN
ELECTRIC POWER PLANT
TAILORED TO SUIT YOUR NEEDS



Available in sizes of from 5 K.W. to 300 K.W. Designed around the famous General Motors Diesel Engine. Complete with single bearing close coupled generators, large type instruments mounted on STAINLESS STEEL panels. Write for prices and details of the plant to supply your show with electricity.

STEWART & STEVENSON SERVICES

Anywhere
SERVICE • PARTS
Anytime

G.M. Diesel Engines
Hallett Diesel Engines
Continental Red Seal Engines

4516 Harrisburg Blvd. Houston 3, Texas

GRIMES AMUSEMENT CO.
PLAYING NEW YORK, VERMONT, N. H.

Opening May 1

Will Book ROLL-O-PLANE.

Ride Help wanted for Octopus, Chairplane, Airplanes; top salary (can place your wives on Concessions). Boozers and chasers, stay away. No gypsies.

Concession Help for Bingo, Grind Stores, also P. C. Dealers.

All replies

FRANK GRIMES

853 Seventh Ave., New York City

ERNIE'S MIDWAY ATTRACTIONS

Playing All Downtown Celebrations.

Want Monkey, Western, Funhouse, Animal, Ten-in-One or any Show not conflicting but clean. Want Hi-Striker, Slum, Grind Stores, Jewelry, Candy Tally or any non-conflicting Store. We play downtown Erie, Buffalo, Rochester, etc. No gate, no gypsies, no flatties nor drunks. Contact

G. Ernewein

18 East Lake Ave. BUFFALO 19, N. Y.
Phone: Triangle 1715

WANTED WANTED

Man to operate Arcade, must be good mechanic, capable and sober. Good proposition for right party.

HAVE FOR SALE Complete Arcade, 28 foot Fruchauf Trailer and 1940 GMC Tractor.

All replies to

WALTER ROWAN

MARKS SHOWS, Box 771, Richmond, Va.

FOR SALE

One Number 125 Wurliizer organ with two drums, in A-1 condition with or without a two-wheel enclosed trailer for hauling same.

JAYHAWK AMUSEMENT CO.

503 SOUTH MAIN ERIE, KANSAS

WILL PAY CASH FOR

USED RIDES ALL OR PART

Also Park and Carnival Equipment.
Wanted—7½ H.P. Double Loop Motor.

D. VAN BILLIARD, North Wales, Pa. Phone 589

Playtime Amusements

MANCHESTER, N. H., April 5.—Quarters opened here March 1 and 10 men have been on the job with more arriving daily. All rides have been overhauled. Ten new concessions have been built by Jack Poole, and Whitey McTeague has built eight new ones.

New blue canvas has been delivered by Anchor Supply Company. Managers E. W. and Billy Burr flew to North Tonawanda, N. Y., to see if they could speed up delivery dates on the new Caterpillar and Kiddie Auto rides. New Octopus is expected soon and the new miniature train is expected April 15.

Harold Prime rebuilt and repainted the Fly-o-Plane cars. Three new semi-trailers arrived Sunday (23), Ferris Wheel is ready to go, according to Thomas Holmes.

Harry Peevee has five Western acts signed for the new Wyoming Round-Up. Eddie Finneran completed his new French fry concession and James T. Mitchell has booked his concessions.

Visitors included Emma Van Cellette, Hazel Sharp, Tom Courtney, George Garland, Mr. and Mrs. Frank McTeague and Mrs. Fred B. Perkins, of the Caledonia Shows.—JACK POOLE.

Page Bros.

SPRINGFIELD, Tenn., April 5.—Activity here is at a brisk pace as the org readies for the April 12 opening. Don Myers, winter quarters superintendent, has things in good shape.

L. Montgomery is expected daily to take over the newly completed Funhouse. E. Z. (Dad) Reading arrived from Miami and his readying his joints. Other recent arrivals include Mr. and Mrs. A. H. Griffin, in from Biloxi, Miss.; Ellis Roberts and his mother, Mrs. May Howard, and Mr. and Mrs. Virgil Hutzler. Latter are preparing their two shows and also two which are office-owned. Bob Overstreet assumed his duties as assistant manager.

Recent visitors were C. C. Groucrouth, manager, Blue Grass Shows; J. L. Keef, manager, Capital City Shows; W. J. Williams, Rogers Greater Shows, and Red and Doug Darugthy, Darugthy Concessions. Manager and Mrs. Page recently visited the Rogers Greater Shows in Jackson, Tenn.

Mighty Hoosier State

GREENSBURG, Ind., April 5.—Owner W. R. Geren is overseeing finishing touches to equipment and trucks. Color scheme remains almost the same as before. All rolling equipment is bright red, with letters in yellow, shaded by black.

Six light towers and a new Roll-o-Plane and tractors and semis to transport it, were delivered recently. New 20x80 Side Show with royal blue canvas has been completed and will be operated by Doc B. Warner.

Three new kiddie rides will be operated by Dave Barton. Mrs. Geren's new 16x36 bingo is finished. Hayden Richards will manage it. New front entrance is 75 feet long and features aluminum and fluorescent lighting. All ticket boxes are of aluminum.

Bill Fife finished his new cookhouse. Special paper is being prepared. Bill Valentine (Flying La Vals) will be the free act.

Org will open at Columbus, Ind., April 9, with stand running thru April 19.

Staff, intact from last year, follows: W. R. Geren, owner-manager; Mrs. Geren, secretary-treasurer; Floyd McCarty, agent; J. B. Betts, publicity, Tex Fetta, electrician; J. T. Steel, billposter; Fred Haines, sound, and Marshall Preston, mechanic.—FRED HAINES.



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.

ESTABLISHED 1870
Refiners

3450 N. Belgrade St.

Philadelphia 34, Pa.

SEASONING SPECIALISTS TO THE NATION

BINGO!

BINGO!

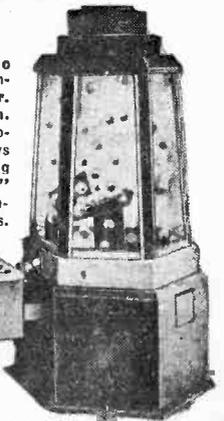
6	20	41	60	68
12	21	37	48	75
2	18	59	72	
10	16	43	55	69
9	24	32	57	62

ROUND CORNERED
HEAVY MOUNTED
BINGO CARDS

The new 2-color heavy-weight Bingo Card in round cornered for hard usage. Black leatherette back keeps the card in better condition. Comes in sets up to 3,000 and numbered 1-3,000.

BINGO BLOWER

All-metal Electric Blower, fully guaranteed for a whole year. Sturdy construction. Easy to operate. Automatic ball return. Blows every type of ping pong ball. Portable — 42" high x 22" wide. Finished in attractive colors.



6	29	43	60	65
15	21	42	57	64
4	30	49	63	
12	18	39	48	72
3	26	35	55	73

In: Blue & Black; Red & Black, or Both.

Sold in Lots of 100 or More.

Send for Information and Prices

Plastic balls, wood balls, rubber cages, chute cages, wire cages, specials, 3,000 midgets, large featherweight sheets, heavyweight cards.

ACE SPECIALTY MFG. CO. 65 BLEECKER ST. NEW YORK 12, N. Y.

WINCHESTER AMUSEMENT COMPANY

OPENS APRIL 12TH, BERRYVILLE, VIRGINIA

Can Use Few 10c Grind Stores.

James McDermott, get in touch with me.

SOL NUGER

Winchester, Virginia

J. F. MARTIN SHOWS

Want Ferris Wheel Foreman and Merry-Go-Round Foreman, also Agents for Balloon Dart Store. Will book following Concessions exclusive: Pitch Till You Win, Duck Pond or Fish Pond, Hoop-La, Blower, String Game, Photos, Age, Scales. In fact, any Grind Store that works for ten cents. For Sale—1 Aluminum Trailer Crab Outfit, complete; also one 30 Kw. D.C. Light Plant, in A-1 shape.

J. F. MARTIN SHOWS

383 BROADWAY

Telephone 3-0345

BAYONNE, N. J.

Showmen, LOOK! OUR "OVER-STOCK" IS YOUR "GOOD LUCK"!

Because we find ourselves overstocked, we offer the following items subject to prior sale, at WHOLESALE price. This merchandise is all NEW, unused and NOT war surplus!

Several Master Gasoline-Electric Generating Sets from 3 to 10 K.W. Complete and ready for operation.

18 "900x20" U. S. Royal Truck Tires—never been mounted. Left over from trailer construction.

The following list of new and unused "Super Service" rubber-covered Copper Cable:

Size	No. Conductors	No. Strands
4/0	1	259
3/0	1	259
#1	1	133
#2	1	133
#3	1	133
#4	1	49
#6	1	49
2/0	3	133
1/0	3	133
#1	3	133
#4	3	49

THE ABOVE IS OFFERED AT OUR COST F. O. B. MEMPHIS SUBJECT TO PRIOR SALE
Phone, Wire or Write

LEWIS-DIESEL ENGINE CO.

MEMPHIS 2, TENNESSEE

WANT—HAPPY ATTRACTIONS—WANT

Opening April 14

Stock Stores, Ball Games and Shows.

POWELSON GREATER SHOWS

Opening April 21

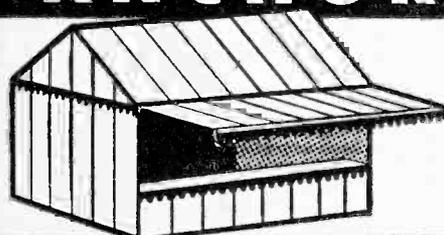
Cook House, Popcorn, Candy Floss, Concessions of all kinds. Want First and Second Men on Rides.

HAPPY ATTRACTIONS

BOX 125

COSHOCKTON, OHIO

ANCHOR TENTS



SQUARE UMBRELLAS FOR NOVELTY STANDS
CONCESSION — TRAVELERS — BINGO —
CIRCUS — BALL GAME — MERRY-GO-
ROUND — GREEN — BLUE — KHAKI —
FLAME-PROOF GREEN — BRIGHT CON-
TRASTING TRIM.

ORDER NOW TO ASSURE
PROMPT DELIVERY

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

TENTS

TENTS—Concession, Gypsy, Camping. Flashy trimmings. Tents of all sizes. Merry-Go-Round and Caterpillar Tops, Big Tops.

ANYTHING IN CANVAS

14x14 Wall Tents with fly. New. Complete with poles and stakes\$70.00 Ea.

TENTCO CANVAS, INC.

130 GREENE STREET

Phone: Walker 5-1299

NEW YORK 12, N. Y.

TENTS

All Sizes—NEW AND USED—All Styles.

BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.

E. G. CAMPBELL TENT & AWNING CO.

ERNIE CAMPBELL, Owner

JIMMY MORRISSEY, Salesman

100 CENTRAL AVE.

(Phone 38885)

ALTON, ILLINOIS

Weather Boffs Triangle Bow At Wilson, N. C.

WILSON, N. C., April 5.—High winds, cold weather and snow combined to wipe out all but two days of biz during Triangle Shows' opening week's stand here, and Manager Jake Shapiro, acting on the premise that there was still a big play to be had locally, canceled out the next scheduled stand at Durham, N. C., holding shows over for another week.

On the two nights shows did operate their opening week biz was satisfactory. On two other nights winds reached a gale-like velocity, but shows escaped physical damage. Other days were lost to cold weather.

Officially opening the show's season was John G. Thomas, manager of the Wilson Chamber of Commerce; City Manager Wiggins, Senator W. A. Lucas and other city, county and State officials.

Eight Shows Open

Org had eight shows on the midway. Two others failed to make the opening on time because of long jumps from other shows. Attractions included Lew Alter's 20-in-1 Circus Side Show with 14 platforms and 2 pits; Funhouse, Glass House, Red Mill, Moulin Rouge, Clementine Coffey's Casa Manana; Frank England's Wild Life and Game Conservation Exhibit and Raymond Stanton's Trained Animal Circus. The two shows failing to make it opening night were Captain Thompson's Marine Exhibit and Hell's Half Acre. More shows will be added as the Triangle org moves north. In May a colored revue will join and workmen are busy building an elaborate front.

Rides in operation for the opening were Moon Rocket, Caterpillar, Octopus, Ferris Wheel, Century Flyer, Roll-o-Plane, Merry-go-Round, Looper, Comet, Rocket Ships, Steeplechase and kiddie rides.

Fronts Average 72 Feet

Dick Keller and his assistants did a wonderful job on the org's show fronts this year. Show fronts average 72 feet, while the Circus Side Show has a 162-foot front with double-decked banners. The front of Casa Manana is 84 feet long with indirect lighting and a marquee covering the entire platform.

The show's four Diesel power units, purchased from the John Fabick Company, of St. Louis, worked perfectly. Eight towers grace the midway, in addition to two smaller towers used at the org's main entrance.

The executive staff: Jack Shapiro, general manager; Al C. Bradley, assistant general manager; C. B. Daniels, secretary; Mrs. Karlos Shapiro, treasurer; Dick Keller, general superintendent; Clarence Church, master builder; Ralph Rothrock, advertising car manager; William Prue, Diesel engineer; Charles Eisle, master mechanic; Edgar Green, assistant master mechanic; Russell Marrs, press agent; Dr. E. Taylor Higgins, physician; Senator Daniel Schmidt, counsel, and Edwards & Edwards, accountants.

Ride foremen: Clark White, Merry-go-Round; John Quick, Roll-o-Plane; Joe Dupont, Caterpillar; Don (Dusty) Davis, Octopus; Al Wolfe, Moon Rocket; William Anderson, Looper; Dorris (Bob) Walker, Ferris Wheels; Robert M. Davis, Comet; W. F. Norton, kiddie auto and Chair-o-Plane; Otha A. Smith, Century Flyer; Guy Baldwin, Steeplechase; Ray Whetzel, miniature train and Mother Goose ride; George A. Carver, who will have charge of the Humpty Dumpty ride when it arrives from the factory.

Shows and managers: Lew Alters, Circus Side Show; John Miller, Funhouse; Hugh Barker, Glass House; Mrs. W. A. Anderson, Red Mill; Mrs. Clementine Coffey, Casa Manana; Frank England, Wild Life Exhibit; Ray Stanton, Trained Animal Show; Edward Castine, Moulin Rouge; Captain Thompson, Marine Exhibit, and Tarzan Banks, Hell's Half-Acre.

FOR SALE A Varied Assortment of Used Trailers

Lengths from 20 feet to 34 feet. Open and closed types. Also Special units as required.

Call on

CARLEY TRAILER & EQUIPMENT CO.

College Park, Ga.

C. D. CARLEY or W. P. MATTHIAS
Phone Ca. 2181

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.

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.



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.

NOW CONTRACTING FOR 1947 SEASON

RIDES—SHOWS—CONCESSIONS

W. G. WADE SHOWS

C. P. O. Box 1488

Detroit 31, Mich.

WANTED

3 or 4 rides for the week, August 5 thru 9, at the 7TH ANNUAL MIAMI COUNTY 4H CLUB LIVESTOCK SHOW

State kind of rides and percentage basis. Write

ROBERT RADEL
ROUTE 1, PERU, INDIANA

SHOOTING GALLERIES

And Supplies for Eastern and Western Type Galleries. WRITE FOR CIRCULAR.

H. W. TERPENING

137-139 Marine St. OCEAN PARK, CALIF.

FOR SALE

New Super Roll-o-Plane, single phase, been in use only six weeks. Ticket booth and plane, covers included, \$4475. Write or wire

NEIL MUSSER

c/o A. Stillwell Phoenix, Arizona
Route 5, Box 83

LOOP-O-PLANE FOR SALE

IN VERY GOOD CONDITION.

Can be seen at Sallsbury Beach, Mass.

OLIN T. GREELEY

87 MAIN ST.

EAST PEPPERELL, MASS.

SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

Dates Set for National Crafts, Hobby in N. Y.

NEW YORK, April 5.—Second annual National Crafts and Hobby Show will be presented in Madison Square Garden November 23-30, it was announced here by W. H. Fawcett Jr., president of Fawcett Publications, Inc., the sponsoring group.

One leading hobby classification will be highlighted each day. Campbell-Fairbanks Exposition, Inc., have been retained as show advisors.

Chester-Delaware Farm Show in Revival Stage

WEST CHESTER, Pa., April 5.—Joseph S. Webb, former chairman, is heading a movement to revive the Chester-Delaware Counties' Farm Products Show which last operated here in 1941. If the necessary backing is secured the show will be staged in August.

Ward Gets Salem Reunion

ST. LOUIS, April 5.—Sam Gluskin, general agent of John R. Ward Shows, during a visit to *The Billboard* office here, said that he had landed the midway contract for the Soldiers and Sailors' Reunion at Salem, Ill., July 29 thru August 8.

New Dates for Vermontville

VERMONTVILLE, Mich., April 5.—Because of the weather, this city's Maple Sirup Festival, scheduled March 29, was postponed until April 12. L. Verne Slout, tent-rep showman, is chairman.

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.

WANTED

Girl to handle Snake Pit Show; also Freaks for Side Show, Girls for Posing Show. Write or wire

HAROLD L. BROW

1162 Coolidge Ave.,
River Rouge, Mich.

★★ RIDES ★★

At liberty for Celebrations. Have a few open dates. Write

THOMPSON BROS.

2906 4th Ave. ALTOONA, PA.

HARVEST JUBILEE

FT. RECOVERY, OHIO

Wants legitimate Concessions of all kinds except Bingo for the week of July 21-26. Contact

B. B. BURKE

BOX 175

WANTED

Better type Kiddie Rides and Free Acts for the Greater Hazleton Veterans' Assn.

OLD HOME WEEK

Starting Monday, August 4th.

Address All Mail to

DR. MARTIN APPELBAUM
28 W. Broad St. Hazleton, Pa.

CARNIVAL WANTED

FOR JULY 4TH CELEBRATION
Must have at least 10 Rides and Shows.
For Resort Town in Ozarks. Contact

Roy Baker Jr.
HARFISON, ARKANSAS

WANTED

SHOWS AND RIDES FOR
THREE DAY VETERANS OF FOREIGN
WARS CELEBRATION
July 4th, 5th and 6th.
Contact COMMANDER, VFW, Strum, Wis.

PRODUCING AMERICA'S BEST
Carnival and Circus Side Show

BANNERS

SNAP WYATT STUDIOS

1605 Franklin St. TAMPA, FLA.
Phone M-63562

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.

10 U-DRIVE-'EM CARS FOR SALE

Use on dirt or surface. All with good tires and equipped Wisconsin Motors. Also have for sale an A.B.T. Shooting Gallery, fully equipped. Six Guns, plenty Ammunition, etc. Above items stored in San Francisco, Calif. Write

SAN FRANCISCO CARD CO.

157 Fillmore St. San Francisco, Calif.

Florida Amusement Co. Endorses THE SUN SHINE CHOO CHOO

Howard Ingram wires as follows: "The Sun Shine Choo Choo has proven satisfactory and everything you claimed. It is among our WINNERS on the season and we proudly recommend it. Many thanks."

SUNSHINE MFG. CO.
1307 Grand Central Ave. TAMPA, FLA.

Sunshine Mfg. Co. makes delivery like the Sun . . . On Time. Order Now.
We are still able to make Spring Delivery.
(Send \$1.00 for large photo and complete description.)

FOR SALE

GRAB OUTFIT

14x14 Top, 4-Way Awning. Complete, ready to go. International Truck. All in perfect condition. A bargain. Address:

H. MILLER

BONITA TRAILER COURT

5720 N.W. 39th, Oklahoma City, Okla.

RIDES WANTED

FIREMEN'S CARNIVAL AND PARADE
JULY 7-12

Write or Wire Chairman Firemen's Celebration, Vintondale Vol. Fire Co., Vintondale, Pa.

RIDES WANTED

Ferris Wheel, Merry-Go-Round and Kiddie Rides for **MARQUAND HOME-COMING, 3-DAY PICNIC,** JULY 3, 4 and 5. Contact

MARQUAND CHAMBER OF COMMERCE
MARQUAND, MO.

CARNIVAL WANTED

Want to book outstanding Concessions, Rides, Free Acts, Carnival immediately for **ANNUAL 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.**

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.

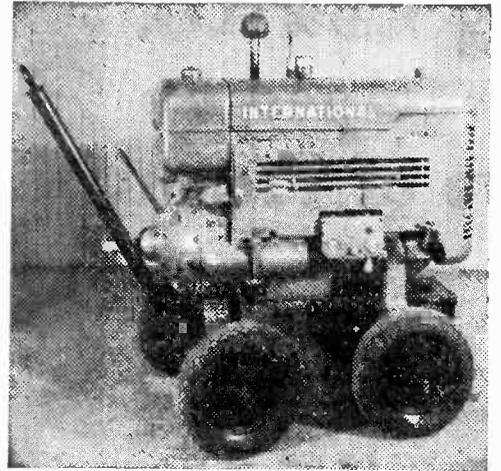
POWER UNITS FOR ALL TYPES OF RIDES

INTERNATIONAL
LE ROI
JEEP SPECIAL
WISCONSIN

FOR:

Merry-Go-Round
Ferris Wheels
Chair-o-Plane
Tilt-a-Whirl
Silver Streak
Octopus
Ridee-O
Etc.

IMMEDIATE
DELIVERY



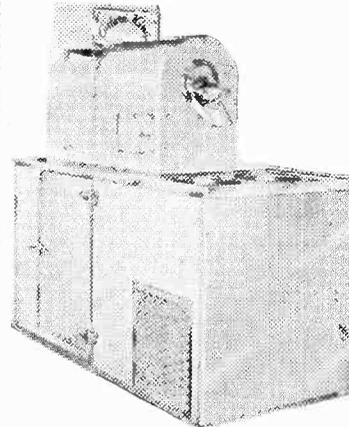
EDWARD C. FLAHERTY

43-87 VERNON BLVD.

LONG ISLAND CITY 1, N. Y.

STillwell 4-0050

BE OUT IN FRONT WITH A 'CUSTARD KING'



- 30 Gals. Per Hour Capacity
- 40-Gal. Refrig. Mix Compartment
- Two 5-Gal. Refrigerated Dispensing Containers
- Highest overrun of this type
- Patented Swing Spout to run Two Flavors
- Patented No-Clog Mix Valve
- Finger-Tip Control Switches
- Front and Back Plates (removable)
- Silent V-Belt Drive (no gear box)
- All Cork Insulation
- All Stainless Steel Finish
- 1-H.P. Heavy Duty Propeller Motor
- Small Cylinder, Full Floating, Hi-Speed Propeller Shaft
- Heavy Duty 3-H.P. Water Cooled Compressor

MODEL #300-WS2D

Other Models 10-100 Gallon Hour Capacity

15 years' manufacturing and operating experience in dairy product equipment. Write for complete operation plans, blueprints, etc., to Dept. C

CARVEL CORPORATION

550 West 35th St.

(LA 4-5221)

New York, N. Y.

BOOMERANG

Unlimited Capacity — Repeater — Thriller

Write for Catalogue

U. S. RIDING DEVICES CORP.

298 Junius Street

Brooklyn 12, New York

FOR PROFIT AND FLASH THE SPITFIRE

IS "SUREFIRE"
WORLD'S MOST BEAUTIFUL RIDE
FRANK HRUBETZ & CO. SALEM, ORE.



WANTED

FOR JULY 18, 19, 20, 1947

One Ferris Wheel, one Merry-Go-Round and other small Rides.

THIRD ANNUAL AMERICAN LEGION CARNIVAL

ELMER JOHNSON POST #118, MERRILL WALKER, CHAIRMAN, AMHERST, OHIO.

FIREMEN'S JUBILEE

SAXONBURG VOLUNTEER FIRE COMPANY & RELIEF ASSN.
SAXONBURG, PENNA., JULY 14 TO 19

"The Biggest—the Best—in Western Pennsylvania"

WANTED—SHOWS AND MOTORDROME.
Wire or Write C. F. GRAHAM, Secretary.

LUSH N. Y. RUN LOOMS FOR R-B

Big Show B.O. Swamped on Eve of Preem

Record Advance Seen

NEW YORK, April 5.—Ringling Bros. and Barnum & Bailey Circus advance ticket sales continued big all this week and indications were that the record pre-opening sale established for Madison Square Garden by the Big Show last year was in for another atomizing before the initial performance Wednesday (9). A circus-conscious public, anxious to attend one of the scheduled 65 performances during the 33-day showing, was crowding three ticket windows, one more than last week, and contributing a hefty mail-order business. Additional but hardly needed weed-end stimulus will result from today's scheduled arrival in the New Haven Railroad's Mott Haven yards in the Bronx of the publicized two-section, 60-car show train.

Circus officials are hoping again to net in excess of a million dollars on the season and so be able to pay off the approximate \$1,000,000 still remaining in claims resulting from the 1944 fire in Hartford, Conn. About \$3,000,000 has already been paid. John Ringling North, vice-president, said: "We are over the hump now after one of the greatest disasters ever suffered in show business."

Animals Avoid Stem

The entire Garden will be taken over by the circus after tonight's basketball game. Show paraphernalia and animals will be moved in as soon as possible. Animals and equipment will be routed, as usual, to avoid the congested Times Square area.

Rehearsals will get under way tomorrow and continue with few interruptions until shortly before show (See Record N. Y. Run on page 93)

Sparks Holds Up In Mississippi; Blows One Show

BIRMINGHAM, April 5.—Sparks Circus moved in here yesterday for a two-day stand with a light rain making the set-up difficult, but folks around the org were in a cheerful mood as business stood up well in Mississippi and the opening in Alabama was more than satisfactory.

The two-day stand at Mobile last week-end added up to one good solid day's business, which Owner James Edgar announced in advance he hoped would be the result.

Business was rated as fair at Laurel and Columbus, Miss., but the show took it on the chin at Meridian Tuesday when the matinee was extremely light in the rain and the night show was lost because of the rain and muddy lot. Thursday was a powerful day at Tuscaloosa, Ala., despite Dailey Bros. "wait" paper.

Butch Cohen and Tom Heney, of the Dailey org, visited during the week, while Oscar Bloom, Ray Marsh Brydon and others of the Gold Medal Shows were on hand at Columbus.



WHEN POLACK BROS.' CIRCUS played the Armory, Louisville, recently under Shrine auspices, Louis Stern (center), co-owner of the show, signed a new three-year contract for the org to show there. At left is Irving Wayne, Armory manager, and the Shriner is Recorder George Sengle.

UNDER THE MARQUEE

Best news of spring: "Train leaves quarters tomorrow."

Bill Poinell, of the World of Mirth Shows, visited Albert Poinell, Con Colleano and the Wallendas in Sarasota, Fla.

When we see an old-time boss canvasman study the clouds and then give the order, "Guy out!", we can depend on him as a sure-fire weather barometer.

Henry Kyes says the observer who reported "five men and a calliope" for his band on the Sparks show can't count, as there are 10 men in the org.

Shades of Plughat Hall: Recent ad in *The Billboard*, "Elephants leased."

Terrell Jacobs received nationwide publicity when news services carried a picture showing Peggy Gould, Denver model, feeding a lion at the Denver circus.

Wardell Hall, vent; Harry Leonard, knives, and Rube Arnold, musical act, will be in the Side Show on Dailey Bros. this season. Arnold was with World of Today last year.

Bart Strazella, former sword swallower who now runs a barber shop with his brother in Wilmington, Del., had his life story told in a feature article in *The Wilmington Sunday Morning Star* March 23.

Looking over his crew a boss canvasman remarked, "It takes jerks or better to open."

John A. Schmidt writes from Terre Haute, Ind., that Cole Bros.' banner tackers were in action there March 24. . . . Omer J. Kenyon, Hamid-Morton promotional director, visited in Chicago March 26 en route to Canada for the H-M stands at Montreal, May 3-10, and Ottawa May 12-17.

Augie Pasquinucci infos from Cleveland that he has signed for the Mills Bros.' Circus clown alley. He

says his friends in Cleveland have nicknamed him the Benny Goodman of the clowns because he wears glasses and plays the clarinet and sax. During the winter, Pasquinucci played theaters, took a radio script writing course and interested himself in songwriting.

"Flag's up!" Regardless of how heavy the fog—some eagle-eye will always spot it.

Evelina Rossi reports she will play the St. Louis Police show before joining Kelly-Miller for the season. . . . Whitey Harris reports the folks at the Minneapolis Shrine show kept Edna Dee Curtis well supplied with flowers during that engagement, and that the clowns kicked in with a gardenia for the lapel of Leo Hamilton's dress suit.

Mr. and Mrs. G. E. Wilson, who wintered in Venice, Fla., with the Sparks Circus assisting John White in breaking dogs, ponies, goats and pigs, played a few school dates around Bradenton and Sarasota with their Dog Circus and Magic Show, before joining the Carl Wallenda Circus. The Wilson's son and daughter-in-law, Mr. and Mrs. Dime Wilson, are with Wallenda.

Somebody has to mention the name of an early-day show every now and then to remind us that the biz isn't what it used to be.

Earl Shipley will play the Omaha Shrine date for Rink Wright, and will then move to St. Louis to handle the clown productions for the police show. . . . A cheerful Easter card from H. A. (Kid) Morrison, Elizabethtown, Pa., infos that he is "still among the living." . . . Norm Dawson writes from Burbank, Calif., that "circus is in the air and the boys can hardly wait for the coming of the big tops."

Edward H. Hodgini has signed with King Bros. for his acts and as pro- (See Under the Marquee on page 93)

Weather Hits Polack Units In 2 Stands

However, No Dough Lost

AKRON, April 5.—Hurt by the spring blizzards for the first four days of its engagement here, Polack Bros.' Shrine Eastern Unit wound up its engagement in satisfactory fashion, Sam L. Ward, date promoter, announced before leaving for Richmond, Va.

Ward reported the Akron date, second for Polack, as a \$25,000 promotion. Business, however, did not appear to measure up to last year when two extra performances were given to accommodate overflow crowds. On the night before closing there were plenty of seats available.

Eagles Circus beat the Polack unit in a month and while circus people refused to admit that it had any effect on this date, observers felt that two indoor shows in a month taxed the draw.

The Akron area is being heavily promoted this spring. In addition to the Eagles and Shrine shows, Jack Mills will bring his Mills Bros.' show for two days, May 2 and 3, under the Fraternal Order of Police. Police also are getting out a program as is the suburban Cuyahoga Falls Police Department which is sponsoring the Cimaroon Rodeo in Akron's Iceland Rink for eight days.

Cole Bros. is scheduled for two days, Saturday and Sunday, May 31 and June 1. Booking of Akron by Cole for these dates indicates that show will spend considerable time in Ohio as Southern Ohio cities are booked for early next month. Mills plans to spend about four weeks in his home State after the Bucyrus opening April 19 and Sparks has booked several cities in its Northern drive.

36 Shows in 14 Days

INDIANAPOLIS, April 5.—Polack Bros.' Western Unit opened in Murat Temple Auditorium (1,987 seats) here last Monday and for the first four days the business was light because of inclement weather, according to Co-Owner Lou Stern. There is no immediate worry over the financial situation, however, as all next week the org is assured of complete sell-outs for all performances.

Because of the limited capacity, 36 performances have been scheduled for the 14-day run, two night shows being given on the last four nights of each week.

Your Attention!

To speed up the handling of circus news and circus communications, all such correspondence should be mailed to the Outdoor Editor, *The Billboard*, 155 North Clark Street, Chicago 1, Ill. Circus routes and circus advertisements should be sent to *The Billboard*, 2160 Patterson Street, Station "B," Cincinnati 22, O. Latter is the address of the new printing plant and general offices of *The Billboard*.

Sparks

Pensacola, Fla., proved one of the best spots, if not the best, in Florida. Show drew three overflow houses there March 28. Messrs. Nealand, Pine and Underwood cracked the daily papers and we got some swell write-ups.

The band lost its facade in loading, so was without its instruments until quite awhile after the doors had opened in Pensacola.

The Hodgini act was canceled in Chipley, Fla., because of the hole in the center ring, which was not noticed until they started to work. The ground refused to co-operate with the Acevedo troupe's tightwire stakes, and that act was cut too.

Mobile, Ala., our first non-Florida stand, brought out many of the Cavalcade of Amusements personnel. Mrs. Whitey Haven and daughter, Heather Lee, visited and Heather Lee made spec atop one of her father's big bulls and stole the show.

Marge Cantor took a nasty fall in Mobile while making Wild West line-up. But you can't keep a good gal down and Marge was back to work at the next show.

One of the best liked and most chic ladies on the show is Mabel McGrath, even tho she does have to rush after iron jaw so she won't keep Esma Maley and Ruth Helms waiting too long to go to the coaches.

Vernon Web and Ringling Miller always are in a neck-and-neck race for the cookhouse flag. Hany Brown is never far behind.

We wonder why Viola Jackson has so much trouble with her goats? That's okay, Vi, you'll get with it someday.

Visitors included Mrs. Margaret Bickley, Mr. and Mrs. E. A. Oakes and Mrs. Marion Hutchins, all of Sarasota, Fla.; Arthur E. Single, of Hartford, Conn.; Mr. and Mrs. Nate Worman, Charles Egan, Al Wagner, Jack Lavelin and *The Billboard's* Pat Purcell.—DOROTHY LEE BROWN.

OAK-HYTEX TOY BALLOONS

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.

DRESSING ROOM GOSSIP

Clyde Beatty

From Nacogdoches, Tex., to Los Angeles, thru good weather and bad, the show sped across the Great Southwest into a fabulous opening in that city.

Visitors were numerous along the way and the usual amount of illness, birthdays and celebrations took place, Billy Powell and Dick Anderson marking birthdays, and Mr. and Mrs. Elden Day celebrating their first wedding anniversary.

A certain party is still trying to find out who played the ink trick on him while he was asleep in an upper berth. Seems said party was asleep and his arm was extended out into the aisle. Someone poured a bottle of blue ink into the cupped hand. The sad character didn't discover the situation until morning.

Arriving in L. A. at the break of dawn, org was greeted by a traditional circus rainbow and we took over the town by radio and newspaper, thanks to the efforts of Norman Carroll and Bill Antes. The writer was on the air twice the first day, once at 9 a.m. and again at 1 p.m.

Clyde and Harriet Beatty were kept busy rehearsing for various radio appearances, Clyde on the Kay Kyser Show and Harriet at the swank Coppia Room of the Beverly Wilshire Hotel for the stars in the afternoon.

At our opening, both Clyde and Harriet were on hand to welcome the celebrities and stars of the film capital. On hand was the circus ambassador, Connie Clausen, in the company of Spencer Tracy and Frank Whitbeck and others from the Culver City Studios. The entire Kenny Baker Show, with Don Wilson, attended the opening night and Jean Sleeter about popped her eyes out looking at that tenor man. Jean and the writer did a guest appearance on his *Glamour Manor Show*.

For the What's Doing Ladies? program, a station wagon full of clowns kept the housewives laughing and the circus show girls strutted their fashions for *Queen for a Day* where a baby monkey was given away.—DICK ANDERSON.

Polack Bros., Western

We were welcomed in Indianapolis with a so-called heat wave. All radiators were turned on in dressing rooms when we arrived and everyone about wilted.

I would like to make a correction in last week's Dressing Room Gossip. The flying act is Joe Siegrist, China and Dorothy Durbin, Eddie Kohl and Bebe Siegrist doing her single traps and muscle grind.

Charlie Borza and his father celebrated birthdays recently, while Mr. and Mrs. J. Lopez marked their third wedding anniversary. Irene Darnay celebrated her birthday April 1.

Emil Pallenberg Jr. injured his knee the final night in Dayton, but keeps working. Pallenberg, incidentally, received a new motorcycle from his winter quarters in Madison, Conn. Conchita Morales was visited here by her mother, sister and brother-in-law. Gene Randow Jr. was visited by his wife and her sister.

Ross Paul acquired a new position, that of laying out the dressing rooms. He says, "If they want to beef, let them come to me." And I think he means it!

Juanito Lopez is going in the paint spraying business. He recently purchased a new spray gun. They are passing out toothpicks now for the performers to put in their eyes so they can keep awake for those 9:30 p.m. shows.

Visitors here were Art Concello and Eddie Billetti.—ELMER SANTANA.

Dailey Bros.

The pulsating throb of machinery has reached a faster tempo; the hum of band saws whines "faster, faster;" the welding rod pops out "speedier, speedier;" the painting sprays blow "hurry, hurry," punctuated by the ringing anvil.

Such is the life beat in quarters. The wardrobe is bursting with ruffles, feathers and furbelows that gleam like a king's ransom in the morning rays of the sun. The wagons are shining with an old-time splendor. Neon lights will flash from the dining and popcorn wagons.

A delegation from the Yoakum Leather Factory spent an afternoon fitting resplendant head gear on the elephants. T. P. Lewis arrived and plunged into several acts with his usual zeal. Reuben Ray, after five years retirement in the piney woods of Louisiana, shook the moth balls out of his wardrobe and stepped into the traces of another season.

Milt Robbins, Ena Lang and Johnnie Williams, all of the Side Show, are around daily. R. M. Harvey, Harry Doran and wife, Dorothy O'Brien and Mr. Andrews, all of the advance, spent a few days in quarters. Snyder's bears also were visitors.

The Harrison Troupe visited before joining C. R. Montgomery. Crowds of local people make quarters their Sunday mecca. See you all after rehearsals.—HAZEL KING.

Romig & Rooney

De Luxe Theater, Detroit, took on a big top atmosphere when we played there recently. We had lots of friends and circus fans backstage each day.

Just when the acts were becoming accustomed to the luxurious indoor trouping, Old Man River decided to pay a visit to the ladies' dressing room in the Hazel Park theater and the girls were rescued from atop trunks, step-ladders and what have you.

Some of the folks journeyed to Monroe, Mich., to attend the Moose circus and on the return trip stopped in at the Club Manhattan, Detroit, to catch Betty Fanchon's dog act.

Flash! The mystery of the red shadow has been solved!—MARIJO COULS.

C. R. Montgomery

Everyone in winter quarters in Eunice, La., is about ready for the road. New trucks have been purchased and the old ones have been painted and repaired. The sleepers have new mattresses and new curtains. The new dark green menagerie top adds greatly to the new big top purchased last season.

Personnel follows: Al Moss, manager; John Foss, general agent; Julien West, treasurer; Jack Bell, band leader; Dee Aldrich, Side Show manager;

Siebrand

We opened in Phoenix, Ariz., on our winter quarters lot at 2307 East Van Buren. The show front is entirely of neon and aluminum panel, with two large neon towers. It is presented in a new side wall and has 16 sections of seats. Admission is 50 cents for adults and 25 cents for children. There are two 40-foot riggings in the end rings for web, swinging ladder and traps. The center ring takes care of the animal acts. The stage is built on a semi and has aluminum rings, decorated with bright flowered designs on a background of white. The wings fold to the side of the truck, making the truck the stage, which measures 22 by 24 feet. Novelty acts are presented on the stage.

Don Rey, equestrian director and organist, has a new 1947 Hammond organ. Ma and Pa Quakenbush do comedy songs and dancing. Ma really lets out with the boogie-woogie, while Pa sings out front on the bally and draws plenty of people. Other acts include Capt. Harry Clark, menage horse, ponies and dogs; Eddie Patrick and trick mule, and his high pedestal Indian roller skating act; Peanuts Freeman, trapeze and chair balancing and the Cliff Henrys, web, swinging ladder and acrobatic dogs.

Org gives one performance a day, plus a matinee on Sundays.—TONY MADISON.

Francis Kitzman, bill car; Carl Myche, boss canvasman; Louise Shenedke, mechanic; Red Larkin, concessions, and Elmer Voris, cookhouse.—JACK BELL.

TENT FOR SALE

Two center poles, ten-foot side curtains. 60x100 complete. Khaki colored top, white side curtains, red scalloped canvas trim. Flame proof. Excellent condition. Shipped in four canvas bags.

Will sell at \$1,250.00

Write or Call

C. J. McGRUFF

2216 S.E. 32nd Ave., Portland 15, Oregon
Tel.: EA 8033 or CH 4003

WANTED FOR KING & FRANKLIN CIRCUS

2 more Billposters, union scale, who will work for show's interest. SHOW OPENS SYLVA, N. C., APRIL 25. Start billing Monday, April 14th. Wire **ERNE WHITE** 1411 1/2 Dodds Ave. Chattanooga, Tenn.

WANTED

Circus Style Musicians for Buffalo Ranch & Wild West to report April 29th, South Bend, Ind. Union; \$46, including meals and berth. Trumpet, Baritone, Bass, Double Drummer, Trombone, Caliope. Jeff Unruh, contact me at once. Address:

OWEN C. BOGGS, Band Leader

222 West Market St. WARSAW, IND.

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.

BILLPOSTERS WANTED
Also Lithographers and Combination Billers. Union scale. State experience, age, etc. If you can drive a truck advise. Address:
KING BROS.' CIRCUS
Starkville, Miss., April 10; Tupelo, 11; Corinth, 12; Dyersburg, Tenn., 14; Union City, 15, and Mayfield, Ky., 16.

WOULD LIKE TO CONTRACT
For Act in Center Ring in connection with
HORSE SHOW JUNE 12-13-14
COOKEVILLE, TENN.
JUNIOR CHAMBER OF COMMERCE
HUBERT BENNETT, Chairman

PRESERVO IS THE BEST
and most reliable Waterproof and Mildewproof treatment obtainable for tents, covers—anything made of canvas. In use for half a century.
ROBESON PRESERVO CO.
Port Huron, Mich.

WANTED HIGH-CLASS AND FEATURE CIRCUS ACTS FOR HADI TEMPLE SHRINE CIRCUS
November 19 to 30, 1947
Write
HAROLD E. BERGES, Care Shrine Mosque, 6 Walnut St., Evansville, Ind.

Strong Matinee Houses Put Beatty Biz Jinx To Flight In L. A.; Promotions Click

Execs See Turnaways With End of Lent

LOS ANGELES, April 5.—Clyde Beatty Circus, going into its first week-end here after five days of a 20-day run, showed signs of breaking the jinx of short business with full house matinees. With Lent ending today, circus officials were confident that tomorrow may bring turnaways.

Show opened Tuesday night with a press party in the Beatty animal arena, the group staying for the performance. The party paid off well, for rave reviews appeared in the *Herald-Express* and a page of art followed in the *Daily News*. Even Hollywood theatrical papers gave space to the show.

Wednesday afternoon's business was strong and a capacity house greeted the performers Thursday matinee. Wednesday's evening show was three-quarters and Thursday's night performance was light because of a heavy rain that fell two hours before show time.

Promotional Deal

Strong matinee business may be attributed to the promotional deal being worked thru Thrifty Drug Stores. Half-price tickets for children are available at the 80 outlets in the section. With 250,000 tickets delivered before opening day to the stores, a hurried call for an additional 100,000 was filed Thursday. Tickets are good every "Thrifty Day," which, incidentally, is every day except Saturday and Sunday. Bill Antes, press rep, has been shuttling clowns from store to store over a route that will eventually include them all, with

the stores giving space to the circus in their newspaper advertising. Calls regarding the circus were so numerous at a downtown Thrifty store that a telephone operator was installed to give the information.

Show has been getting more than its share of radio time. However, a bid from KTLA Television Productions, a service of Paramount Pictures, to televise the show Saturday night was rejected. Ira Watts, manager, said that the bringing in of lights and other gadgets for the telecast would slow the show. With a drive on tele sets recently made, show could have claimed neat coverage had permission been granted. Dick Bartlett has been shooting out descriptions of the show to 22 radio stations. Transcriptions of his spiel are being made for stations unable to broadcast it during the performance.

Personnel

Beatty personnel includes: Ira Watts, manager; Justus Edwards, general agent; Jimmy Albanese, treasurer; Bill Moore, legal adjuster; A. J. Clarke, contracting agent; Johnny Brassell, brigade agent; Jack Joyce, equestrian director; George Werner, lot superintendent; Eddie Grady, front door; Charles Tiffany, paymaster; Edna Antes, tax box; Larry Wilcox, transportation manager; Bill McGough, ticket superintendent; Spencer Huntley, menagerie superintendent; Johnny O'Brien, trainmaster; Bill Antes, press; Carl Fraser, contracting press; Dan Dix and Elvin Welch, 24-hour men; Bob Reynolds, boss props; Raymond Maxwell and Frank Walter, front door, and Walter Forbes, privilege car superintendent.

Harriet Beatty, who entered the hospital during the Long Beach engagement (29-30) for observation, was reported out of the hospital and soon to return to the show. Irene McAfee and her dogs joined the show here. Justus Edwards caught the show here. Elden Day returned to the flying act. Mark Smith girls working in new short wardrobe. Martha Joyce now working a pony drill. Jack Joyce continues to announce the show. Norman Carroll will not take over this duty as reported.

Jack Hoxie Heads Mills Wild West

BUCYRUS, O., April 5.—Jack Mills, owner of Mills Bros.' Circus, announced this week that Jack Hoxie, veteran motion picture star, has been signed to head the Wild West after-show this season.

Hoxie has been in retirement on his ranch near Fort Smith, Ark., for several years, but Mills believes that a little publicity fire will steam the name into a top attraction again.

Mills also has signed Chief White Eagle and his mother and sister to perform with Hoxie.

The season will open here April 19, with all contracted having been called for April 12.

John Jay Knight, formerly of Station KOY, Phoenix, Ariz., arrived in quarters Tuesday (1) to take over his duties as press agent and announcer in the big show.

Clyde Mallory and his crew of six billers have the truck and car packed and will start the advance Monday (7).

With the Circus Fans

By The Ringmaster

CFA
President THOMAS M. GREGORY
12039 Edgewater Drive Lakewood 7, O.
Secretary-Treasurer GIL CONLINN
71 Alendale Road Hartford 6, Conn.
(Conducted by WALTER HOHENADEL, Editor
"The White Tops," care Hohenadel Printing
Company, Rochelle, Ill.)

Syracuse fans got together recently to form a new Tent, to be known as the May Wirth Tent, after the noted equestrienne. May is due to inaugurate the Tent April 10 between shows of the Tigris Shrine Circus, playing Syracuse that week. Richard J. McGarrity is president of the Tent. Other officers are James R. Vedder, vice-president; Ann J. Isleib, secretary; Edward M. Thompson, treasurer, and Bernard S. Bennett, 24-hour man.

Joe M. Heiser Jr. writes from Phoenix, Ariz.: "My 1947 circus season opened when I spent two days with the Clyde Beatty Circus here. Renewed acquaintances with Clyde, Jack Joyce, Vic Robbins, Dick Anderson, Bill Antes and other old-timers, as well as CFA Frank Walter, of Houston, who is on the road with his friend, Clyde. Show is first rate, has lots of variety and color and typical Beatty showmanship."

New Britain (Conn.) Press Club, at its annual banquet March 27, honored CFA William Nobles, fire chief, as the "man of the year." Chief Nobles retired March 31 after serving 52 years. Former national president Bill Judd was similarly honored by the club a few years ago.

Tenth anniversary of the Bluch Landolf Tent will be a ladies' night at the Indian Hill Golf Club April 17. Landolf will be the guest of honor.

Meeting of the San Francisco Area Fans was held March 22, with a combination dinner and confab at the El Curtola Restaurant, Oakland. Fans there are studying a list from which to select a name for their Tent.

Joe Beach, Springfield, Mass., recently enjoyed visits with the Jim Wong Troupe and the Wilfred Mae Trio while both acts were appearing at the Valley Arena, Holyoke, Mass.

CFA members who visited winter quarters of the Big One and Sparks were D. C. Benedict, John C. Kreis and Bonnie and Les Ulrich.

Drs. H. H. Conley and C. C. Coleman attended the Shrine circuses in Detroit, Milwaukee and Chicago.

The battle to eliminate the so-called specimens of circus art the State Department proposes to send on a world tour to depict the American way of life was furthered when William J. Miller, representative from Connecticut, had a letter of protest from W. L. (Bill) Montague inserted into *The Congressional Record* of March 11. Montague's letter said that the two circus paintings, *Clown and Ass* and *Circus Girl Resting*, are definitely not typical of the American circus.

Wirth Sets 22 Acts For Syracuse Shrine

SYRACUSE, April 5.—Tigris Shrine Circus, produced by Frank Wirth, which opens here Monday (7), will comprise 22 acts.

Harold Welch, general chairman, announced the line-up of acts as follows: Dick Clemens, lions; the Zavatta Troupe, bareback riders; the Flying Lamars, high act; Mlle. Berencie, swaying pole; Monroe and Grant, trampoline; Mickey King, billed as the Imp of the Air; Torelli's Circus, Stafford's Liberty horses, Evelyn's Comedy Circus, the Ridolas, Count Ernie Wiswell and his rollicking Ford, and Kay and Karol, jugglers.

Fernandez En Route To Set Police Show

LOS ANGELES, April 5.—E. K. Fernandez, Hawaiian Island showman, is expected to arrive here early next week to complete negotiations for attractions to play the police show in Honolulu Stadium (24,000 seats) July 1-6. Fred Crosby, Fernandez's representative, left here via Pan-American Airways Wednesday night (2) after contacting acts.

Crosby made a deal with the Frank Foster agency to play the Hell's Angels Thrill Show. Show for the coppers will run two hours and include 21 numbers. Additional bookings may be made by Fernandez upon his arrival here.

Red Crawford, his wife and Swede Olson were signed for the Motor-drome. They, and a line of girls, will join the Fernandez show set to play the Maui date, April 11-18 inclusive. The Crawfords and the line will be added to Fernandez show now playing the islands.

Wallenda Org Opens Tour at Ft. Myers

FORT MYERS, Fla., April 5.—"The year 1947 sees the fulfillment of a life-long ambition of Karl Wallenda, head of the Wallenda Family of high wire artists, and Jack Anderson Leontini, whose family has operated circuses in Norway, Sweden and Denmark for generations, to own and operate their own circus. . . ."

These are introductory remarks for the flashy program for the new Wallenda Circus which opened its inaugural season here Friday (4). Wallenda and Leontini formed a corporation known as the Independent Circus Corporation, with a permanent home and winter quarters in Sarasota, Fla.

In the Wallenda Family are Karl, Helen, Rietta, Herman, Joseph, Martha, George, Phillip, and Karl and Helen's two children, Mario and Carla.

Features listed are: Dorita Konyot, high school horses; Miss Nio and Marjorie, Chinese wire walkers; Capt. Harry Leroy, trained baboons; Captain Engerer's lions, and the 10 Karrells, ladders.

Two R-B Sections Arrive in New York

NEW YORK, April 5.—Two sections of the Ringling circus train, with performers, animals and equipment arrived at the Mott Haven rail yards in New York at 8:20 last night. As the train arrived ahead of schedule, performers had a hectic time securing hotel accommodations for the night.

Long Time No See

HUGO, Okla., April 5.—Bob Stevens, owner of Stevens Bros.' Circus says he loaned an employee a truck last October and that was the last he saw of it until recently when it was located in a used car lot in Arkansas.

While en route to Hugo from Fort Smith, Obert Miller and his son, D. R. Miller saw the truck at Boles, Ark., 25 miles north of Mena. They notified Stevens who in turn notified Brown Page, Choctaw County deputy sheriff. Stevens and Page went to Boles and found the truck. They discovered, too, it had been resold several times since it left Hugo.

—WANTED—

For

King & Franklin Circus

Boss Canvasman, Seat Men, Working Men in all departments. Season opens April 25th, Sylva, N. C. All people engaged report no later than April 20th. Address:

ERNIE WHITE

1811 1/2 Dodds Ave. Chattanooga, Tenn.

PHONEMEN

BOOK U. P. C. TICKETS, BANNERS

Best Committee in State.
Big Ohio Convention Date to Follow.

CHAIRMAN

c/o Conservative Life Ins. Bldg.
16th and Market Sts.,
Wheeling, W. Va.

SPANGLES TIGHTS

WETTSTEIN CO.
440-442 W. 42 St.
N. Y. C.

Paste This in Your Address Book.



1947 CIRCUS PHOTOS

Eagles' Circus action shots. Billetti (high wire), Dolly Jacobs' Elephants, Henderson's Balancing, Morris Troupe (teeterboard). Four 8 by 10s. \$2.00. Programs, 25¢.

G. B. HUBLER

223 Superior Ave. DAYTON 6, OHIO

RODEO WANTED

For 3 Days—During Week July 28.

AMERICAN LEGION POST NO. 324

New Canton, Illinois

Performers Bid for Permanent Address In Good Ol' U. S. A.

TAMPA, April 5. — Whether The Great Arturo, wire performer, walks a wire over Niagara Falls this spring; and whether Gargantua and Toto, the famous Ringling-Barnum gorillas, keep their favorite caretaker were two questions that rest with U. S. immigration authorities.

Arturo, whose name is Arturo Trostl, and the gorilla man, Jose Tomas, both had hearings, with their wives, before immigration authorities here recently on applications to become permanent residents. Arturo is a native of Austria. He and his wife came to the United States in 1936 and have children born here.

Jose and his wife, Emelia, came here from Cuba in 1941. They have a son, Kenneth, who was born here.

In both cases the performers are pleading to the Government that to deport them now would work undue economic hardship on their families since their children are native born citizens. Immigration officials here will make recommendations which will be sent on to Philadelphia and Washington.

Arturo plans an attempt to walk a wire across Niagara Falls if the city of Buffalo will grant permission.

Circus Historical Society

WICHITA, April 5. — George Shepard, chief of police, received a cablegram from Howard Y. Bary in Leopoldville, Belgian Congo, wishing success for the fifth annual Wichita Police Circus.

D. R. Miller, Gus Kanerva and Ione Stevens drove up from Hugo, Okla., to visit the Wichita show and pick up a rosin-back they purchased from the Loyal-Repensky Troupe. On their way back to Hugo they stopped in Oklahoma City to visit Uncle Blondin, of the Oklahoma Zoo and get a zebra, two llamas, an elk, buffalo, puma and Brahma steer. Gus Kanerva stayed over here a few days to visit Clyde Bros.' Circus, the Hanford Family, Mr. and Mrs. Barth, Happy Kellums, Howard Suesz and Arthur (Bum) Henry.

Harold Dunn was a caller, en route from Denver where he recently displayed his miniature circus for the May Company.

Herb Fursier, CHS No. 52, Mount Vernon, Ont., reports he's hoarding his bank roll until it's time to attend the Ringling-Barnum showing in Montreal and Toronto.

Edmond Holt, president of the No. 1 American Tableau, Allentown, Pa., writes the Allentown membership is now 30. CHS will be presented at the Y. M. C. A. Indoor Circus April 1.

Mr. and Mrs. Joseph L. Tracy, of Buffalo, N. Y., visited the Grotto Circus in Cleveland. They enjoyed visits with Arky and Pat Scott. Reports are Bill Woodcock was traded out of a lot of pictures. Barney Shevlin, recovering from a fall, is back carving his famous horses.

Don Smith spent a lot of time with circus folks at the Shrine Circus and is busy filling orders for pictures. Bill Green is election commissioner in Washington, Kan. Mrs. Fay Reed, of Sioux Falls, S. D., is much improved and is looking forward to catching plenty of circuses this season.

Mr. and Mrs. Leonard Quist attended the Grotto Circus in Cleveland. They will have their concessions with Beam's Funbeam Shows this year.

C. H. White, of Fredonia, Kan., now wintering in San Diego, Calif., visited Mr. and Mrs. Jake Posey and Willbrock, a former eight-horse driver on the Al G. Barnes Circus. Dad plans to attend Easter services on Mount Helix, San Diego, Calif.—BETTE LEONARD.

Old-Timer Recalls Happy Days On the Yankee Robinson Show

By Buel Lamar Gabbert

Orville Speer's recent mention of the old Yankee Robinson show in *Under the Marquee* brought to me a flood of memories, all very pleasant ones, I can assure you. Because I, too, tramped over there, in the season of 1909. As a first of May, I received so rich a knowledge of the circus and its priceless tradition that I have valued it all my life.

Being young (22), husky and willing, I lacked nothing for receiving the schooling of a kinker that only a circus can give. It was over there that I first learned to leap, to ringmaster and to do double traps, and among other things, I worked in a three-brother hand-balancing and Roman ring act, clowning, rode parade and tournament and ushered as well as did my part of "eat 'em up, Jake."

It was over there, too, that I first built the rigging with which to do a row of flip-flaps down a flight of stairs on the head. This was the finish trick which my wife and I, as the Gabberts, subsequently used in an act with Sells-Floto (1912), Frank A. Robbins (1915) and John H. Sparks (1917), as well as in vaudeville, indoor circuses and as an outdoor attraction for nearly a quarter of a century.

Who Was Who in 1909

Yankee Robinson opened in 1909 at Des Moines, April 29, and closed at Siloam Springs, Ark., November 6. On the staff were Fred and Lonnie Buchanan; Frank McCart, fixer; Sal Vail, Side Show; Uncle Lew Foster, boss canvasman, and Art Eldredge, boss hostler. Kelley was steward with Archie Webb, out of Waterloo, Ia., had the band. I seem to recall that Kelley also played the calliope. I fail to recall, however, who was boss props and who was trainmaster. There were but two sleeping cars—the tough car and the Mary Jane. Carl Hathaway had charge of the privilege car, with the best coffee

I ever drank.

In the dressing room were William Wallet and his son, doing a principal and carrying act; Wallet, a Pete Jenkins; Linda Julian, doing principal and hurdle; the Crook Brothers (Charlie and Barney), principal and mule hurdle; the Bishop Brothers (Al and Abe), double traps, revolving ladder and clowning, and Al a January mule. The Loretta Twins, out of Denver, with their brother, joined at Galena, Ill., and did a grand bar act, their father, Mr. Brush, acting as their property man. George O'Doie and wife, out of Pekin, Ill., did tight wire, George's second act being unsupported ladder. Others were Fred LeSere, contortionist, traps and pedestal; Richard Sisters, iron jaw; Charles Bray, hand balancing, and Hoshi's troupe of Japs, with Dick Hoshi doing his slide for life. Jack Cousins was equestrian director part of the season.

Clowns Doubled

In clown alley were the Bishop boys; Ezmeno Yuilians, a fellow named Paul from Stillwater, Minn., who also did barbering on the show; Del Fugo, doubling in the Side Show with a fire-eating act; Gagnier, comedy juggler, from Sherwood, Mich., and a Shorty Boggs, who clowning on occasion, his chief metier being that of wagon painter. The clown song just before the leaps was *The Moon Plays Peek-a-Boo*. Paul sang it and everybody, good or bad of voice, joined in the chorus. Those were the days!

There was an uptown wagon with Johanna, the Alligator Girl, as the attraction, and it seemed always to get its share of business. I also remember a new calliope arriving on the show at St. Paul, Neb., in September.

I am wondering if Mr. Speer remembers the clem we had at Westhope, N. D., July 6, and the holdup of Mr. Root, the treasurer, leaving Pine Bluff, Ark., night of October 29.

Maddens of Lake City, Ia., Tie Drama In With Circus

LAKE CITY, Ia., April 5. — Mr. and Mrs. W. T. Madden and son and daughter-in-law, Mr. and Mrs. Dale Madden, and Dale Jr., known as the Madden and Stillian Players, stock company, have added a circus to their show. Madden purchased the Bell Bros.' Circus, of Geneva, Neb., and Dale is now working out a combination dramatic show, vaudeville, circus and menagerie, all under canvas.

The Maddens and the addition of their circus were a feature in *The Des Moines Register-Tribune* March 18, written by Herb Owens in his column, *Along the Way*.

"Adding a circus to a stock company is quite an addition," wrote Owens. "Especially when it includes Ena, a five-ton elephant; Mike, an educated horse; three ponies, two African lions, two black bears, four Rhesus monkeys and a Mexican burro. And the Maddens plan to add a leopard a little later.

"First a winter quarters had to be built—and in a hurry—on a tract of land at the east edge of Lake City. Ena has a barn to herself, and there are cement stalls with iron bars which control the lions, bears, monkeys—oh, yes, and the raccoons.

"The Maddens have a new calliope, too. Dale sent bags full of wood-carved decorations from Italy, where

he was stationed during World War II, which now emblazon the exterior of the bright red rolling 'music box.' Dale plays the calliope, the piano and saxophone; Dale Jr. plays the piano, and Mrs. Dale Madden, the former Louis Ann Stillian, by the way, pounds the drums." Owens wrote.

Maddens have ordered a new red and blue top, 70 by 40 feet, with white and blue sidewalls. There will be a dramatic stage at one end, a circus ring in the middle. The old 40 by 80 top will be the menagerie, called Jungleground.

The show will travel on trucks and trailers and will be ready for the start in late May.

Cooke's Show In Louisiana April

NEW ORLEANS, April 5.—Cooke's All-American Circus, now in winter quarters, will make its initial bow Slidell, La., April 28.

Show will include 18 cages of animals, Corey's ponies and dogs; the Martinez Trio, South American acrobats; Glenn Hannon, wire, rings and contortion; Major Lowe's Scotch Highlanders; Dano Cook, producing clown; Bell and Bell, trampoline, and High Brown's King Kotton Revue. Texas Joe is expected soon with his Texas longhorns and will present the concert. Elsie Booth is concession manager; Jerry Stewart, banners; Sonya Cooke, general manager and treasurer, and J. M. Cooke, advance.

Show will be motorized and will play spots in Louisiana, Mississippi, Arkansas and Texas sponsorship.

Hughes Sells Waterbury Shrine for Hamid Office

WATERBURY, Conn., April 5.—Talent for the annual Zindah Grotto Circus, set for one week commencing June 23 in the Municipal Stadium here, has been booked thru Joe Hughes, of the George A. Hamid office. Hughes, who also handled the last show, said more talent would be used this year. Ray Snyder will again be chairman.

Independent rides and concessions will be booked to operate in conjunction with the circus.

WANTED

Colored Trombone and Bass, also two more Girls. Wire

JOHNNIE W. WILLIAMS
DAILEY BROS.' CIRCUS

Gonzales, Texas

ELASTIC NET OPERA HOSE

Black, Suntan and White, \$4.95. Elastic Net Tights, \$7.50. Rhinestones and Settings, Metal Spangles, all sizes and colors. Chainette Fringes. Other Items. Folder? Yes.

C. GUYETTE
346 W. 45th St.
New York 19, N. Y.
Phone: Circle 6-4137

WANTED

Small Colored Band, six or seven pieces. Other Useful People, write. Long season; actual playing about two hours a day. Dining car facilities and sleeping accommodations. One and two-day stand Tent Show. State all, including salary, in first letter.

W. T. MADDEN

Madden-Stillian Co. Lake City, Iowa

WANTED

For
Tex Ella's Wild West Show

Cowboy Fancy Roper who can do horse catches. All Work Hands write.

BOX 402, DUBLIN, GA.

CHIMPANZEES, CAGE ANIMALS . . \$450.00 up

- RHESUS MONKEYS \$25.00 EACH
- AFRICAN GREEN MONKEYS \$30.00 EACH
- SOOTY MANGABEYS \$35.00 EACH
- DIANA MONKEYS \$75.00 EACH
- PYTHONS \$10.00 FOOT

All F. O. B. New York

TREFFLICH'S BIRD & ANIMAL CO., INC.

215 FULTON STREET

NEW YORK 7, N. Y.

ST. PAUL TILTS GRANDSTAND

Ups Reserves, Boxes 25 Cents

Iowa also mulling hike in prices—Midwest execs hit publicity on shows

By Herb Dotten

KANSAS CITY, Mo., April 5.—At least one, possibly two State fairs will hike their grandstand admission price, it was revealed at the annual spring meeting of the Midwest Circuit in the Muehleback Hotel here Friday (4).

Minnesota State Fair will add 25 cents to the price of reserved and box seats, Doug Baldwin, assistant secretary of the St. Paul event, said. Increased price will apply to roughly half of the 25,000 seating capacity. Reserved seat tickets will be priced at \$1.25 and box seats at \$1.50. Bleacher and unreserved seats will continue at the former price of 75 cents.

Iowa May Do It

Iowa State Fair is also weighing whether it should hike its grandstand prices, Lloyd Cunningham, secretary disclosed. Two possibilities are being studied at Des Moines, according to Cunningham.

One would lower the front gate admission from 60 cents to 50 cents and up the grandstand prices to compensate for the drop in front gate take.

Other proposal is to hold the present front gate admission at last year's level, and to up the grandstand tariff "It is believed that the type of show the Minnesota State Fair has been offering in front of the grandstand has been under-priced to the patrons," Baldwin explained for the jump at St. Paul. It was pointed out by others that cost of grandstand attractions has gone up.

Publicity Scored

During an open-session, to which attraction representatives were invited, several fair men levelled a blast at the publicity material which in the past has been supplied by booking offices to fairs. Ralph Hemphill, Oklahoma State Fair and Exposition, Oklahoma City; Maurice Jencks, Kansas Free Fair, Topeka, and Baldwin were among those who decried the lack of proper exploitation material. They held, in substance, that the publicity matter was not in keeping with the caliber of the grandstand shows.

In a forenoon round-table discussion, fair execs discussed various problems and plans of individual fairs and the outlook for the season. Fair representatives present included G. B. Boyd, Ozark Empire District Fair, Springfield, Mo.; Roy S. Kemper, Missouri State Fair, Sedalia; Edwin Schultz and A. A. Russell, Ne-

Minnesota Salons Kill Pari-Mutuel Bill for Annuals

ST. PAUL, April 5.—House of Representatives general legislation committee voted today to postpone indefinitely the proposal made by Rep. Alfred Otto, of St. Paul for pari-mutuel horse racing in Minnesota.

Otto, in pleading for the measure, claimed such legislation was wanted by county fairs and would add considerable money to Minnesota coffers in addition to attracting thousands of visitors to the State.

When the vote came, however, only one committee member, Rep. Patrick D. Creamer, St. Paul, voted against indefinite postponement.

Action of the committee means death to the bill.

Saskatoon Promises Better Sanitation

SASKATOON, Sask., April 5.—Suggestions made by Dr. Arthur Wilson, Saskatoon medical health officer, for improving sanitary facilities at the exhibition, will be considered by the exhibition board, the doctor has been assured by Steve MacEachern, exhibition manager.

In a report to the board of health, Dr. Wilson reminded that conditions in Saskatoon were no worse than at other cities of the Western Canada circuit.

Improvements suggested by Dr. Wilson included installation of a lavatory at the racing stables and improvement of existing toilet facilities. He recommended abolition of outside privies. He also recommended that special containers be used at refreshment stands and that an analysis be made to see what ingredients were actually in orange-ade and similar drinks.

Concessionaires will be warned that regulations are to be strictly enforced this year, MacEachern assured Dr. Wilson.

Mutuels Weather Storm in Oregon

SALEM, Ore., April 5.—Pari-mutuel betting on dog and horse racing in Oregon appears to have weathered its final legislative assault with sponsors of adverse bills failing to pry them out of committee where they lay dying.

The House of Representatives defeated attempts of Reps. Joseph Harvey and J. E. Bennett to force from committees bills that would refer to the people the pari-mutuel betting act; that would change distribution of the State racing fund as allotted to fairs throughout the State, and that would have given the State the "breakage" in payment on winning tickets.

Fresno District Annual Not To Be Held This Year

FRESNO, Calif., April 5.—There will be no Fresno District Fair this year, directors of the association decided here March 27, because of the almost impossible task of preparing the grounds after it was vacated by the army air forces.

St. Louis Makes Plans for Sesqui Celebration in 1953

By Frank Joerling

ST. LOUIS, April 5.—A seed which was sown this winter will bear fruit in 1953—150th anniversary of the Louisiana Purchase Centennial—when this city presents a World's Fair designed to surpass any such previous undertaking. Decision to stage the gigantic venture in celebration of the centennial anniversary gained momentum last month when representatives of 200 civic, professional, business and political leaders were appointed to a liaison committee by Stratford Lee Morton, president of the St. Louis Academy of Science, to poll their groups on the proposal to hold a World's Fair here in 1953. Group and others will meet sometime in April to analyze findings and proceed with plans for what they hope to make the greatest World's Fair in history.

Officials backing the centennial plans point out that it is a foregone conclusion that the committee will favor the Louisiana Purchase Sesqui-Centennial Celebration and once a definite decision has been announced the near-million population of the Mound City will get solidly behind the movement. Three local papers have voiced their approval and support of the venture.

Optimistic Over Success

Proponents of the plan are equally optimistic over its success since records and statistics bear out their claims that the Louisiana Purchase Centennial Exposition staged here in 1904 actually was the only really financially successful World's Fair ever held. New York World's Fair; a Century of Progress, Chicago; Golden Gate International Exposition, San Francisco, and London and Paris World's Fairs, all were events of great magnitude, but none were a financial success. Neither could they compare with the 1904 centennial here from an artistic standpoint. As a matter of fact, figures reveal that the 1904 event attracted more patronage than any other World's Fair in history.

Builds the Community

Sponsors of the proposed plan recall that the 1904 centennial celebration proved a terrific milestone in the city's history, attracting millions with many thousands settling down in the Mound City to make their homes and prosper in business.

40G Campaign Moves Fast at Athens, Ga.

ATHENS, Ga., April 5.—A week after the sale was begun more than 25 per cent of a total of \$40,000 in \$20 par value stock, set for the establishment of a fair here had been subscribed. Sponsors have obtained commitments on a 50-acre tract as a site for the proposed annual.

Move for an annual here was started in January by P. Winston, business and farm leader and former president of the chamber of commerce. A temporary committee composed of W. H. Cabaniss, Weaver Bridges, County Agents Branyon and Winston, together with three representatives of the Chamber of Commerce, F. H. Williams, Max Michael and James White Jr., head the campaign for the fair.

Natural result was a vast population increase. Considered a conservative community, it is generally known that the city is always about the last of the large American towns to feel a depression and by the same token the last to profit by inflationary and boom times.

Proof that the 1904 event was responsible to a great extent for the population and cultural growth of St. Louis is the following culled from Walter Stevens's *Centennial History of Missouri*, published in 1921: "The industrial and commercial upbuilding of St. Louis is to be attributed to its fairs and expositions, more than to any other one agency. Moreover, these fairs carried on thru five generations of business men, paved the

(See St. Louis Plans on page 76)

Europe's Leading Trade Fair Dates

LONDON, April 5.—One principal European trade fair ended March 23 when the International Sample Fair closed at Prague, Czechoslovakia. It opened March 14.

Eight other principal trade fairs are scheduled thru spring. They are: Switzerland — Swiss Industries Fair, Basel, April 12-22.

France—International Sample Fair, Lyon, April 12-21.

Netherlands—Royal Netherlands Industries Fair, Utrecht, April 15-24.

Poland—International Sample Fair, Poznan, April 26-May 4.

Belgium—Brussels Industries Fair, Brussels, April 26-May 11.

United Kingdom — British Industries Fair, London and Birmingham, May 5-16.

France—International Sample Fair, Paris, May 10-26.

Yugoslavia—International Sample Fair, Zagreb, May 31-June 9.

Ia. State Annual Ups Premiums 20G

DES MOINES, April 5.—The Iowa State Fair Board announced premiums for the 1947 exposition would amount to approximately \$145,000, the highest in the history of the annual.

A \$20,000 increase has been authorized by the board over the 1946 figures, including \$5,000 for 4-H Club prizes and \$1,200 for Future Farmers of America.

Premium offerings for major classes of livestock in open competition will amount to more than \$20,000 for horses, \$33,500 for cattle, \$18,200 for swine, \$6,000 for sheep and \$9,300 for poultry.

Lloyd Cunningham, secretary, said it was hoped the Newcastle Disease will be under control so the poultry show can be held.

McLean, Allen Elected Pacific Nat'l Directors

VANCOUVER, B. C., April 5.—Campbell McLean and Bernard Allen were elected directors of the Pacific National Exhibition here. They succeed R. J. Kenmuir and W. T. Moodie.

Where To Write!

All fair news and fair communications should be sent to the Outdoor Editor, *The Billboard*, 155 North Clark Street, Chicago 1, Ill. Fair advertising should be mailed to *The Billboard*, 2160 Patterson Street, Station "B," Cincinnati 22, O. Latter is the address of the new printing plant and general offices of *The Billboard*.

Plan New One In Louisville

J. O. Matlick heads org—1st event skedded for Douglas Park, free gate set

LOUISVILLE, April 5.—A newly organized non-profit fair is in the making here. Organized as the Jefferson County Fair Association, it has a board of directors comprised of 30 civic, business and agricultural organizations.

First fair has been skedded for Douglas Park, near Churchill Downs in South Louisville. J. O. Matlick, former board member and manager of Kentucky State Fair, is manager.

In commenting on the planned event, he said, "We are going to try something new. We are going to build a strictly educational fair and then admit the public to see it free of charge. his first fair will feature an outstanding livestock exhibit, a horse show, Future Farmer and 4-H Club exhibits, as well as a big midway and plenty, but we won't allow any gambling."

Other officers are: Dr. S. B. Banteen, president of Jefferson County Livestock Association, vice-president; W. R. Monty, secretary of Louisville Retail Merchants' Association, vice-president; C. J. Cronan Jr., secretary of the American Saddle Horse Breeders' Association, treasurer, and K. P. Vinsel, executive secretary of the Louisville Area Development Association, secretary.

Pa Strieder, Tampa Boss, Convalescing

TAMPA, April 5.—P. T. (Pa) Strieder, for 27 years general manager of the Florida State Fair, is recovering from an illness that sent him to Tampa Municipal Hospital March 29 and caused his physician to put him on a long rest cure.

Pa was stricken at his home and rushed to the hospital, where attaches said he had been threatened by pneumonia. His doctor put him on a reducing diet and ordered rest. The 72-year-old fair executive was reported in a "fair" condition five days after entering the hospital.

A circus may be an added feature of the Danbury, Conn., Fair, Manager John W. Leahy announces. Plan is to spot the circus in the race track infield.

Fair Management

Exhibit Should Project Story Behind Product, Pearse Holds

By R. J. Pearse

Editor's Note.—The writer is an experienced fair architect-engineer of Raleigh, N. C., and an alert observer in the physical aspects of fair operations.

Long rows of samples of corn, oats, wheat or other commodities—shelves filled with jams, jellies and cakes—walls hung full of shawls or handicraft—endless lines of live stock units—all these are an obsolete in a modern fair exhibit as a 1923 Model T Ford in a New York automobile show.

Exhibits that are worth while, those which are educational, attractive and can be remembered by the patrons, are those that tell a story of the product which it represents. Very few patrons stop to read statistics. Bulletins are accepted but thrown down at the next booth. But the exhibit that tells a story remains in the mind of the patron and is well worth while.

How One Did It

One very progressive fair manager set up an exhibit of apples and told the "story of the apple." The exhibit was housed in one building. It started with the types of soil adapted to apple culture, then it progressed, showing the varieties of apples adaptable to that region, and then the processes of seedling culture, building, grafting and the care of young trees. Next came methods of spraying, pruning, picking, packing, marketing and a model grocery store selling apple products. In the center of the building were two orchards in miniature: one, the usual tumbled down orchard, the other beside it the modern up-to-date fruit producing orchard.

Here in this one building was the entire "story of the apple." All of those who went thru the building from the most highly educated to the unlearned patron could go away with information necessary for successful apple production.

Many Possible Subjects

This same sort of exhibit could be worked out along the same lines with numerous products which represent the major interests of any fair territory, such as corn, oats, wheat, tobacco, cotton or potatoes, which can be taken up one each year and made a feature of the fair. Each year some one product would be the featured story.

Other industrial products could be shown in a similar manner, for example, cotton, woolen, rayon or other fabrics which might tell their story and be completed with a style show exhibited by young ladies chosen from a beauty contest. Treatment of like nature could be given furniture, shoe, farm machinery and other kinds of manufacturing, the processing of metals, mining operations, etc. Livestock shown by 4-H clubs can tell the story of how the results were obtained.

These, with hundreds of other subjects, can be made real education exhibits. The story of 10 ears of championship corn is worth a thousand samples of corn which has no story to tell. The latter is just so much corn.

Dallas Makes Shift

The old type of uniform exhibit has been successfully overcome by the State fair management at Dallas, as explained at the December meeting of the IAFE at Chicago. Certain exhibits or county shows were arranged in attractive surroundings. Most of them were of the pictorial variety, telling their story by good

examples of arrangement, color scheme and materials. A series of stereotype figures or charts explains very little to the average person. The average fair patron never remembers all of the figures. Available bulletins are much better enjoyed in an easy chair at home than in an exhibit building.

Industrial commercial exhibit space is well worth while to the exhibitor as well as to the fair patron. The same type of exhibit shown in the display windows of our downtown stores will not attract the same amount of interest if it is shown in a fair exhibit. A moving exhibit is almost a necessity at a fair. Nothing is so dead as a still exhibit. A turntable, a flash of pictures or one of a dozen of moving features will attract attention where a dead exhibit, altho more attractive, will not get the same attention.

Urges Fine Art Exhibit

Practically all fairs have exhibits showing agricultural, industrial and commercial exhibits. May the writer suggest that one of the exhibits not often found on a fairground but very much enjoyed by many of the fair patrons is that of a fine arts exhibit. Many people never have the opportunity to see good pictures or exhibits of art or pictures which portray the talent of the people who live in the community. A fine arts exhibit is one of the very least of educational exhibits and reaches a class of patrons who seldom enjoy such pleasures.

A story was told at one of the fair meetings about a farm boy who had his first interest aroused by seeing the fine arts exhibit at a Middle Western fair. His father wanted him to stay at home and help him raise potatoes. The boy finally ran away from home and arrived at the Chicago Art Institute barefoot and without money. He worked his way thru the courses given at the Art Institute and when heard of he was one of the exclusive portrait painters in Hollywood. One year the fine arts exhibit in this fair was so fine that

Winnipeg Mayor Backs Proposal For Exhibition

WINNIPEG, April 5.—Mayor Garnet Coulter, of Winnipeg, has asked Winnipeg citizens to unite to establish an exhibition and community center in the city.

"It is my belief that Winnipeg, as the leading city of Western Canada, is in vital need of a civic development which would permit the holding of industrial and agricultural exhibitions and provide accommodation for large conventions, sports events, carnivals and similar activities," he said.

The statement was issued by the mayor following action taken by city council instructing the city solicitor to draw up a by-law authorizing the borrowing of \$1,500,000 which will be submitted to the ratepayers.

A similar proposal, including a war memorial feature, was turned down by voters last November. The site, between Portage and Ellice Avenues, would be the same for the project now under construction.

the charwomen wept when the exhibit was taken down. Will anyone claim that such an exhibit is not worth while.

Each fair has some particular historical, commercial or agricultural material which is available, around which it is possible to build an interesting exhibit. Anniversaries such as centennials, semi-centennials and other dates can be portrayed. The wide awake fair manager will capitalize on this sort of an exhibit and make it a center of interest on his fairgrounds. Local interest can be aroused and many fair patrons will be pleased to visit such an exhibit well arranged and set up for an attractive display.

Agricultural, industrial and commercial exhibits are the backbone of the fairs of the nation. They show the progress from year to year and they build up the memories of the fair from one year to the next. Too much thought cannot be given in planning these exhibits. The successful fair of the future must be a balance with exhibits and amusements each taking their rightful place in the fair program.

NOW CONTRACTING ACTS FOR 1947
SUITABLE FOR CIRCUSES, FAIRS AND PARKS
ERNIE YOUNG
155 No. Clark St. CHICAGO, ILL.

J. C. MICHAELS ATTRACTIONS
—FAIR BOOKERS for 37 Years—
SENSATIONAL ACTS — REVUES — THRILL SHOWS and Famous BIG CITY GRAND-STAND CIRCUSES for
FAIRS — CELEBRATIONS — EXPOSITIONS
Chicago Offices: 44 W. Randolph St. Chicago, Illinois Phone: DE 4 3770
Kansas City Offices: Reliance Building Kansas City, Mo. Phone: HA 0382
Can always use Acts of merit.

PYROTECHNICAL DISPLAYS
for
Fairs, Parks and All Public Celebrations
DIRECT FROM THE MANUFACTURER
Engineered and Fired by Our Technicians
Under Full Insurance Protection
or
Fire-Yourself Programs, With Detailed Instructions for Setting and Firing
ILLINOIS FIREWORKS COMPANY, INC.
Manufacturers Since 1918
P. O. BOX 792 DANVILLE, ILLINOIS PHONE 1716

Advertising in the Billboard Since 1905
ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE
SPECIALLY PRINTED
CASH WITH ORDER PRICES --- 10M, \$10.00 --- ADDITIONAL 10M's AT SAME ORDER, \$2.00
Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. No order for less than 10,000 tickets of a kind or color.
STOCK ROLL TICKETS
1 ROLL\$1.00
5 ROLLS@.....75c
10 ROLLS@.....60c
WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS
Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

Around the Grounds

Bloomsburg, Pa., Ups Show Budget; Wirth Gets Contract

Bloomsburg, Pa., Fair again has upped its grandstand attraction budget, making provisions for a night revue and new afternoon program. Attraction contract, awarded recently, went to the Frank Wirth Booking Association, of New York. Frank Wirth and B. Ward Beam represented the Wirth office at a one-day contract session. Other bidders were Fred H. Kressmann, of the Barnes-Carruthers Theatrical Enterprises, Gus Sun Jr., of the Gus Sun office, and George A. Hamid, of the firm bearing his name.

Violent winds recently ripped off one-third of the grandstand roof at the North Alabama State Fair, Florence. Damage, estimated at about \$2,000, was covered by insurance, according to C. H. Jackson, secretary.

Smith's Superba Band will again play fairs in Virginia and the Carolinas, Hugh M. Smith, manager, who headquarters in Gastonia, N. C., infos. Most of the boys in the band have been released from the armed services, he adds.

All exhibit space in the art hall of Auglaize County Fair, Wapakoneta, O., was sold by March 24, Secretary Harry Kahn has announced. "We could use three times the amount of space we have," Kahn points out. Annual, now embarked on a five-year plant improvement program, this year will move the poultry hall, tear down two old toilets and paint half the buildings. Fair spent \$15,000 last year on a sanitary rest room and purchased a new building for horsemen's quarters.

Duke Molesworth again has been contracted to handle the managerial

duties at the Danville, Ill., fair. He will serve under William F. Brown.

A young, aggressive 18-member directorate of the Gillespie County Fair, Fredericksburg, Tex., has been named. Officers are Gilbert Kaderli, president; Tyrus Cox, vice-president; Otto H. Burgdorf, secretary, and Kermit C. Striegler, treasurer. Other directors are Matthew Pyka, Hayden Osbourn, Calvin Bierschwale, Laurie Wells, John Evers, Paul Mann, Henry Meurer, William Petmecky, Melton Feller, Ewald Schaefer, Alfred Crenwelge, Walter McKay, Harry Davis and Victor Sagebiel. Don Franklin Shows have been booked for the midway. In addition to operating the fair, association will sponsor a three-day running meet May 30-June 1.

Found unsafe after 30 years of service and exposure to weather, which included two floods and a pair of hurricanes, the grandstand and bleachers at the Eastern States Exposition, Springfield, Mass., are being demolished. Uncovered steel bleachers seating 6,800 persons will be used for the '47 show. Construction of a new steel and concrete grandstand will be delayed until building conditions improve.

Col. R. M. Shearer has been re-elected president of the Central Florida Exposition, Orlando. Other officers are Claude Wolf, vice-president; Dick Turner, treasurer; Brantley Burcham, attorney, and Crawford Bickford, secretary.

Ward (Flash) Williams reports from Paris that he has completed a round of European shows and will return to New York April 7 to hole up for a while at the Astor Hotel.

St. Louis Plans Sesqui in 1953

(Continued from page 74)

way for the World's Fair of 1904 and made possible its success and the success of St. Louis as one of the leading business centers in America.

Many of the buildings erected for the 1904 World's Fair still stand as a fitting monument to this successful event. Washington University was greatly benefited, as some of the World's Fair edifices are now a part of the numerous buildings on the campus housing this great Midwestern university.

Not Too Much Time

Considering the foregoing, it is most appropriate that the next World's Fair be held in St. Louis, and that the 150th anniversary of the Louisiana Purchase should be observed in a fitting manner and on a gigantic scale. The year 1953 will mark the sesqui-centennial of the Louisiana Purchase and six years is not too long a time to prepare and build a World's Fair of immense magnitude.

Much work must be done in this short period of time, such as making all nations and countries of the world cognizant of the fact if they are to participate, as they must, since this is to be a world exposition; securing the proper site or sites to produce such a colossal undertaking; arranging the financing, and construction, publicity, housing and proper organization that must be effected. It means a lot of hard work, planning, etc., by a representative and capable group of leading men in the city and surrounding territory.

A Challenge To Meet

St. Louis has a challenge to meet! To give to the peoples of all nations the super World's Fair of all times. The occasion is again a significant one, as in 1904, the commemoration of the Louisiana Purchase which at that time doubled the realm of the United States and made it one of the world powers.

Pattern of 1904 may now be outmoded and obsolete, but a modern one befitting present-day trends, can be found to bring the multitudes of the world to St. Louis, in a celebration, actually dedicated to universal peace and world enlightenment, and thereby knit a closer union of the peoples of all nations with America.

It is a terrific undertaking, but it will most assuredly be accomplished, and when finis is written at the close of 1953, this mammoth event should go down as the greatest world exposition of all times.

Revival After 17 Years

ROCKY MOUNTAIN HOUSE, Alta., April 5.—Rocky Mountain House Agricultural Society has completed plans to rebuild its grounds. A hall for fair time use and dances, stampede corrals and electric lights are included in the plans. The Kinsmen Club will sponsor a three-day stampede and the Society will stage a three-day fall fair, the first in 17 years.

ST. PAUL TILTS

(Continued from page 74)

braska State Fair, Lincoln; Clive Lane, Russell Brown, Clayton Davis, Gladys Coleman and Mrs. Lola Crow, Kansas Free Fair; Sam Mitchell, Kansas State Fair, Hutchinson; A. D. Murphy, Arkansas-Oklahoma Livestock Exposition, Fort Smith, Ark.; Ethel Murray Simonds and W. W. Simonds, Oklahoma Free State Fair, Muskogee, Okla., and Joe Monsour, Louisiana State Fair, Shreveport. Also present, altho his fair is not a member of the circuit, was William V. (Jake) Ward, Illinois State Fair, Springfield.

Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended April 4. 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.

ALABAMA
Dothan—Houston Co. Tri-State Fair. Oct. 27-Nov. 1. Mrs. L. J. Lunsford.

CALIFORNIA
Roseville—Placer Co. Fair Assn. Aug. 15-17. Tom J. Pugh.
Turlock—38th Dist. Agril. Assn. Aug. 11-17. W. Coburn Cook.

COLORADO
Akron—Washington Co. Fair & Rodeo. Aug. 14-16. Brandt Wenig.
Brush—Morgan Co. Junior Fair. Aug. 13-14. R. B. Spencer, Fort Morgan, Colo.
Deertrail—Deertrail Fair. Sept. 19-21. Otto Venter.
Durango—San Juan Basin Fair & Rodeo. Aug. 9-10. R. Franklin McKelvey.

CONNECTICUT
Woodstock—Woodstock Agril. Soc. Aug. 30-Sept. 1. Donald B. Williams, Putnam.

IDAHO
Bonners Ferry—Boundary Co. Fair Assn. Sept. 18-20. James Keyes.
Malad City—Oneida Co. Fair. Aug. 7-9. Khalil V. Hanson.

ILLINOIS
Freeport—Stephenson Co. Junior Fair. Aug. 28-31. Roy Heffer, Orangeville, Ill.
Roseville—Warren Co. Agril. Fair. Aug. 19-22. E. H. Kirkpatrick.

INDIANA
Bluffton—Bluffton Street Fair. Sept. 23-27. Dwight F. Gallivan.
Montpelier—Montpelier Racing Co. July 16-19. Homer C. Michael.
Peru—Miami Co. 4-H Club Fair. Aug. 6-9. Paul F. Golden, Denver, Ind.

KANSAS
Bellefonte—North Central Kan. Free Fair. Aug. 25-29. Homer Alkire.
Cimarron—Gray Co. Fair Assn. Aug. 27-29. Charles S. Sturtevant.
Clay Center—Clay Co. Free Fair Assn. Sept. 2-5. V. Royal Vergades.
(See FAIR DATES on page 93)

Bring them in with **POSTERS!** Immediate service

CARDS AND POSTERS FOR EVERY PURPOSE

FOR PROVEN RESULTS CONTACT

Posters INCORPORATED
835 CHERRY ST. PHILA. 7, PA.

CHANGE TO POSTERS AND FEEL THE DIFFERENCE

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)

RIDES WANTED
Want to book several independent Rides, preferably Merry-Go-Round and Ferris Wheel, for
JOHNSON COUNTY FAIR
Sept. 18, 19 and 20
Address:
JOHN N. MOSTOLLER, Paintsville, Ky.

WANTED!
FOR FIREMEN'S FAIR, JULY 21 TO 26, 1947, INC.
Rides, Shows and Concessions. Ideal location on new Route 51, Large, Pa. Surrounded by industrial plants. Have our own Bingo and Lunch Stand. Contact THOMAS TACHOIR, R. D. 4, Clarifton, Pa., or Large Vol. Fire Dept., Large, Pa.

THE NEW EASTERN ILLINOIS FAIR

Danville, Ill., Fairground
JULY 28 - AUGUST 3, 1947

(Now the Official Vermilion County Fair)
Planning for 100,000 Visitors!

Complete Livestock and Agricultural Departments;
Two Night Horse Shows; Two Days Harness Racing;
One Day Auto Races; One Thrill Day; One Day Motorcycle Races;
Eric Young's State Fair Revue and Top Acts in Grandstand;
Hennies Bros.' Shows on Midway.

WHOLLY NEW GROUNDS LAYOUT; PARKING FOR 5,000 CARS.

For CHOICE CONCESSION SPACE write
W. F. BROWN OR R. D. DUKE MOLESWORTH
EASTERN ILLINOIS FAIR

101½ N. Vermilion St.

Danville, Ill.

SPRINGTIME . . . SWINGTIME and SELDEN!

. . . April, May, June, busy months for fair secretaries . . . plans are in full-swing for record events during '47!

A wise committee knows that an outstanding thrill-act is the key to a big gate . . . and SELDEN tops 'em all in thrills, daring showmanship, unique artistry and after-the-show comment and praise.

—BOOK NOW—

A few open dates available.

Selden
THE STRATOSPHERE
MAN

Care Billboard
Cincinnati 22, Ohio

PALISADES UPS PROMOTION

Idle Hour Park Will Have Own Private Air Port

PHENIX CITY, Ala., April 5.—Jesse L. Marlowe, general manager of Idle Hour Park here believes he has the only amusement park equipped with its own private airport.

"We are now completing our airport for privately owned planes and we also will use it as a park feature, giving airplane rides at so much per person. In addition, we will give flying instructions," Marlowe said.

New airport has three 2,500-foot runways, an administration building housing the ticket office, cafe, rest rooms etc., and plane hangars will be completed and in use by June 1, Marlowe said.

As for the park itself, Marlowe plans to add four rides this season, a Merry-Go-Round, Moon Rocket, Chairplane and Ferris Wheel. The Midget auto racing season opened at the park Friday (4).

Altho the park operates on a year around basis, the formal opening will be held Sunday (6).

Idle Hour Park is located just across the river from Columbus, Ga., giving it a combined population of 200,000 from which to draw.

It's nearness to Fort Benning, Ga., one of the largest military reservations in the country, is another drawing point advantage. In addition to a skating rink, bowling alleys, dance hall, cafes, concessions, etc., Idle Hour operates a riding academy with 35 trained and gaited horses, plus pony rides.

Weather Holds Up Work at Rockaway

ROCKAWAY BEACH, N. Y., April 5.—Unseasonably cold weather the last six weeks, coupled with the shortage of building materials, has held up the preparations for the '47 season here.

Amusement folks here are hopeful for a good season—one they believe will equal last year. This in spite of the fact that summer dwelling rentings have been slow to date. On the other hand, amusement properties all have been taken at a good price, from the standpoint of the landlord, that is.

The task of readying the beach front, under supervision of the New York City Park Department, has been delayed by the weather. More than 500 men will be used to shape up the beach area, which extends over a distance of nine miles.

During the summer about 175 men will be used on the beach as life guards and about 400 will be assigned to maintenance.



PREZ MEETS PREZ—A. B. McSwigan, left, Kennywood Park, Pittsburgh, president of the National Association of Amusement Parks, Pools and Beaches, congratulates Harry Storin, Riverside Park, Agawam, Mass., on his re-election as president of the New England Association of Amusement Parks and Beaches at the recent annual convention in Boston.

Hikes Budget 30G to 190G

Guns for big sale of season's ducats—Rosenthals say biz can be as good as in 1946

By Jim McHugh

NEW YORK, April 5.—Palisades Park was being readied this week with a view to smashing last year's fabulous take. Co-Owners Jack and Irving Rosenthal, the most optimistic Eastern operators discovered to date, are counting on at least the equivalent of their 1946 record gross. If the hoped-for final result is largely dependent upon planning and policy, then success is assured, since the Rosenthals already have their future daily operations outlined with mathematical exactness. Park will open for the season Saturday (19).

Irving, acting as spokesman with affirmative help from Jack, said of the park outlook: "There is too darn much pessimism. Everybody has money and business has to be good." However, he both restricted and qualified his prediction. Altho sure in his own mind the Palisades will do all right, he is willing to include other fun centers only if patrons are given the utmost in value.

Operators guilty of "clipping and clouting" during the lush war years will begin to feel the pinch this year, Irving said. Furthermore, if the establishment of good will has been overlooked during the past five years the results of this lack of foresight will be only too apparent. People are not going to pay 30 cents to ride a Merry-Go-Round, he said.

Promotion Budget Upped

Top promotion, sparked by the spending of big dough, is planned. Last year's budget of \$160,000 for (See Palisades Hikes on page 79)

Many Improvements At Lagoon Funspot

OGDEN, Utah, April 5.—Lagoon Park, which opened for daily operation here March 30, has plenty of improvements this year. Spot has remodeled the Coaster, put in new concession stands, built a new entrance gate, new restaurant and a new beach for the swimming pool. In addition there has been the regular amount of general painting and repairing.

New rides this year include Pretzel, Rockets, Aqua Ski Streamline Train, three kiddie rides and a Roll-o-Plane.

To date, Robert E. Freed, secretary and general manager, says 50 picnics have been signed, which is 35 more than all last season. Freed also says Lagoon hopes to play several name bands altho none has been signed to date.

Freed says Lagoon again will be host to the annual AAU swimming meet this year. He feels, he says, that this event gives the spot plenty of publicity.

Ranch S. Kimball is president and general manager; Milton Hess, ride superintendent; J. M. Hiskey, purchasing agent; Jack Steed, grounds superintendent; Peter Freed, games manager, and Carl W. Swaner, gardens and landscaping.

Midget Race Track May Be Big Lure at Lake Winnepesaukah

CHATTANOOGA, April 5.—New half-mile midget race track, constructed late last August at Lake Winnepesaukah Park here, is expected to prove a big drawing card this year, according to Mrs. Minette Dixon, owner-manager.

Lake Winnepesaukah, which opens for operation April 13, again will be host to the Mid-South swimming meet this year and in addition will hold its annual Boy Scout swim tourney, Mrs. Dixon said.

A new Fly-o-Plane is expected this month, giving Lake Winnepesaukah six major rides and a Kiddie Auto, Airplane, Ferris Wheel and Train.

Oxford Lake Names Davis Asst. Mgr.

ANNISTON, Ala., April 5.—F. P. Davis has been named assistant manager in charge of promotions and booking special picnics at Oxford Lake park here, W. E. (Billy) Morgan, manager, announced. Davis has booked 32 picnics to date, Morgan said.

New speed boats and a Ridee-O have been added at Oxford Lake this year at a cost of \$10,000. The park opened for the season Tuesday (1).

Special events planned this year include fireworks, motor boat races, a bathing beauty revue, stage shows and special free acts.

While it is not definite, Morgan says plans are being made to hold a city amateur swimming meet this year.

Underwood Salida Pool Mgr.

SALIDA, Colo., April 5.—Frank Underwood has been named manager of the Salida Hot Springs Pool here, succeeding the late Ed Steinbrock.

Weather Helps Dartmouth Lincoln Jump Opening Gun

NORTH DARTMOUTH, Mass., April 5.—Thru the co-operation of old man weather, who put his best foot forward, Lincoln Park here jumped the gun on its planned weekend opening by throwing open the gates Saturday and Sunday, March 22 and 23. According to Roland S. Gamache, public relations director, "We drew a large crowd without any advance advertising whatsoever."

The prevue opening, scheduled March 29-30, went thru as scheduled and attendance was good. "I believe we are the only park in Southern New England ever to open in mid-March," Gamache said.

Lincoln Park will feature Frankie Carle's orchestra in the ballroom Monday (14) and Vaughn Monroe's orchestra April 28.

Brydon Books Beef Trust for Chicago Run, Then Annuals

COLUMBUS, Miss., April 5.—Ray Marsh Brydon today exhibited a signed contract to prove that he has Harry Taylor's Beef Trust Follies set to open at Riverview Park, Chicago, May 14.

Contract calls for the four hefty damsels who were featured at Billy Rose's Diamond Horseshoe, New York, to be augmented by Slim Jim Curtis, the skeleton comic and emcee, and Winsome Winnie Williams, 520-pound boogie-woogie pianist.

Beef Trust will remain at Riverview until June 29 when it will be transferred to the Gold Medal Shows midway for the fair season, remaining with that org until September 28, when it moves with Brydon's other shows to the midway of the State Fair of Texas, Dallas.

Where To Mail It!

Park news and park communications should be sent to the Outdoor Editor, *The Billboard*, 155 North Clark Street, Chicago 1, Ill. Park advertising should be sent to *The Billboard*, 2160 Patterson Street, Station "B," Cincinnati 22. Latter is the address of the new printing plant and general offices of *The Billboard*.

ELECTRO POKER

(POKERINOS)
SOMETHING NEW AND DIFFERENT!
POST-WAR MODEL WITH ADDED
FEATURES!

**NEW GROUP GAMES
WITH ENTIRELY DIFFERENT
FEATURES**

**PHOTOMATICS — Factory Recondi-
tioned Like New**

**10 FT. NEW SUPEROLLS (SKEEBALLS)
COMPLETE PENNY ARCADE OUTFITS**

Write—Wire—Phone
MIKE MUNVES
510-514 W. 34th Street N. Y. 1, N. Y.
Phone: Bryant 9-6877

Sitting 'Round the Table

Now is the time to let the officers of the National Association of Amusement Parks, Pools and Beaches know what it is you like or dislike about the NAAPPB convention which is held each year in December in Chicago. New question up for discussion in this column is, "What bugs should be taken out and what improvements do you suggest for the NAAPPB winter convention and also the NAAPPB Trade Show?" First views on this subject will be published next week. If you haven't mailed in your views to the Outdoor Editor, The Billboard, 155 North Clark Street, Chicago 1, Ill., do so at once. Herewith are the final views on the current question, "Are fireworks and/or free acts necessary in parks?"

Silver Beach Does Without

We do not have either, which we think is for the best. Free acts attract some people but they are not all spenders. Most always they leave in a body when the act is over, giving everyone the idea the place is going to close. Fireworks work the same way for us.—H. H. Terrill, Silver Beach Amusement Company, St. Joseph, Mich.

Free Acts Necessary

We consider free acts necessary at practically all times. Fireworks, however, we consider necessary only on special occasions and such special occasions are rare.—C. K. McDonald, General Manager, Idlewild Park, Ligonier, Pa.

Betts Gives Slant

I presume you have reference to night displays of fireworks, which in my estimation, are a good attraction. But eventually they will be one of your largest expense items, due to the fact each park will have to keep doing better than its competitor, which leads to only one end and, a big scoop from the season's profits. As for the old pre-war firecracker and daytime danger of fire, never should we let it get started.—W. J. Betts, Redondo Beach Park, Redondo, Wash.

Detroit's Zoo Shows Book 'Loss' of 250G

DETROIT, April 5.—Detroit Zoo showed a book "loss" of \$250,220 for the year 1946, according to Benjamin J. Tobin, city auditor. Figure represents the appropriation of funds necessary to cover the park's operation, over and above the receipts of \$193,743. Total expenses were set at \$443,964, indicating the zoo is paying about 40 per cent of its total operating expenses out of money-making activities, chiefly the miniature railway.

Total "deficit" for last year was \$19,682 under the figure for 1945; partly reflecting an increased attendance as a result of the removal of gasoline rationing.

Howell Plans Funspot On Lebanon, O., Tract

LEBANON, O., April 5.—J. G. Howell, of Lebanon, has purchased a 5½ acre tract on U. S. Route 42, southwest of here, and announces plans to develop an amusement park on the site.

Howell will call the new park Shady Nook.

SKOOTER BUMPERS

Vulcanized and Repaired so they are like new. Steel bands will not slip off. Not an experiment. Hundreds done in past two years. Avoid delay in opening by having this work done during closed period.

RALPH J. WELTER

685 Chapel St., New Haven, Conn.

WILL BUY OR BOOK PERCENTAGE

Any two of the following Rides: Bubble Bounce, Tilt-a-Whirl, Moon Rocket, Octopus, Whip.
WRITE, WIRE OR PHONE:

SUMMIT BEACH PARK

FRANK RAFUL, Mgr. AKRON, OHIO
Phone: FR 8174.

RIDE SWAP

Have Super Roll-o-Plane, late 1940 model. Bought new. Never moved. Guaranteed A-1 condition. Only novelty worn out in present location. Will trade for different Park Ride also in A-1 condition. Preferably Tilt or Cat. Will pay difference in value.

JOHN MOHN
Buckeye Lake, Ohio

WANTED

Location for Pony Ride, either Park, Circus or Carnival. Have Ride complete except Lights. Write or wire

VERN A. TARPENING

1230 BEALE AVE., BAKERSFIELD, CALIF.

MINIATURE RAILROADS

Order now. Deluxe built-to-order models, 18 to 24" gauge, steam or Diesel type (all gas driven). Complete Trains, \$3000.00 up. Photos and details, \$1.00 bill, no checks. Also new 12 Lb. Rail.

IRON HORSE MINIATURE TRAINS
BOX 416A, RT. 2 ERIE, MICHIGAN

BATHING CAPS

GOODYEAR RUBBER
MOLDED CAPS
RUST PROOF CLASPS

Small Ear Flaps. Doz.\$6.00
Large Ear Flaps. Doz. 8.00
All first-grade new rubber, not synthetic.

All size Balloons.
25% Deposit, Balance C. O. D.

Concession Enterprises

535 Carondelet New Orleans, La.

Pokerino Operators

Equip your Pokerino with new improved positive contacts.
Send \$2.50 for sample set of 18 Contacts.
ALSO IN STOCK—
Balls, Timers, 6-V Lamps, Transformers.

TOLCES

2905 W. 15th St. BROOKLYN 24, N. Y.

NEW FROZEN CUSTARD MACHINES**GOOD USED RIDES**

Or Have You Any To Sell?

BERTHA GREENBURG

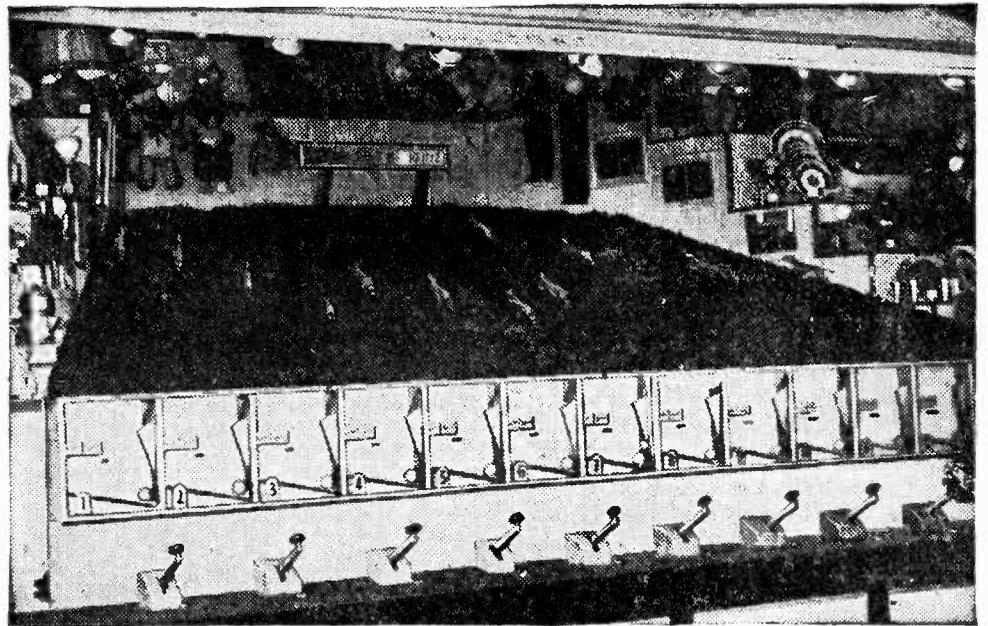
Hotel Kimberly, 74th St. & B'way, New York

HAVE YOU A CONCESSION DOING \$8,000 TO \$15,000?

YOU CAN DOUBLE IT
OR BETTER WITH A . . .

GREYHOUND RACE

And if you don't think so, The Greyhound Enterprise Co. will install and operate one in your location on percentage (N. Y. — N. J. — Conn.)



Registers to Count Cross — Sound System

Don't Waste a Good
Location on a Poor Producer

\$3,540.00 Complete

GREYHOUND

Amusement Device Co., Inc.

2303 SURF AVENUE • BROOKLYN 24, N. Y. • ESplanade 2-1155

**Boomerang, Dining Hall
New at Bertrand Island**

LAKE HOPATCONG, N. J., April 5.—When Bertrand Island Park opens for week-end operation here May 10, patrons will be welcomed by a new ride, a Boomerang purchased at a cost of \$14,000, Louis Kraus, manager says. In addition, there is a new dining hall seating 300 persons, and an amate covering has been put over all walks.

Addition of the Boomerang gives Bertrand Island a total of 10 rides. Others are Roller Coaster, Old Mill, Whip, Scooter, Airplane Swing, Miniature Boats, Merry-Go-Round, Pretzel and Funhouse.

Spot is going in for picnics in a big way this year, Kraus reports. A total of 22 has been signed so far, which is a far cry from the three held last year.

Park's ballroom will not operate this year.

**Craig Beach, O., Picnic
Reservations Ahead of '46**

LAKE MILTON, O., April 5.—Present indications are Craig Beach Park here will have a big year insofar as picnics are concerned. Earl F. Peitz, general manager, says 15 already have been signed, which is five more than all last year. Peitz says May 3 has been set as opening date.

In addition to Peitz, the executive staff includes E. F. Peitz Jr., cashier; R. C. McCord, assistant cashier, and Wanda Diebold, secretary. Harold Wilson is maintenance foreman, assisted by Jack and Don Detwiler, Clint Davis, Fred Lissman, William Lay and K. H. and Harry Powell.

Craig Beach has 7 rides, including a Coaster, Merry-Go-Round, Ferris Wheel, Looper, Funhouse, Excursion Boat and Chairplane, and 22 concessions.

**New Individual Lockers
For Seaside, Ore., Pools**

SEASIDE, Ore., April 5.—New individual lockers, enlarging of the gallery and another new entrance are the improvements made at the pools at Gayway Amusement Park and Seaside Swimming Pools here. At the park proper, the entire layout has been repainted, including the rides, of which there are five—Merry-Go-Round, Ferris Wheel, Loop-o-Plane, Kiddie Auto Ride and Sail Boat. Spot has three pools, plus a wading pool.

Vern Raw is manager, while the swimming pools, owned by the Raw brothers, are managed by John Jandrall. Park employs seven persons and the pools eight.

**Looper and Fly-o-Plane
New at Griffen Funspot**

JACKSONVILLE BEACH, Fla., April 5.—Two new rides have been added to the line-up at Griffen Amusement Park here, according to F. A. Griffen Sr., president. They are a Looper and a Fly-o-Plane. Spot will open Easter Sunday. In addition to the two new rides, spot has a Ferris Wheel, Roll-o-Plane, Tilt, Caterpillar, Merry-Go-Round and Kiddie Auto.

**Palisades Hikes
PromoshBudget**

(Continued from page 77)

bands and advertising will be upped to \$190,000 this year, Irving said. A \$1 season ticket will be plugged. Ducat will be transferable and entitle the holder to park admission, free dancing to a name band, free acts and free parking. Daily use of the ticket thruout the season will bring the cost of the above entertainment to less than a penny a day. The Rosenthals aren't worried about giving something for nothing, since they figure to peddle about 25,000 season tickets and then build the number each year.

A day nursery to care for a maximum of 1,000 kids will be opened. Mothers will be able to park their tots for a buck a day. A trained counselor for every 20 youngsters, lunch, and entertainment in the pool will be included. Facilities will be expanded to care for 5,000 children next year if the nursery proves popular. Picnic groups will relax in a new grove with 3,000 capacity and be provided with 40-cent lunches in addition to receiving \$1.50 in entertainment value for \$1.

Peak attendance is assured for eight nights during August and September when new Fords will be given away. Signed, deposited ticket stubs will add to the park's mailing list and provide new outlets for some of the estimated 3,000,000 promotional pieces mailed each year.

Prices Geared for Volume

Palisades prices will be geared for volume business. The Merry-Go-Round will ride 'em for 8 cents, small rides 12 cents, and the Roller Coaster and Scooter a quarter. In the kiddie park children will have their choice of any six of eight rides for 25 cents. A 75-cent combination ticket will entitle the holder to 10 rides, free parking and dancing.

All other prices will be set to appeal to the masses. Ice cream (not less than 20 per cent butterfat), frankfurters and beer will sell for 10 cents. The bar will serve rum and coke for 35 cents and first quality Scotch for 65 cents. All concessions will work for a dime with the exception of four which will work for nickels. "And," Irving added, "the laydown boards will not be overloaded with numbers, either. Also, admission prices are never raised under any circumstances. This held true on the several occasions when the 7,000 pool checking accommodations were sold out by 10 a.m." That pretty well summed up the theme of good will and giving value as the Rosenthals preach and practice it.

Plenty of Workmen

Altho it is generally true, as Irving pointed out, that it is difficult to hire an electrician, carpenter or other skilled mechanic, there was little evidence of help shortages at Palisades. Workmen were scurrying all over the place. Brilliant paints, grouped by a color expert, have been applied to the Merry-Go-Round. Color theme will be carried on from there and all exposed building surfaces, rides, ticket boxes, etc., will be included in the \$20,000 painting program.

Extensive warehouses contain every kind of building material and hardware supplies used for park maintenance. Spare parts for every ride are kept in stock with the result that little revenue will be lost from breakdowns during the season.

A 250 by 180-foot combination roller rink and arena is in the planning stage to keep the park going on a 52-week basis. Building will contain a cafeteria and be used for boxing and wrestling in addition to skating.

**Silver Beach Will Open
May 15 for Week-Ends**

ST. JOSEPH, Mich., April 5.—Silver Beach Amusement Park here will open for week-end operation May 15 and a month later will open for daily operation, H. J. Terrill, manager, says.

Spot will have an Octopus and Tilt-a-Whirl in on concession this year. A new entrance has been built for the Funhouse and animated heads will be used. Terrill says an animated dancing girl, framed on a stage will be used inside.

Members of the Silver Beach staff, in addition to Terrill, are M. J. Drake, president; Mrs. H. J. Terrill, vice-president; L. J. Drake, treasurer; Mrs. Maude Drake, secretary.

H. R. Hoffman is park foreman. Other employee heads are Chester Schlutt, Coaster; John Pegram, Scooter; Leo Joslin, maintenance; Jess Hubbard, Lindy Loop; Ted Zastro, Aeroplane Swing, and Ed Grewe, Whip.

**Splash Days Scheduled
At North Beach Funspot**

CORPUS CHRISTI, Tex., April 5.—Splash Days, May 2-4, will be among the first of the special features planned this season at North Beach Amusement Park here. In connection with the event will be a bathing beauty contest, winners to go to the State contest. Event is sponsored by the Optimist's Club for the benefit of Boys City.

North Beach opened March 28 with all rides and concessions repaired and repainted.

Burma, Philadelphia Zoo elephant, has learned to bounce a balloon around and her antics are now being shown coast-to-coast in a newsreel.

**FOR SALE
REAL MONEY WINNER
DERBY HORSE RACE
GAME**

24 Unit Group Game — Earning Capacity \$2.40 per minute. For price and Other Information—
WRITE—WIRE—PHONE TODAY!
PALISADE SPECIALTIES COMPANY
498 Anderson Ave., Cliffside Park, N. J.
Phone: Cliffside 6-2892-3

FOR SALE

10 Lusse's Auto Scooter Cars and Portable Building. Cars in A-1 condition. New Top. New Paint. All ready to go.

L. C. STEELMAN
322 4th St., N.W. Hampton, Iowa.

RIDES WANTED

Need at least 6 A-1 Rides for two parks, 14 miles apart, for summer session. Operate on standard park commission. Plenty of space. Good potentialities. Must be ready by May 1. MEDICINE PARK and DOE DOE PARK YOUTH CENTER. Contact:
B. F. HUTCHINS
321 "C" St., Lawton, Okla.

PONY TRACK

Location wanted in Amusement Park.

JOHN O. PAINE
E. Mansfield, Mass.

CAROUSEL PLASTIC HORSE TAILS

20 Inch, \$3.50; 22 Inch, \$3.85; 24 Inch, \$4.90;
26 Inch, \$5.32.

AL NICHOLS
BOX 191 HUDSON, N. H.

**NATIONAL STREAMLINED
COASTER CARS**
for Increased Business!

East . . . West . . . North . . .
South . . . Park Managers and
Owners all over the country are
realizing greater intakes because
they streamlined their Coasters
with NATIONAL CARS.

CUSTOM-BUILT to fit any structure
Locked-in Track. Equipped with
"Safety-Lock Handle Bars." Built
for durability with seats uphol-
stered in foam rubber and covered
with Fiber Glass. Cast Steel
Wheels. Timken Bearings through-
out. Car exterior of chrome-copper
and stainless steel . . . brilliant
and appealing to the eye.

Also Century Flyer Train—Park Benches—Distortion Mirrors

NATIONAL AMUSEMENT DEVICE CO.
BOX 488 VAF DAYTON 7, OHIO

GOOD NEWS!

OCEAN BEACH PARK
NEW LONDON, CONN.
Recreation Building on Boardwalk

Can place six legitimate Stores, no wheels; expect big season. Many new attractions added. Also have complete Bingo Equipment for rent at Sound View Beach (money maker). Act fast. Wire or phone

GOOD NEWS!

LOUIS HANDLE, WRITE

JOSEPH GLOTH
99 BANK ST.
NEW LONDON, CONN.

GOOD NEWS!

**LOCATION
WANTED**

• **ARCADE — POKERINO
SKEEBALL** •

BOX NY-91, The Billboard
1554 Broadway New York 19, N. Y.

RIDES WANTED

That don't conflict with Merry-Go-Round or Whip in Park on Saratoga Lake, 4 miles from Saratoga Springs, N. Y., with a drawing population of 500,000 within radius of 30 miles. Park has 30 acres shaded picnic groves. Finest sand beach on fresh water anywhere, with large modern bath house.

FREE ADMISSION
PICNIC TABLES
PARKING

THIS PARK HAS OPERATED
FOR 31 CONSECUTIVE YEARS.

This is a seven-day park, opening May 24. All Concessions sold except Striker and Cork Gallery for which we have building and six new cork guns. Write or wire

JACK GROSS
66 W. 46TH ST. N. Y. 19, N. Y.

AOW Racers Draw Heavy Crowd; Passaic 1st; Belgian Looks On

ELIZABETH, N. J., April 5.—A capacity crowd turned out at Twin City Arena here for the March 29 inter-rink speed contests conducted by the America On Wheels chain, reported Jack Edwards, AOW director of speed. The 13 contests were marked by close competition between the arenas of Passaic, N. J., with six first places, and Mount Vernon, N. Y., with five. Twin City and Hackensack (N. J.) Arena each took one contest.

An interested spectator at the contests was Andrea Johannsen, Belgian speed champ, who came to this country with George Apdale, president of the United States Amateur Roller Skating Association, who had been in Europe to make preparations for the forthcoming world's championship contests to be held in this country. The Belgian skater is slated to compete in the meet.

AOW rinks now have 105 racers, all of whom will compete in New Jersey and New York State contests to determine who will appear

in the nationals. Latest AOW point standing is: Mount Vernon, 300; Passaic, 225; Twin City, 205; Hackensack, 50; Boulevard, 30; Perth Amboy, 20, and Capitol, 0. Next inter-rink speed meet will be held April 12 at Mount Vernon.

Results of the Twin City contests: Men's quarter mile, Anthony Coretti, Mount Vernon, 49; men's half mile, John Sukovich, Twin City, 1:47; midgets' quarter mile, Albert Eckwerth, Mount Vernon, 53; men's quarter mile, Harry Barna, Passaic, 47; men's half mile, Richard Korman, Passaic, 1:47; ladies' quarter mile, Marge McCoppen, Mount Vernon, 51; quarter mile match, Billie Butler, Hackensack, 51; men's half mile, Marvin Schwartz, Passaic, 1:46; ladies' quarter mile, Geraldine Abbatello, Mount Vernon, 49; men's quarter mile, John Janis, Passaic, 47; one mile ladies' open, Ginger Mann, Mount Vernon, 3:55; one mile men's open, John Janis, Passaic, 3:30, and three mile men's open, Richard Korman, Passaic, 10:07.

10th RSROA Birthday To Be Observed

Progress Made in Decade

DETROIT, April 5.—Plans for an informal nationwide celebration of the 10th anniversary of the Roller Skating Rink Operators' Association of the United States during the week of April 7 are being made by member rinks, according to a spokesman for the RSROA. Special exhibitions and contests will be offered at each rink.

No plans were made for a coordinated national celebration because the central office is swamped with its routine details. There has been a significant increase in roller skating activity during the past year, with a marked rise in the numbers of amateur skaters and rink operators enrolled by the RSROA, while the number of meets has also moved upward. At present, membership cards are being issued at the rate of 4,500 a month from headquarters here.

Fred A. Martin, RSROA secretary-treasurer, stated that "local talent will participate in locally planned shows and the skating public is not being forgotten—many parties and attractions will be held."

Looking back to 1937 when the RSROA was formed by 17 enterprising rink men who represented 23 operators, a lot has taken place to warrant the celebration, said Martin. Roller skating was then 37th on the list of participant sports. Today it is second. Millions of Americans have turned to roller skating during the past decade. The sport has been recommended by medical authorities. It has been approved by educational authorities and has been included as an art by the theatrical world. Movies have used it as their serious theme. Books, both instructive and fictional, have been written about the sport. There is a professional roller show which is completing its fifth year. Establishment of the roller skating program has required the 10 years and only now is the entire schedule completed with participation in all classes of the four branches of the sport—dancing, figure skating, speed skating and roller hockey.

"RSROA members pioneered the electronic organ," said Martin, "developed recorded skating music and thru these made possible large-scale standardization of skate dancing thruout the country."

Bike Races at Wis. Rollery

KENOSHA, Wis., April 5.—Frank Barca, owner of Roof Roller Rink here is staging pro and amateur races in his Rollery April 10. Pros will include Torchy Peden, Bobby Thomas, Charlie Yaccino and Mike Abt, while Harvey Spegelhof, Joe Mokwa and Jerry Kandler will carry amateur standards. Pro and amateur winners will then compete against each other. Admission to the rink, which accommodates 500 people, will be 85 cents.

New Canadian Spot in Works

LANCASTER, N. B., April 5.—Recently formed Lancaster Skating Association plans construction of a combination roller-ice rink as soon as financial arrangements can be completed. Meanwhile, the group plans to hold roller races on paved roads set aside for that purpose. When the rink is completed roller skating will be promoted in the summer and ice skating in the winter.

Holland's Milford Armory Spot Opens

MILFORD, Conn., April 5.—Armory Roller Rink here began operation March 21 with public skating and a program of exhibitions by members of the United States Amateur Roller Skating Association that included the second-place national junior pair champions, Theresa Lioci and Donald Decker, Bridgeport, Conn.; Dan Ryan, Connecticut singles champion, and two teams from Milford Dance and Figure Skating Club, Donald Scranton and Dorothy Cottrell and Bill Bolton and Louise Benway.

Manager Bill Holland, of Holland's Skateland, Bridgeport, has subleased the Armory for skating on Fridays, Saturdays and Sundays. Assisting him here will be Paul Cottrell.

Holland, a well-known auto race driver, plans to leave late this month for Atlanta where he will begin his 1947 racing season.

Cy Young, Former Pitcher, Honored by Ohio Rollery

NEWCOMERSTOWN, O., April 5.—Cy Young, famous old-time baseball pitcher, was honored on his 80th birthday, March 29, at Harlan E. Addison's State Roller Rink here, the skaters and the management presenting Young with an oiled hunting slicker. Young made a short talk to skaters on the value of the sport as a healthful exercise, and related personal experiences in trying the wheels in his younger days.

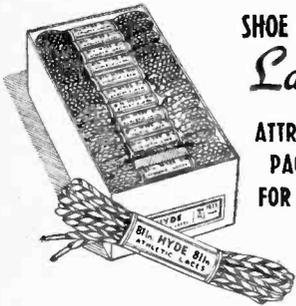
Presentation was part of a city-sponsored celebration of Young's birthday, attended by notables in many fields of sport, the town presenting him with an automobile.

DeForest Plans Indoor Spot

SANTA ANA, Calif., April 5.—Orange County Planning Commission, at a meeting March 28, approved application for a new roller rink at Costa Mesa. Thomas B. DeForest, who operates an outdoor rink, had applied to the commission for permission to improve his property and put in an indoor rink on the site. New skatery will be located at Newport Avenue and 17th Street.

Colorful SHOE SKATE Laces

ATTRACTIVELY PACKAGED FOR DISPLAY



Plaid laces, 36 pair to the box; also white and black, any length. On your skate room counters they'll catch the eye and fancy of your skaters.

HYDE ATHLETIC SHOE COMPANY
Cambridge, Mass.

New Canadian Operating Co.

NORTH SYDNEY, N. S., April 5.—Community Rink Company, organized to operate a roller and ice rink here, has purchased a rink built in 1942 at the now abandoned naval training base at Deep Brook, N. S. The building will be cut into sections and be transported the 350 miles to North Sydney by rail and truck trailer. An artificial ice plant will be provided for winter skating. Roller rink is expected to be fully assembled by early summer. It will have seating capacity of about 5,000.

Victor Brown Jr., son of the operator of New Dreamland Arena, Newark, N. J., passed out the cigars recently, the occasion the birth of a daughter, Victoria Jane.



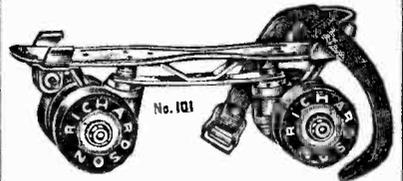
A Skater's Dream Comes True

She now has her own

CHICAGO "VELVET-TREAD" SKATE

The WORLD'S Greatest Roller Skate

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.

Established 1884

3312-3318 Ravenswood Ave. Chicago, Ill.

The Best Skate Today

FOR SALE

2 PORTABLE LURIA AIRPLANE HANGERS
88'x130'—approximately 13,000 sq. ft.
These hangers are slightly used, easily erected and are made up of canvas and steel columns. Surplus from the government.

National Enterprises

105 N. EUTAW ST. BALTIMORE, MD.

FOR SALE

PORTABLE ROLLER RINK

42x100 Hard Northern Maple Floor, Tent with Chains, 175 Pairs Chicago Skates, 12 Pairs Shoe Skates, P. A. System. This equipment is 18 months old. Now operating. 30,000 population. Complete, \$6000. Wire

CHRISTY ROLLER RINK

BEAUMONT, TEXAS

2d Best Year For Sefferino

CINCINNATI, April 5.—In the face of a general tightening of the public's purse strings, Sefferino's Rollerdrome here is enjoying its second largest season in history, said Operator William F. Sefferino March 24 during presentation of the rink's annual benefit show for the Roller Skating Operators' Association of the United States.

Sefferino is particularly pleased with the way the public has responded to the rink's incorporation as a private club. To date there are 25,000 skaters on the club's membership roll, with no indication in sight of an early slackening in membership applications.

FOR SALE PORTABLE ROLLER SKATING RINK

40x96 Hardwood Floors; flame proof, water proof Tent; new RCA Amplifier System, 160 pair of Clamp Skates, 30 pair of new Shoe Skates, Skate Counter, Pop Counter, Wheels, Records and many other Accessories.

V. VENNES

1500 W. Firestone Blvd., NORWALK, CALIF.

NEW AND BETTER SKATING RECORDS

featuring

"LIVE ORGAN QUALITY" From Discs

Write for Complete Lists

Midwest Recorded Specialties

184 E. Wilson ELMHURST, ILLINOIS

FLASH! LOOK!

Beautiful Assorted Colored Balloons with Imprint of Boy and Girl Skating and the Name and Address your rink.

In 1000 Lots 3 3/4¢ Each

In 500 Lots 4 1/4¢ Each

RESKREM SILVER CO.

76 FORSYTH ST. NEW YORK 2

Two New Portable Rinks

Complete, 43x106, one 48x106. Floor rebuilt complete with new Tent and Equipment. Priced reasonable.

TILLINGHAST & RAY

2007 Fillmore St. Wichita Falls, Texas

ONE COMPLETE PORTABLE ROLLER RINK

As follows: 150 pair new Chicago Skates, one new Floor in the making now, Wurlitzer Phonograph for music. This 40x90 Rink will be completed and for sale by or before May 1st. Write

ROLLER RINK

BOX 731 PLAINVIEW, TEXAS

Portable Roller Rink

Must sell at once. Complete to every detail, 6 months old. No letters.

BARRETT

Valdosta, Ga. Tel. 1698

FOR SALE

Portable Rink, 135'x50'. Only Rink operating in city. A bargain at \$6500.00 cash. Have other business interests.

WM. L. DUNN

1627 16th St. Galveston, Texas

FOR SALE

About 22,000 feet of 33/32 hard Northern Maple left, closing out at \$300.00 per thousand feet. F. O. B. Sherman. Also have 52 pair Chicago Skates, perfect shape, \$200.00 for all.

JOE GALBRETH

P. O. BOX 732 TEL. 1371-J

CURVECREST "RINK COTE"

THE PLASTIC RINK SURFACE

Write

PERRY B. GILES, Pres.

Curvecrest, Inc. Muskegon, Mich.

Originator and Sole Distributor.

FOR SALE

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.

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

444 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

RT. 2, BOX 202 TYLER, TEXAS

Day phone 8054-F-3

Ruhlman Spot Preps Full Week of RSROA Anniversary Events

PITTSBURGH, April 5.—Lexington Roller Rink here will observe the 10th anniversary of the Roller Skating Rink Operators' Association of the United States with a nightly program of special events the week of April 7-14, reported Operator H. D. Ruhlman.

Schedule includes an RSROA benefit party, Monday; old-timers' night, Tuesday; dance skaters' night, Wednesday; carnival night, Thursday, and a high school party from 8 to 11 Friday night, followed by an amateur skaters' benefit party from 11 to 1:30 a.m. Proceeds from the amateur party will be used to pay expenses of Lexington skater going to the RSROA eastern regional contests at Riverside Stadium, Washington, the week of May 4-10. Sunday afternoon and night sessions, featuring Mrs. Poppe at the Hammond organ, Solovox and Novachord, will be highlighted by skating exhibitions by juvenile and junior champions. Souvenirs will be distributed at each session.

An Easter matinee has been slated at Lexington Sunday (6), featuring an egg hunt for children and dance numbers.

Lexington plays host to the Pennsylvania RSROA championships April 20 to 21. Contests will be held after regular skating sessions.

1,500 See New Empire Queen

BROOKLYN, April 5.—Dorothy Connor, representing Earl Van Horn's Mineola (L. I.) Roller Rink, was crowned 1947 skate queen before 1,500 people March 29 at Empire Rollerdrome here. Finishing second was Nancy Walgren, of Bay Ridge Rollerdrome, Brooklyn, with Florence Awe, Queens Roller Rink, Elmhurst, L. I., third. Judges were John Robert Powers, of the Powers models agency; Boris Kaplan, Paramount talent man, and Peggy Shannon, women's editor of *The New York Journal-American*.

Grunters Get Milwaukee Spot

MILWAUKEE, April 5.—First of a series of Monday night wrestling matches was held this week at John F. Baumann's Riverview Roller Rink here, pulling an estimated 2,500 people with tickets priced at \$1, \$1.30, \$1.50 and \$2.40. There were four matches, with Primo Carnera vs. Wee Willie Wilkins as the main event, Carnero winning. Promoter Henry Tolle leased Riverview from Baumann for a year with a 30-day notice clause. Rink will feature skating other nights of the week.

Roller Rumbblings

Meeting of the Michigan chapter of the Roller Skating Rink Operators' Association of the United States was held March 31 at Jackson, Mich., in the Rollatorium, operated by Paul W. Bacon.

The Prestons have switched from roller skates to the blades and recently appeared in the ice show, *Blades on Parade*, at Netherland Plaza Hotel, Cincinnati.

Passaic (N. J.) Arena closed for three days recently for installation of a plastic floor. Passaic is the second rink in the AOW chain to adopt the new surface.

Feature of the Spring Festival at Wal-Cliffe Rollerdrome, Elmont, L. I., March 22 were free ice cream for all and prizes for the four best trios.

A 14-day roller derby started April 5 in the Coliseum of State Fair Park, Milwaukee. Ken Neidel is the promoter.

Thugs Crack Co-Ed's Safe; Get 16 Week-End Receipts

BOSTON, April 5.—The wave of hold-ups and safe-cracking which has been giving movie and dance hall proprietors headaches in and around the Hub extended Monday (31) to another branch of show business, the Co-Ed Rollerdrome in Allston. More than \$1,000, the week-end receipts, were stolen from the smashed office safe.

Police believe that the burglars hid themselves in the building after closing time, basing the belief on the fact that the patrolman on duty checked the doors at 2 a.m. but found an open door at 6 a.m. on his second check.

Martinez Skaters Take Tests

MARTINEZ, Calif., April 5.—Martinez Figure Skating Club, which has 30 skaters, entered in the United States Amateur Roller Skating Association's California championship, to be held May 3 and 4 in Moonlight Rollerway, Pasadena, held dance and figure tests March 17, five skaters making the grade. Twelve-year-old Barbara Ziem passed the silver medal figure test, while Eva Doran, Jack Gleason and LaMar Williams passed the bronze dance test. Jon Smeed and Miss Doran passed the first figure test. Miss Williams also passed the second and third figure tests.

Milwaukee Kids Turn Pro

MILWAUKEE, April 5.—Clem Pallo, operator of Palomar Roller Rink here, has signed Joyce and Ward Andacht as pros. Silver medalists, they are former pupils of Florence and Bud Barton and Barbara and Earl Pleyte, pros at John F. Baumann's Riverview Rink here. The Andachts have already instituted a program of classes.

FOR SALE
Roller Rink now operating in the city park of the fastest growing community in Utah, the center of Utah's Centennial Celebration. Drawing population - 60,000.
Building: 54x140'-2" Ga. Storm Seal sheet metal over frame, 54x120' first grade maple 2 1/2"x10' sectional floor in A-1 cond. 54x20' carpeted lobby. Canvas Sidewalls to replace metal makes ideal year-round operation. Easily dismantled and assembled. 280 prs. Chicago Skates, 60-watt Amplifier, 5 Speakers, 2 Mics, 2 coin-operated Coke Machines, Benches, Skate Counter, 4 Circulating Heaters and misc. parts too numerous to mention. Now doing excellent business. We must sacrifice for \$11,500.
Write ANDERSON & DECKER, P.O. Box 124, Orem, Utah. Wire or telephone: Prov 012R-3. Box 762, Rt. 2.

RIEDEL
THE BETTER SKATING SHOE
NOW AVAILABLE
2727 Milvia Street Berkeley, Calif.

SKATE CASES AT A NEW LOW
★ STEEL CASES—Assorted color combinations. Finest made. \$32.25 Doz. Sample \$2.99.
★ ALL ALUMINUM CASE—"The Feather-weight Champion." Light, sturdy, with set in finish. Former OP# ceiling \$6.50. NOW \$36.00 Doz. Sample, \$3.00.
L & L PRODUCTS
7019 N. Glenwood St. Chicago 26, Ill.

WE BUY AND SELL
New and Used Rink Roller Skates
Advise Make, Sizes, Condition and Quantity. Also Best Price.
JOHNNY JONES, JR.
51 Chatham St. PITTSBURGH, PA.

SKATING RECORDS
with
STANDARD DANCE TEMPOS
Write for Complete List.
SKATING RHYTHMS RECORDING CO.
P. O. Box 1838 Santa Ana, Calif.

FOR SALE
Scrubbing Machine—Used Pinnell Model 92. Twin 10" brushes. Lays down water, scrubs floor and picks up dirty water in one operation. Good condition—\$900.00
CROSSTOWN ROLLER RINK
812 South 24th Street Omaha 5, Nebraska

FOR SALE
Four Portable Rinks
New and slightly used, 40x104 maple. 250 Chicago Skates. New Campbell Tents. P.A. System. Most typical portable in the world.
EDGAR HUBERT
Bay City, Texas

SKATES FOR SALE
80 PR. GOOD CHICAGO . . . \$3.50 PAIR
Assorted Sizes.
G. W. SCOTT
725 National Ave. Lexington, Ky.

... DESIGNED TO BE BEST!
The perfect skate for dancing, racing, exhibition or just plain skating, with the smooth-and-steady action. Used by more present-day champions than any other.



Liberty
REGISTERED ROLLER SKATES
LIBERTY ROLLER SKATE CO., Inc.
FARMINGDALE, L. I., NEW YORK

"TUNE-TOPS"
SENSATIONAL NEW SKATING RECORDS TOP THEM ALL!
RECORDS NOW READY TO SPIN:

T-1 A—"YES, YES, HONEY" 4/4 104	T-4 A—"WHAT MORE CAN I ASK FOR" 4/4 104
B—"EV'RYBODY LOVES MY BABY" (Fox Trot)	B—"WE COULD MAKE SUCH BEAUTIFUL MUSIC" (Fox Trot)
T-2 A—"IT'S AS SIMPLE AS THAT" 4/4 104	T-5 A—"ARLEEN" 3/4 92
B—"JUKE BOX SERENADE" (Fox Trot)	B—"KENTUCKY WALTZ" (Waltz)
T-3 A—"HOLD ME, HOLD ME" 4/4 104	T-6 A—"MY ANNIVERSARY SONG" 3/4 138
B—"IT'S ALL OVER NOW" (Fox Trot)	B—"OH! MARIE! OH! MARIE!" (All Skate Waltz)

NON-ASCAP SET COMPLETE, \$4.50
By Ordering Complete Set of 6 Records Your Cost Is **75¢ PER RECORD** ANY ONE RECORD **\$1.00**
EXPRESS—POSTAGE EXTRA
TUNE-TOP RECORDS
BOX 190 MOUNT PROSPECT, ILL.

Plunkett Biz Good In Lone Star State

CARRIZO SPRINGS, Tex., April 5.—Plunkett Stage Show, under canvas, has been on the road since February 6, playing three-night stands. Weather permitting, biz has been good, according to Kennedy Swain, of the show. Org uses a 65 by 155-foot top and travels on five trucks and six trailers. New features added recently include Congo, a chimp, and several aerial numbers. Show has a cast of eight, a seven-piece ork and eight vaude acts.

Cleo Plunkett is manager; Masie Plunkett, secretary-treasurer; Mr. and Mrs. Rusty Plunkett, advance; Mr. and Mrs. Ed Plunkett, Mrs. Fuzzy Plunkett and Lela Noell, tickets; Jerry Plunkett and Sunny Noell, concessions; Earl Coffman, mechanic and lights; Barney Mullins, stage manager; Otho Shaw, animals; Joe Jackson, seats; Ivy Baccus, props; Jim Plunkett, boss canvasman with a crew of eight; Hattie Castleman, cookhouse.

In the cast are Jim, Cleo, Fuzzy, Snooks, Charlene, Jerrie and Gloria Plunkett; Winston Barzozowoske, Sledge Wilson, Sunny Noel, Mrs. Jimmy Plunkett, and Kennedy Swain. A six-pony Liberty act is being trained by Fuzzy Plunkett.

ROADSHOWMEN!

Dozens of new major and independent Feature Pictures are available for your use this summer. If you are not already on our list write today for our big 1947 Eastin Pictures catalog of 16mm. sound films and our spring supplement just published.

EASTIN PICTURES

707 Putnam Bldg.
Davenport, Iowa
830 Cherry St. Colorado Savings Bank
Chattanooga, Tenn. Bldg.
Colorado Springs, Colo.

OUTDOOR REFRESHMENT CONCESSIONAIRES from Coast to Coast over 1/4 Century
Now Specializing in Refreshment Concessions for DRIVE-IN THEATRES
SPORTSERVICE, Inc. JACOBS BROS. HURST BLDG. BUFFALO, N. Y.

WANTED

For Free Platform Show

Piano Player, Magician, Novelty Acts. A real Blackface Comic that knows Med. Acts. Hill-billies, Useful People and Acts of all kinds. Open in May. Write, stating lowest salary or no answer. Boozers, save your stamps; you won't last here.

Black Horse Medicine Co.
Route #5 Upper Sandusky, Ohio

Roadshowmen, Attention

Free . . . Our Big New Catalog to Roadshowmen

Large assortment of 16MM Roadshow Attractions. Also Projectors and Equipment.
SOUTHERN VISUAL FILMS
66 Monroe (Dept. BB) Memphis, Tenn.

16MM. FILMS—PROJECTORS 35MM.

35mm. Westerns, perfect condition, \$25.00 and up; also action dramas. 35mm. programs rented, \$7.50 two days, all first class prints. Magic Lantern with 300 slides for only \$30.00. 2,000 ft. shipping cases for 35mm. films, \$4.00 each. "Jesus of Nazareth," new silent religious, \$50.00. Send for big free lists.

SIMPSON FILMS
155 HIGH ST. DAYTON 3, OHIO

16 MM. **RELIGIOUS SUBJECTS** 35 MM.

Westerns, Actions, Selected Shorts.
Wanted: 16MM. Sound Projectors.

OTTO MARBACH, 630 Ninth Ave., N. Y. City

REP RIPPLES

BIRD'S SHOW has taken on two new performers, making a four-people show, and is presenting E. F. Hannan's *Poor Father* in schools and halls in Northwestern Oklahoma. . . . Pearl's Entertainers, showing in the Spokane area, will soon ready their tent vaude-pic org for two-week stands in Northwestern territory. . . . N. E. Heran, who has a film show around Mount Vernon, Ore., reports good results with 16mm. films. . . . Henri Lavine will soon open his summer season at Valleyfield, Que. He has films for a three-week stay in towns. He will head for lower Canada. . . . Chestnut Hill Players will operate at Machias, Me., this summer. . . . Carney's Colored Minstrels are playing dates around Columbus, Ga., before fair dates. . . . Foster Gray writes from Baltimore: "I have shipped my vaude-pic tent outfit to Anderson, S. C., and will open the season near there in about 10 days. I will work north, playing three-day stands, and expect to go into Western Pennsylvania for most of the summer. I will have short-cast bills and have engaged Al and Irene Bullock, Ora Croft, and Nat Creed." . . . Drago's Comedians will operate in Central Idaho after the close of their school show. Org has Mr. and Mrs. Arthur Drago, Paul Arnold and Lillian Schulte. Show will have short-cast bills and play halls. Company took on a 16mm. outfit. . . . Saranac Players will be active in the Lake George sector of New York this summer.

VISITORS to the Byron Gosh Hit Parade Tent Show at Biloxi, Miss., included Jimmie Cooper, Vernon and Vernon, Louis and Ross, Tyson and Winters, the Mississippi Ramblers, and Irving Yates. . . . L. L. Whitney has been presenting the religious film, *King of Kings*, in Central Massachusetts the past month. . . . Mr. and Mrs. K. L. Taber left Beaumont, Tex., April 1 for their established Southern Oklahoma territory. They have a new 16mm. outfit and will offer short-cast bills as flesh. . . . Bright and Terry write from Brookhaven, Miss.: "We have just finished three weeks of hall dates and will open soon under

tent to play fairs and celebrations. Org has five people. . . . Kenneth Highly, who has a school and hall solo show in Clackamas County, Oregon, reports okay biz. He will later go to tent, opening around Eugene, Ore. . . . Chess Davis writes that he recently presented a stage show at the Valley Theater, Rhodell, W. Va., operated by Byron Spaun Jr., of the old Spaun Family Show.

H. V. STARRETT has a film show in the Brattleboro, Vt., area. . . . Henry Langley has a picture layout playing auspice dates in the Eau Claire, Wis., sector. . . . Tyne's Show, vaude-pic, is playing around Lebanon, Tenn. Org will make fairs after a few weeks in halls and schools. . . . Griffith's Louisiana Minstrels, colored, has finished three weeks in the Vicksburg, Miss., sector and will take on carnival and fair dates. . . . Chester Cobb reports fair biz around Gettysburg, Pa., with his film show. He says that the Atlantic Coast States have been off on his way up from Florida. . . . Will E. Farmer has left St. Petersburg, Fla., for Amarillo, Tex., where he will ready his vaude-pic tent show. . . . Foster Gray will have a four-people flesh show in Southwestern Pennsylvania this summer. . . . Arthur A. Downs, who recently opened his vaude-pic show in Chippewa County, Michigan, will soon move into Wisconsin. . . . Trumbull Players have finished their season in East St. Louis, Ill., territory. They will add 16mm. pic and tent it thru Northern Missouri. . . . Doeler's Show, four people, will soon open in Ennis, Tex., and play Central Texas territory. Org has pic and short-cast rep bills. . . . Faber Brothers will have 16mm. pic in the Westfield, N. Y., area this summer. They have a lineup of seven towns and will present religious films on Sunday. . . . Arthur Kinsley will have a tent pic show in Eastern territory, opening near Aiken, S. C. He has been playing halls and schools in Georgia and South Carolina. . . . Capt. Billy Bryant recently entertained members of the Rockford (Ill.) Woman's Club with tales of showboat days.

How To Avoid Damage Suits

(Continued from page 47)

patrons of danger from flying pucks, or furnish screens to protect spectators in case a puck should be driven above the railing surrounding the rink. This court said:

"The practice in other places relative to the safeguarding of ice hockey rinks is evidence which is admissible and is entitled to consideration . . ."

Therefore, since patrons in this ice hockey rink were protected by the same safeguards generally utilized in other rinks in United States and Canada, the higher court decided this proprietor was not liable because he exercised ordinary care to safeguard the injured woman who sued for damages.

Never an Insurer

While a proprietor or manager of a place of public amusement is held to a stricter account for injuries to patrons than the owner of private premises generally, the rule is he is not an insurer of the safety of patrons, but owes to them only what is ordinary and reasonable care.

In other words, a proprietor of an amusement is obligated to guard patrons only against dangers of which he has actual knowledge, or which he should reasonably anticipate.

For illustration, in *Dahna v. Clay Fair*, 6 N. W. (2d) 843, it was dis-

closed a patron sued to recover damages for injuries received when she was pushed down by boys who were climbing over seats in a tent show instead of using the aisles. She contended the proprietor should pay her for her injuries because he did not stop the boys from climbing over the seats.

The higher court refused to allow the patron any damage, saying:

"The evidence expressly shows the injuries received by the plaintiff were caused by the acts of some third person who pushed against her causing her to fall and these acts were the proximate cause of the injury and there is no showing whatsoever there was an act of negligence on the part of the defendant (proprietor) which was the proximate cause of the injury."

Boy Injures Patron

Also, see *Hawkins v. Maine Company*, 132 Me. 1, where a patron was injured by a boy shooting a BB shot in a sling shot at some toy balloons. In refusing to hold the proprietor of the place of amusement liable, the higher court said:

"The proprietor was under no obligation to provide an attendant for every child, or to anticipate the isolated, willful and sudden act of one boy, the natural tendency of which

Joey La Palmer Acquires Davis-Brunk Equipment

FORT WORTH, April 5.—Joey La Palmer, who opens here with his stock company next month under the sponsorship of the Lions Club, has bought the Davis-Brunk equipment.

A local tent company is putting the top in shape and the La Palmer men are painting chairs and poles.

Seating capacity will be about 800 and prices will be 50 cents top.

Bill Jordan Leaves Atlanta

ATLANTA, April 5.—William E. Jordan, 16mm. distribution specialist and former Chicago and New York film executive, has left his post here for a tour of Florida and the Southwest. Jordan is putting the finishing touches on his book, *Motion Picture Profits*, which deals with basic 16mm. industry practices and public exhibition outlets as an extension of existing 35mm. markets. He will spend considerable time in Texas and the Southwest inspecting semi-permanent theater installations using 16mm. equipment and will arrive in Los Angeles sometime in the summer.

Abbott To Feature Dexter

CINCINNATI, April 5.—Ed Hiler, agent for Ace Abbott's Tent Show, reports that he signed Al Dexter, writer of *Pistol Packin' Mama* who is featured with the org which opened this week. Hiler was formerly with Dexter on a personal appearance tour. Show has new canvas, a 60 with two 30s. A special line of paper heralds the show.

Pa. Bill Nixes S.R.O. Sale

HARRISBURG, Pa., April 5.—A bill (H. 1083) to prohibit the sale of tickets at theaters, motion picture houses and other places of amusement unless seats are provided for the purchasers has been introduced in the Pennsylvania House of Representatives by Rep. Norman H. Laughan.

Bearded Minstrels

By E. F. Hannan

MILTON KING shoots me a peeve from Rochester, N. Y.: "I note the names of the minstrel shows recently printed in *The Billboard* and want to get in a word for my granddad's show, King's Minstrels, which played Central New York in the '70s. This was a show of nine men, all with long flowing black beards, who did the whole show in blackface."

Just as you say, Milton, but I can't help thinking of the fun that must have been on after the show had finished and they tried to wash the burnt cork out of those black beards. There is a story of the latter and less glamorous days of Jack Haverly having four whiskered landlords in the street parade, all creditors from former stands. And I once knew an act that played with tab shows that was billed as the Whiskered Trio, and we all know about the House of David bearded baseball team, but this is the first I know of a bearded minstrel org. This minstrel list is leading us into dark places.

was to inflict serious harm upon another. There is no evidence such an incident ever had happened before or that the defendant (proprietor) had any warning whatsoever it was likely to take place. It was not a danger which he was bound to have foreseen or to have guarded against."

— WANTED —

General Business Team for 1947 Summer Season. Other Useful People, write. Long season, dining car facilities. Write all the first letter. This is a one and two-day Dramatic Tent Show.

MADDEN-STILLIAN PLAYERS
Lake City, Iowa

WAFFLE IRONS

with BIG EYE-APPEAL

GETS REPEAT ORDERS

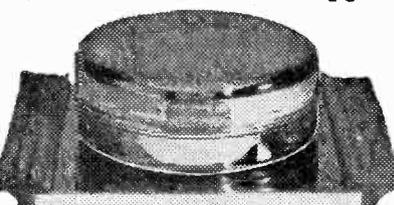
ORDER YOURS TODAY



TWIN WAFFLE IRON and TRAY ENSEMBLE

Each waffle iron measures 5 1/2" x 4 1/2", beautifully chrome finish and cast aluminum stickless grids. Mounted on chrome finished tray, 15" x 7", full width wood handles.

List Price, \$15.95 Lots of 6, Each (Sample, \$10.97) **\$10.37**



WAFFLE IRON with TRAY

All steel frame chrome finished waffle iron, 8" diameter, heavy cast aluminum stickless grids, imbedded element for faster baking, free floating hinge. Mounted on heavy steel, chrome plated base, 12 1/2" x 10". Full width wood handle.

List Price, \$14.95 Lots of 6, Each (Sample, \$9.25) **\$8.95**

25% WITH ORDER—BALANCE C. O. D. Write for Illustrated Catalog on Radios, Lamps, Electrical Appliances, etc.

SHEFFIELD RADIO AND APPLIANCE CO.

WHOLESALE DISTRIBUTORS Dept. B-12 818 W. Belmont Ave. Chicago 14, Ill.

OPPORTUNITIES

A Display-Classified Section of Business, Sales and Employment Opportunities

RATES: Display 70c an agate line . . Minimum 10 lines . . Maximum 1/8 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

"EVERY DAY IS MOTHER'S DAY (IN THIS Heart of Mine)." Artists, add this beautiful song to your repertoire. Professional copies free. B & H Music Publishing Co., 10 N. Main St., Suite 108, Akron, O. my10

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

600 GAGS, JOKES, \$1.00. 12 MONOLOGUES, \$1.00. 12 Talking Skits, \$1.00. Witmark Minstrel Show, \$10.00. Demson Comedy Collection, \$5.00. E. L. Gamble, Playwright, East Liverpool, O. ap

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—TO SELL FOUR GORE LACE TRIMMED Ladies' Slips. Samples available. Pied Piper, Inc., 328 W. Superior, Cleveland, O. ap19

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

AGENTS—MAKE BIG MONEY WITH QUICK selling Utility Garment Hanger. Retailers for 50c; your profit, 25c. Send 30c for postpaid sample. House of Schiller, Dept. B, 180 N. Wacker Dr., Chicago 6, Ill. ap12

AGENTS—NEW FAST SELLING, BIG PROFIT novel utility. Sell anywhere on sight, stores, homes, offices, factories. Opportunity for large earnings. Write for free details. Box 5187, Philadelphia 41, Pa. ap12

BUBBLE GUM—IMPORTED, 50 COUNT. large 5c seller, \$2.00; 24 boxes, \$43.20. 120 count, \$1.25. 36 boxes, \$40.00. No orders under \$10.00. Mel Gans Sales Co., 3317 James, Ft. Worth 4, Tex. ap19

CASH IN WITH NEW NOVELTY CIGARETTE Dispenser. Sells on sight. Generous profits. Retailers \$1.50. Reed Brothers Wood Products Co., Dept. B4, Thomaston, Me. ap12

CREW MANAGERS WANTED! HOTTEST premium deal. Bookmen, subscription men, earn \$30.00 daily. Rural, small towns, Rocky Mountain States, Westkan. Must have car. Give full information first letter. H. B. Pigman, 1520 Court Pl., Denver 2, Colo. my3

EXCELLENT SIDELINES FOR PRINTING AND advertising salesmen. Decalcomania Name Plates in small quantities. Great demand. Also, make money with our line of Automobile Initials and Sign Letters. Free samples. Ralco XL-Roxbury, Boston 19, Mass. ap19

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

INCENSE, PERFUME BUDS, SACHETS—LOW solbers' prices. Particulars free. Starter's stock: 25 Buds, dozen Sachets, dozen Incense, \$1.00. Retailers \$5.45. Mission, 2328 W. Pico, Los Angeles 6, Cal. my31

LORD'S PRAYER, TEN COMMANDMENTS, OR Crucifixion, reproduced on a real penny, individually carded, \$9.00 gross. Sample assortment sent prepaid, \$1.00. Perkins, Dept. B, 1109 Lawrence, Chicago. my3

MORE PROFITS FROM ERNIE AUTOMATIC Tire Inflator (16 ft.), retails \$1.95. Sells itself. State distributors wanted. Sample, \$1.00 (refundable). Details free. Kramer Industries, Inc. 3505B, Cleveland 18, O. ap26

NEW CROP JUST ARRIVED—MEXICAN Selected Jumping Beans, the last curio in the world. 1000, \$5.00; taking 5000, \$4.00; 10,000, \$3.50; 25,000, \$3.00 thousand. National Products Co., Laredo, Tex. my3

SALESMEN, SALESWOMEN, AGENTS—SEE our display ad for agents in Merchandise Section. Glass and Brass Miniatures. Sells on sight. BB, Box 531, RPK Station, Detroit 32, Mich. my24

SELL NATIONAL CARDED HEAVY METAL Clip Combs, etc. Fast sellers. Large profits. List free. National Specialty Sales, 15 E. 3rd, Cincinnati 2, O. ap12

SELL THE MODERN EYEGLASS WIPER—A new item that fits in case with glasses. 12% profit. Dozen, \$1.00 postpaid; sample, 20c. Akerson Mfg. Co., 620 S. 7th St., Minneapolis 15, Minn. ap12

SOCIAL SECURITY WORKERS—WE HAVE the real Brass Plates, also Cases. Sample, 25c stamps. C. Gamsier, 148 Park Row, New York 7, N. Y. ap26

SOCIAL SECURITY OPERATORS—BIG BUY. 300 Social Security and Identification Plates, \$14.00. Samples, \$1.00. F. Bonomo, 860 Broadway, Brooklyn, N. Y. ap26

SOMETHING NEW, A BIG GO—PLASTIC Letters and Numerals in three sizes and all colors, makes attractive name plates and signs. Samples, literature and prices, 50c. Indian Nation Plastics, Inc., 2428 S.W. 29th St., Oklahoma City 9, Okla. ap19

TABLES LAMPS—\$12.00 A DOZEN. TALU Novelty Mfg., 366 E. 148 St., New York City. ap12

ZIRCONS—THE DIAMOND'S ONLY RIVAL again available. Expert Watch and Jewelry Repairing. All makes reconditioned Watches, no pin levers or cylinders. Catalogue free. Bluebonnet Jewelers Exchange, 2500 Carter, Ft. Worth 3, Tex. ap12

WANTED—AGENTS FOR HOUSE-TO-HOUSE selling of plastic products including Table Cloth Covers. Write for free details, sample, \$1.00. House of Schiller, Dept. B, 180 N. Wacker Dr., Chicago 6, Ill. ap12

WE PAY YOU \$25.00 FOR SELLING FIFTY \$1.00 Assortments Birthday, All-Occasion Cards. Tremendous demand. Sell for \$1.00; your profit, 50c. It costs nothing to try. Write for samples. Cheerful Card Co., 68 White Plains, N. Y. ap19

200 MONEY MAKING DEALS—PLANS, Unusual Items, Rare Formulas, Ideas, Schemes. Folio free. Formico KA, Box 572, Dayton, O. ap19

CARNIVAL and PARK MERCHANDISE

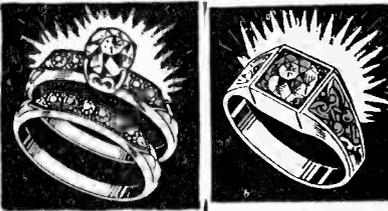
- | No. | BINGO ITEMS | Price |
|-----|--|--------|
| 829 | Chrome Sun-Chief Toaster, attached tray, with cord | \$2.67 |
| 830 | Coronet, Chrome Indicator Iron, with thumb rest | 2.97 |
| 331 | Sturdy Bridge Tables, packed and sold 6 per ctn. only | 1.75 |
| 332 | 24" Cocktail Smoker, packed and sold 6 per ctn. only | 1.60 |
| 333 | 23" Chrome Metal Tube Smoker, packed and sold six per ctn. only | .85 |
| 334 | Eight-Piece Glassbake Set, attractive gift box, ind. packed | .70 |
| 335 | Eleven-Piece Glassbake Set, attractive gift box, ind. packed | 1.75 |
| 336 | BEACON BLANKETS, size 60x80, Indian and plaid designs | 2.65 |
| 337 | Spigot Jugs, full gallon cap, grey finish, 1 per ctn. | 2.75 |
| 338 | Chrome Kitchen Clocks, Westinghouse self-starter, 8" dia. | 3.55 |
| 339 | Electric Vanity Glass, self-starting Westinghouse movements, walnut & gold case | 6.55 |
| 340 | Overnight Suitcases, 18" and 21" nested. Packed and sold 12 asst. per ctn. only | 1.10 |
| 341 | Water Set, 8 tumblers and large glass pitcher. Ind. boxed with metal decoated tray | 1.45 |
| 342 | Sewing Baskets, maple and mahogany, 14x9, 2 compartments, ind. boxed | 1.75 |
| 343 | Serv-U-Sets, 6 pos. glass table servers, red plastic tops, ind. attractive display box | .65 |
| 344 | 3-Pc. Carving Set, stainless steel, ind. boxed | 2.00 |
| 345 | 7-Pc. Stainless Steel Knife Set, rack for hanging, ind. boxed | 2.50 |
| 346 | 8-Cup Range-Teo Coffee Maker, ind. display box | 1.35 |
| 347 | 2-Qt. Range-Teo Double Broiler, ind. display box | 1.75 |
| 348 | Glass Tea Kettle, 2 qt. cap, with cover lock, ind. boxed | 1.00 |
| 349 | Large Glass Table Lamp, flashy shade, doz. lots only | 2.10 |
| 350 | Glass Boudoir Lamp, with glass shade, ind. boxed, 24 per ctn. | 1.50 |
| 351 | Metal Kitchen Stool, 24" high, bright colors, ind. boxed | 1.65 |
| 352 | Casserole Dish in chrome metal holder, 10" by 3 1/2" deep, ind. boxed | 1.45 |
| 353 | Round or Square Hassock, packed and sold 6 per ctn. only | 1.80 |
| 354 | Falcon Card Camera & Case | 2.35 |
| 355 | Liquor Pump Set, 6 tinted glasses, chrome pump and revolving chrome tray | 3.35 |
- 25% Deposit, Balance C. O. D.

Write Us Your Needs on Regular Merchandise — Rock-Bottom Prices

GOTTLIEB-CUTLER, CORP.

928 BROADWAY NEW YORK CITY

WHITESTONE RINGS



Sterling Silver \$5.00 Per Doz. Rolled Gold Plate \$6.00 Per Doz. Sizes 5 to 10	Man's Massive Sterling Silver \$9.00 Per Doz. A Special Value \$12.00 Per Doz. Sizes 7 to 12
---	--

Write for information on our "SIZE PLAN."
CLARK RING CO.
188 W. Randolph St. CHICAGO 80, ILL.

SLUM

NOVELTIES, TOYS, BROOCHES, PINS, KIDS' NECKLACES, JEWELRY, COSMETICS, Etc.
3,000 PIECES, ASS'T
\$25.00

SOME ITEMS RETAIL UP TO 25¢ EACH. 25% Deposit, Balance C. O. D.

Mdse. Distributing Co. 19 E. 116 St. New York, N. Y.

RINGS—RINGS—RINGS NEW LOW PRICES

Silver Saddle Rings. Now \$18.00 Dz. Massive Skull & Cross Bones, Indian Head, Horse Head, Etc. Now 18.00 Dz. Men's Init. Diamond, Large Stone, Gold-Filled Mounting 18.00 Dz. Mex Coin Bracelets (20 Coins) 18.00 Dz. 25% Deposit, Balance C. O. D.

B & B JEWELRY SALES
311 TRAVIS HOUSTON 2, TEXAS

LOW-PRICED ENGRAVING JEWELRY!

UNUSUAL BARGAINS! ATTRACTIVE STYLES! Suitable for RESORTS, FAIRS, STORES, Etc. Send \$5.00 for samples.

MAJESTIC BEAD & NOV. CO.
307 Fifth Ave. NEW YORK 16, N. Y.

FIREWORKS ATTENTION, DEALERS

For Lowest Prices, write Today for complete Price List.
MID-WEST FIREWORKS
114 W. SECOND ST. SEDALIA, MO.



COLONIAL BRASS BOUDOIR LAMP #901

A RAPID-FIRE SELLER

The Base Is Solid Brass—Highly Polished and Lacquered. The 6" Maroon Parchment Shade Has Gold Scroll Design. Overall Height 12".

A SMASH HIT OF QUALITY

Send Only 25% With Order. Balance C. O. D., F. O. B. Brooklyn, N. Y. **\$1.50** Each Complete

ATLAS LAMP MFG. CO. 37 5th Ave. Brooklyn, N. Y.

NEW PRICE

STAINLESS STEEL BANDS, \$1.75 EACH

Also have Gold-Filled Bands at \$2.00. Same price on quantities of 1 or 100. Our stock consists of 75% SS, 25% Gold Filled.



NATIONAL METAL CO., 168 N. Main St., Fall River, Mass.

BATHING CAPS

GOODYEAR RUBBER MOLDED CAPS RUST PROOF CLASPS

Small Ear Flaps \$6.00 Doz.
Large Ear Flaps 8.00 Doz.
All first-grade new rubber, not synthetic.

All size Balloons.
25% Deposit, Balance C. O. D.

Concession Enterprises
535 Carondelet New Orleans, La.

NEW Suction-Cup AUTO FLAG-HOLDER

For Autos, Windows, Celebrations, etc. Complete with 3 American Flags, 4 1/2" x 6". Sensational seller. Sell for 50¢ each. Sample, 25¢.



Adjustable, used in Horizontal or Vertical Position.

Write for List of Over 200 Popular Items.
GORDON MFG. CO.
110 E. 23 St. Dept. BF New York City

Gro. \$24.00
25% Deposit with order.

FANS

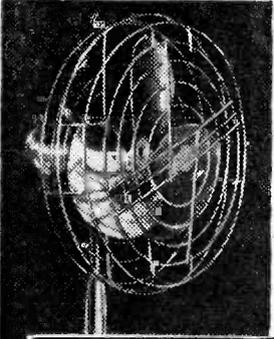


TABLE
COUNTER
WALL
FLOOR
CEILING

DELIVERIES NOW MEAN PROFITS NOW!

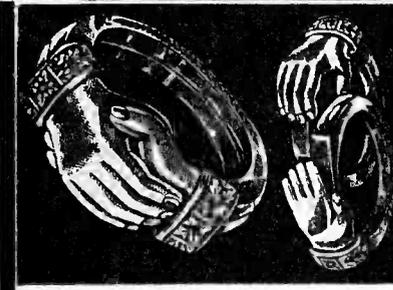
A top quality line—made right—priced right—and available now for those aggressive premium merchandisers who are first with the newest. Pachter's traditional leadership in nationally advertised premium offerings scoops the field with these great fan values. For fans—or other nationally advertised premium values—write today.

Write for complete literature and prices

D. A. PACTER CO.

705 W. Washington Chicago 6, Ill.

America's
Foremost
Premium
Distributor



STERLING SILVER RINGS

Two hands that clasp and unclasp go to make up this memento of true friendship.

BB9119—Sizes 6 to 9. Ea. . . \$1.65

BB9120—Same as above in Ladies', Sizes 5 to 7. Ea. . . 1.35

BB102—Ladies', Sizes 5 to 7. Per Doz. 6.50

ROHDE-SPENCER CO.

223-225 W. MADISON STREET
CHICAGO 6, ILLINOIS

EXCEL'S CARNIVAL & CIRCUS SPECIALS

MERCHANDISE FOR ALL CONCESSIONS

Bingo Cards, Heavyweight, per 100 . . . \$3.50

Double Bingo Cards, Heavyweight, per 50 dols. 3.50

Hoopla Hoops, 4 to 7 inches, per dozen . . . 1.75

Heavy Maple Milk Bottles, weighted, each . . . 1.00

Aluminum Milk Bottles, each . . . 1.50

Punks, Heavy Grade, 15 inches tall, each . . . 1.95

Dart Boards (Add-Em-Up), Plywood, each 2.50

Apex Darts, best quality, per dozen . . . 1.35

Baseballs, Worth Special, per dozen . . . 2.25

Cane Rings, Polished, per 100 . . . 5.00

Cork Pistols, shoots corks, each85

Corks for Cork Guns, per 1,000 . . . 2.25

Pea Balls, Inlaid, Red & Black, 16 to set, ea.75

Leather Bottles for Pea Ball Game, ea. . . 1.75

Swagger Canes, Lancaster Quality, per gross 11.00

Ball Head Canes, Lancaster Quality, per gross . . . 11.00

Cigarette Cases, Metal, per gross . . . 5.40

Pocket Knives, two blade, per dozen . . . 4.50

Daisy Cork Guns, each 5.95

Rayon Lash Whips, per gross . . . 13.50

Flying Birds, best quality, per gross . . . 13.50

Dart Balloons, per gross . . . 1.85

25% Deposit Required With Order.

We carry a full line of Beacon Blankets, Bingo Merchandise, Plaster, Toys, Novelties, Stuffed Toys, Glassware, Stump, Billfolds, Joke and Trick Items, and Oak Hivex Balloons. Send for our complete price list. All orders shipped same day as received.

EXCEL MDSE. & NOVELTY CO.
1316 Farnam Street Omaha 2, Nebraska

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

AFRICAN LION CUBS, CHIMPANZEE, RHESUS Monkeys, Ringtail Monkeys, Mangabeys, African Porcupines, African Civets, Sykes Monkeys, Aoudads, Agoutis, White Foxes, Coyotes, Beaver, Emu, Macaws, Raccoons, Red Foxes, Grey Foxes, Owls. New shipment Boas, 4-8 feet. Chase Wild Animal Farm, Egypt, Mass. ap19

ARMADILLOS (GRAVE ROBBERS)—\$6.00 A pair. No C.O.D. Shipping express. R. L. Ray, Box 15, Slagle, La. my3

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

ATTENTION! CARNIVAL MEN: PARRAKEETS, assorted colors, large stock. Same day shipment. Priced right. Don Compton, Box 93, Mt. Vernon, Ill. ap26

CUB BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada. je14x

FOR SALE—TRAINED DOGS AND GOATS. New idea on goats. Prof. J. P. Harts, Animal Academy, Newark, Ark.

FOR SALE—ONE HIGH-DIVING MULE AND Horse. 30-ft. jumps. H. G. Tucker, Silo Route, Durant, Okla. ap26

FOR SALE—SOMETHING RARE AND DIFFERENT in show dogs. Registered Keeshond Pups out of truck stock. Beautiful, intelligent, retentive. Write or wire. P.O. Box 34, Dubuque, Iowa.

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.

HORSES—HIGH SCHOOL TRAINED. TEN minute comedy. Five minute Liberty. \$500.00 or \$1,000.00 with truck. H. R. Miller, Wilton, Wis.

MONKEYS—RHESUS, RINGTAIL, SPIDER; Parakeets, Lovebirds, Canaries, Finches, Doves. Write for list. Southern California Bird Pet Exchange, Dept. B, Box 7, Bell, Calif. ap19

MONKEYS! MONKEYS! \$40.00 EACH. GRAY Spiders, Golden Spiders, White Face Ringtails, Cinnamon Ringtails, healthy, young, semi-tame. Immediate shipment. Terms: cash. Don Compton, Box 93, Mt. Vernon, Ill.

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.

SELANNA KENNEL SERVICE—ARE YOU looking for an unusual breed dog, or do you want to be advised as to which breed to select for your particular purpose? Advice given and list of breeders. Please enclose one dollar for reply. Address 4 W. Chestnut St., Selinsgrove, Pa.

SOUTH AMERICAN BOAS, CAIMANS AND Alligators; Ringtail, Spider and Titi Marmoset Monkeys; Flamingos, Troupials and other varieties of colorful South American Birds; Ocelots, Jaguars, Tapirs, Coati Mundi, Kinkajous. Shipments received weekly. Write for complete price list. Bower's Natural History Supply Co., 512 Santa Monica Blvd., Santa Monica, Calif. my3

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.

FILMS 40,000 ROLLS WHOLESALE

34% off on new, fresh film in factory box. Real McCoy. Not stiff, rejected film in strange package. 124—18¢. 120, 620—22¢. 116, 616—25¢. CAMERAS—127, 8 exp. Focusing. A honey. \$6.95 less 30%. 100 8x10 Photos, \$6.50.

DODGE STUDIOS, Albany 32, 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

AMUSEMENT PARK—CAROUSEL, SKATING Rink, Penny Arcade, Shooting Gallery, Penny Pitch, Refreshment Stands, Picnic Groves, Bathing, Ball Field, etc. About 8 acres. Price, \$30,000.00. C. Tampier, Realtor, Hampton, N. J.

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

CASH IN—68-PAGE BOOK BUSINESS SECRETS, Mail Order Plans, Wholesale Supply Sources. 25c postpaid. E. W. Saunders, Box 733, Charlottesville, Va.

DOLLARS DAILY! I CLEARED \$2,000.00 IN two months selling by mail. Rush name for details, proof! Loeb, 7201-H-1 Montgomery, Cincinnati. pp

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 888, Atlanta, Ga. ap19

GET 200 MONEY MAKING DEALS—BUSINESS Plans, Unusual Items, Quality Formulas, Schemes, Folio free. Formico Mill, Box 572, Dayton, O. ap26

KIDDIE PARK LOCATION—WILL LEASE space for kiddie rides and kiddie train. Long season, June to October. Fairyland Village and Children's Zoo, Wm. J. Hnat, R. No. , Box 19, Rahway, N. J. ap19

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

RECORDS—COMMERCIAL PRESSINGS MADE from your own recording. Labels printed in your name (details). Urab BB, 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 JEWELRY. \$2.50-\$5.00 sellers. Order assortment, \$15.00 dozen. Manufacturer, 264 5th Ave., New York. ap12

"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? MAKE AND sell own products. Bigger profits. Free literature. Jackson, Box 111, Newberg, Ore. ap26

YOU MAKE \$2,000.00 IN THREE MONTHS—Everybody here. Details free. Give name of county. C. Maguire, Cannon Ave., Lansdale, Pa. ap26

40 MAIL ORDER MAGAZINES, AD SHEETS and Circulars. Opportunity Unlimited for 25c. Theodore Gordon, Box 1223, New Haven, Conn.

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE—Only advertisements of used machines accepted for publication in this column.

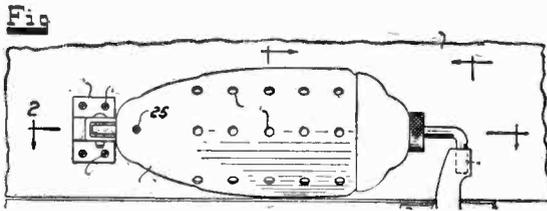
A-1 CIGARETTE AND CANDY VENDING MACHINES. All makes, models, lowest prices. What have you to sell? Mac Postel, 6750 N. Ashland, Chicago. my17

BALL GUM WILL MAKE MORE MONEY—One good-as-new reconditioned machine and 500 Balls Gum, \$10.50. 1/4 cash. Thomas Novelty Co., Paducah, Ky. my3

BALL GUM—SMALL ORDERS WELCOME. NO limit. 2 1/2-lb. and 3 1/2-lb. cartons. 1/4", 140 to lb., 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

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

AGENTS
SALESMEN
DEMONSTRATORS
HERE IS YOUR
GREAT OPPORTUNITY



DOOR-CHECK AND DEODORIZER

- A Quality Double Action Combination.
- A Necessity for Every Rest Room.
- Scientifically Correct.
- Refillable and Easy to Attach.
- Completely Automatic.
- Bone-Dry Vapor.
- Laboratory Tested.
- Entirely Worry-Free and Guaranteed.

UNIVERSAL DOOR-CHECK DEODORIZER, INC.

320 E. LARNED DETROIT 26, MICH.

COMPLETE LINE OF MERCHANDISE

SUITABLE FOR ALL PURPOSES

FIRST WITH THE LATEST.

Write for Price List and Catalog—State Business.

WISCONSIN DELUXE CO. MILWAUKEE 12, WIS.

ACCLAIMED THE BEST EVER!

Sensational New ROLLIT RETRACTABLE POINT BALL PEN



The biggest Retractable Point Ball Pen value in the low-priced field! Precision built for effortless, easy ball point writing. Attractive design, rugged construction for years and years of constant use.

- No Cap or Ink to worry about
- No Smear, No Scratch, No Leak
- Ink dries instantly as it writes
- Writes clearly through 6 or more carbons
- Smart plastic barrel with metal cap

Amazingly Simple to Use
Retractable Point—Press and Turn . . . It's Out!
Turn . . . It's In!

WRITES UP TO 3 YEARS WITHOUT REFILLING (with average use)

CHOICE OF SEVERAL COLORS

List price, \$1.00.
Dealer's price, \$7.20
Lots of Doz. or More—Doz.
Less Than Doz. Lots, Ea. \$1.00
25% With Order—Balance C. O. D.

Write for Literature and Prices on our new 1947 line of Cameras, Shavers, Lighters, Binoculars, etc.

MUTUAL DISTRIBUTING CO.

801-803 Milwaukee Ave. Dept. B-5, Chicago 22, Ill.

COMPARE PRICES



then—SEE US
STERLING SILVER LADIES' SOLITAIRE WITH SPARKLING SIDE STONES

\$5.00 Per Doz.

Per Gross, \$57.00

Same Style, 14K Gold Over Sterling

Per Doz. . . \$ 5.25

Per Gross . . . 60.00

Ladies' Sterling Silver Whitestone Solitaires—

Per Doz., \$4.00. Per Gross, \$45.00.

Sterling Silver Wedding Bands—

Per Doz., \$5.00. Per Gross, \$57.00.

Wedding Bands, 14K Gold over Sterling—

Per Doz., \$5.25. Per Gross, \$60.00.

Gold-Filled Wedding Bands—

Per Doz., \$5.50. Per Gross, \$63.00.

Gold-Filled Solitaires—

Per Doz., \$8.00. Per Gross, \$90.00.

Men's Sterling Silver, massive mounting, Whitestone Solitaires—

\$8.00 Per Doz. \$102.00 Per Gr.

Same Ring, 14K Gold over Sterling Silver—

\$10.00 Per Doz. \$114.00 Per Gr.

25% Deposit with Order, Balance C. O. D.

Also large variety of Ladies' and Men's Whitestone or Colored Stone Rings. No catalog. If samples are desired, send \$10.00 for assortment.

STERLING JEWELERS

—WORTHINGTON, OHIO—

"LA EULENE"

SIMULATED PEARL NECKLACES

\$4.50 Per Dozen Up

CRYSTAL NECKLACES

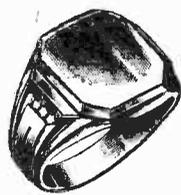
\$4.50 Per Dozen Up

Eulene Pearlcrafters

30 West 36 St. New York 18, N. Y.

NEW SIGNET RINGS

Fast Selling Styles



No. 123W
Polish White Finish
No. 123Y
Polish Yellow Finish
Sizes 8 to 13

\$3.65 DOZEN
\$42.00 GROSS



No. 122W
Polish White Finish
No. 122Y
Polish Yellow Finish
Sizes 7 to 12

\$3.40 DOZEN
\$39.00 GROSS



No. 118W
Polish White Finish
No. 118Y
Polish Yellow Finish
Sizes 7 to 12

\$2.90 DOZEN
\$38.00 GROSS



No. 126W
Polish White Finish
No. 126Y
Polish Yellow Finish
Sizes 7 to 10

\$1.65 DOZEN
\$18.00 GROSS

State Your Business

HARRY PAKULA & CO.
5 N. Wabash Av., Chicago 2, Ill.

BUY MARBLES NOW—DURING SPRING AND summer, marbles are in a steady demand. Use our beautiful Agate Marbles in your vending machines in place of costly and scarce ball gums. Carton of 7,000 9/16" Agate Marbles, \$9.75. Merrill Sales, 3925 W. 16th St., Chicago 23, Ill.

"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

COIN STACKERS FOR PENNIES AND NICKELS, \$1.00 postpaid. Trays for stacking coins, \$3.00 each for pennies and nickels. Handy, accurate. Heineman, 656 Selden, Detroit 1, Mich.

FIFTEEN THREE-WAY GOTTLIEB GRIPS—Used only two months, like new, perfect order. \$27.50 each. One Goaler, \$200.00. Oklahoma Novelty Co., Clinton, Okla.

FOR SALE—35 CANDY VENDING MACHINES, used. Rows, Nationals, DuGremiers, 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—FOUR MacGLASHAN NICKEL Pistols, good condition, first \$40.00. Gail Wright, 2664 Broad St., Columbus 4, O.

FOR SALE—PINBALL AND PHONOGRAPH Route in Eastern Montana. Write F. B. Turner, Wolf Point, Mont.

FOR SALE—19 ASCO 2-COLUMN METAL Postage Stamp Venders, never on location, \$13.00 each or entire lot for \$209.00. Wayne Schwab, Mars, Pa.

SELLING OUT! 11 SLIGHTLY USED RED Ball Amusement Machines, \$250.00; 2 nearly new \$300.00 each; 29 Hockeye Match Vendors, \$4.00; 2 5c Hot Peanut Machines, \$30.00 each; Schermack Postage Stamp Vendors, small, \$20.00; large, \$30.00. Write Earl Estes, 5501 Tejon, Denver 11, Colo. ap19

GRIPPERS WANTED—GRIPPERS: WANT three hundred Penny Grippers. Advise make, condition and best price. Deposit by return mail if offer accepted. Coin Machine Corp., 930 Fairground Ave., Greensboro, N. C. ap19

PARTLY EXPERIENCED MUSIC MECHANIC—Wants to work with an operator as an apprentice on consoles, slots, pinballs and phonographs. Excellent reference. Box C-180, Billboard, Cincinnati 1, O.

PENNY ARCADE USED EQUIPMENT FOR sale. Estacment 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

RECONDITIONED LIKE NEW PENNY PEANUT or Ball Gum Machine with 5 lbs. Peanuts, \$10.50. 1/2 with order. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. my3

SENSATIONAL BUBBLE BALL GUM DEAL—5,500 pieces Bubble Ball Gum, one used Advance Machine, all for \$25.95. Send 1/2 deposit with order; balance, C.O.D. F.O.R. Karant Sales, 3514 W. Gresham St., Chicago 24, Ill.

THREE PANORAMS (TWO CONVERTED) IN A-1 condition, with Film, \$295.00 each. Raymond Thayer, Gassaway, W. Va. ap12

TWO WINTERBOOKS, THIRTY MILLS, PACE, Keeney's, Jennings, 5c-10c-25c Consoles. Closeouts: twenty-five No. 332, six Buckley Wall-Bar Boxes, \$50.00 lot. Coleman Novelty, Rockford, Ill. ap26

TWO JENNINGS JUNIOR SCALES—ONLY 46 inches high, good working condition, now on location, \$40.00 each; both for \$75.00. 1/2 cash, balance C.O.D. W. W. Henry, P.O. Box 280, Savannah, Ga.

6 BALLY HOT POPCORN VENDORS—A-1 condition, \$125.00 each. Dor Metz, 508 Francis St., Jackson, Mich.

6 EXHIBIT ROTARY MERCHANTISERS FOR sale. Wanted: Erie Diggers and all make Diggers. What have you? National, 1243 Sansom, Philadelphia, Pa.

98 VICTORY POSTAGE STAMP VENDING MACHINES. Any quantity over 25, \$25.00; under 25, \$26.75. G. W. Guttridge, 2823 Forest Ave., Kansas City, Mo. my3

2000 POUNDS OF 3/4" BALL GUM—VERY nice bubble gum. 60c pound. Least sale, 1000 pounds. Box C-179, Billboard, Cincinnati 22, O.

COSTUMES, UNIFORMS, WARDROBES

ALL-BRAIDED CELLOPHANE WAISTBAND Hula Skirts, with Leis, \$7.50. Oriental and Strip Costumes, \$12.50. Net Chorus or Strip Pants, \$1.35. Bras, 75c. Rhinestone G-Strings, \$7.50. Bras, \$2.50. Metal Spangles, all sizes. Folder. C. Guyette, 346 W. 45th St., New York 19. Tel. Circle 6-4137.

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.

CLOWNS' AND BURLESK COMICS' PROPS and Accessories. Free lists. (Assortment, \$5.00.) "Happy" Morgan's Clown Headquarters, 2404-N Fifteenth, Philadelphia. ap26

RHINESTONE SETTING PUNCHES, \$5.00. Rhinestones with Settings, \$1.60 gross. Elastic Net Opera Hose, \$4.95. 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.

SINCE 1869—COSTUME BARGAINS, CHORUS, dollar up; Principals, three up. No catalogue. State wants. Guttenberg, 9 W. 18th, New York 11, N. Y.

FORMULAS & PLANS

"ROADMAN'S GUIDE" MAILED IMMEDIATELY, \$1.00. Ways, Plans, Schemes, Formulas for carnival, show, crowd workers, pitchmen. Worth its weight in gold. Adams Brown Co., Chestnut Hill 67, Mass. up

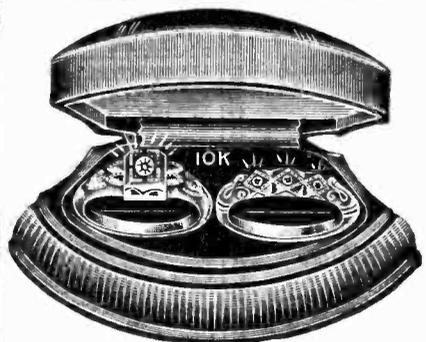
JEWELRY DEMONSTRATORS

We carry a complete line of fast selling money-making items. Write for our new 1947 Catalog now! Wholesale only.

—PLEASE STATE YOUR BUSINESS—



ENGRAVERS
No. 1X7
\$12.00 per gross
No. 2X1
\$22.50 per gross
No. 3X20
\$24.00 per gross (Illustrations 3/4 Actual Size)



3-Diamond Wedding Ring
No. 6R101—Ea. \$2.50
1 Diamond Engagement Ring—No. 6R105
EACH \$2.50

WHITESTONE WORKERS



No. 3R157, Dz. \$4.50
No. 3R160, Dz. \$5.25
No. 3R158, Dz. \$5.25

BIELER-LEVINE, 5 N. WABASH AVENUE, CHICAGO 2, ILLINOIS

CARNIVAL — CIRCUS — PARK SPECIALS

12 INCH FUR MONKEYS — BRIGHT COLORS..... \$ 6.75 Per Dozen
RUNNING MICE..... 15.00 Per Gross

RODEO

Whips (Long Lash)..... \$13.50 per gross
Lancaster Bell Batons (R.W.B.) 19.50 per gross
Metal Gun and Holsters..... 18.50 per gross
Miniature Gun and Holsters..... 7.20 per gross
Metal Western Jewelry Pins—large assortment..... 2.00 per dozen
22.50 per gross

CARNIVAL

Robin Hood Hats..... \$13.50 per gross
Small Hat with Feather..... 7.20 per gross
Dinky Hats..... 10.80 per gross
Large Hawaiian Leis..... 6.75 per gross
Small Hawaiian Leis..... 3.50 per gross
Comio Hatbands..... 1.75 per 100
16.50 per 1000

PARKS

Yacht Caps..... \$27.00 per gross
Sailor Hats..... 19.50 per gross
Belt Beanie Caps..... 24.00 per gross
Felt Crew Caps..... 36.00 per gross
Felt Baseball Caps..... 24.00 per gross

Gene Autry and Roy Rogers 50-L Buttons..... \$20.00 per 1000
50-L Rodeo, Circus, Comio, Flag 17.50 per 1000
70-L Rogers and Autry Buttons 40.00 per 1000
70-L Circus and Comio..... 3.50 per 1000
32.50 per 1000
Circus and Rodeo Pennants... 13.00 per 100
Indian Feather Headdress... 2.50 per dozen

46-L Comio Buttons (pins inserted)..... \$10.00 per 1000
4 Inch Comio Buttons..... 10.00 per 100
Swagger Sticks..... 10.80 per gross
Lead Wedding Rings..... .75 per gross
Cloth Bow Flags..... 1.25 per gross
Lead Slum, large assortment... 1.50 per gross

WE TAKE ORDERS FOR SPECIAL PENNANTS AND BUTTONS
1/3 Deposit With All Orders Write for Catalog

KIM & CIOFFI

916 ARCH ST. (Phone No. Market 7-9230) PHILADELPHIA, PA.

GLASS AND BRASS MINIATURES

Ideal for Concessioners — They Sell Themselves on Sight.

Write for sales plans.

MIRROR PLATEAUS
BEAUTIFUL DISPLAY CASES
MAGIC POLISHING CLOTH

B. B. BOX NO. 531, ROOSEVELT PARK STATION, DETROIT 32, MICH.

SALESMEN SALESWOMEN AGENTS

Establish your own all-year-round business. Tremendous demand sweeping country for glass animals and brass miniatures. Sells on sight everywhere—homes, offices, stores, shops—everyone a prospect. Exceptional earning opportunity, large profits, quick turnover. Write for convincing details.

CONCESSIONERS--BINGO--PARK--RESORT--CARNIVALS

JUST IN TIME FOR THAT GRAND OPENING.

What You Want—When You Want It—At the Right Prices.

"DEMAND" MERCHANDISE NOW READY--Immediate Delivery

IN OUR NEW 1947 CATALOG

ALUMINUMWARE — ENAMELWARE — STEELWARE — CHROMWARE
CHINAWARE — GLASSWARE — ELECTRICAL APPLIANCES — CLOCKS
TABLE AND BOUDOIR LAMPS — BLANKETS — DECORATED TINWARE
SILVERWARE — THERMOS JUGS — HAMPERS — HASSOCKS — DOLLS
TOYS — CARD AND COFFEE TABLES — CHINAWARE — WATER SETS
BEVERAGE SETS — COCKTAIL SETS — URN SETS AND PLenty MORE

500 NEW SLUM ITEMS—BALL GAME SPECIALS—DIGGER FLASH. ALSO FOR "SPECIAL GLASSWARE DEAL"—SAVE 15%—ALSO OUR RED HOT HOOP-LA \$20.00 INTRODUCTORY OFFER.

WRITE FOR YOUR COPY NOW—BE SURE TO STATE BUSINESS OR CONCESSIONS.

1-day Service **ACME PREMIUM SUPPLY CORP.**
1111 South 12th, St. Louis 4, Mo.

MYSTERY DRINKING BIRDS

#3 Bird, Complete, \$14.75 Doz.
Sample Prepaid, \$1.90.
#2 Bird, Complete, Movable Eyes, \$15.75 Doz.
Sample Prepaid, \$2.00.
#1 Bird, Complete, Movable Eyes, \$19.75 Doz.
Sample Prepaid, \$2.25.



CANDY—GIFTS

IMMEDIATE DELIVERIES—25% Deposit.
3/4-Lb. Boxes Party Pecan Candy, Doz. . . \$ 6.00
1-Lb. Boxes Party Pecan Candy, Doz. . . 8.00
1-Lb. Boxes Chocolates, Doz. 9.60
1-Lb. Fancy Fruit Cake (Cello), Doz. . . 2.95

BEACON BLANKETS, Indian Design . . . \$ 3.75

#9 Maple Chest (Mir. in Lid) & 1 Lb. . . \$ 2.39
#10 Cedar Chest (Mir. in Lid) & 1 Lb. . . 2.59

REYNOLDS ROCKET PENS

15 years without refilling.
\$7.80 Per Dozen. Sample Prepaid, \$1.10.
Bullet Table Lighters, Doz. . . . \$ 3.00 \$.35
Mirror Cigarette Box, Doz. 3.00 .35

Write for New Catalog and Items.
DELUXE SALES CO.
220 S. MAIN ST. BLUE EARTH, MINN.

AIRSHIPS

New Airship Balloon, inflates to 40 inches. Complete with printed airship envelope, cabin and fins. Price, \$13.50 Gross. All Silver Airship Workers inflate to 48 inches. Price, \$35 Each.

H. S. NETTLES

575 Winton Terrace, N. E. ATLANTA, GA.

CHATELAINES Pin and Earring Sets ASSORTMENTS

\$ 9.00 Doz.
10.00 Doz.
11.00 Doz.

Popular, fast-moving numbers. Beautifully finished.

SOLOMON

2224 Ocean Avenue Brooklyn, N. Y.

WANT TO MAKE MONEY FAST? HERE'S A TERRIFIC BUY!!



BALL POINT PENS

ONLY \$6.50

Per Dozen

We defy you to find any ball point pen at 10 times the price... which equals the superb new PENGUIN... It's precision built to 1/10th of 1/1000th tolerance!

SMOOTH-FLOWING WRITING!

PENGUIN looks and writes like the most expensive ball point pens. It has a patented air lock feature - prevents STOP and GO flow. PENGUIN CAN'T CLOG! It writes smoothly on any surface... CONTINUOUSLY.

UNCONDITIONALLY GUARANTEED

PENGUIN writes up to 3 years without refilling. It writes dry. Writes clearly through 6 to 8 carbons. An unconditional guarantee certificate with each PENGUIN PEN.

HIGH PROFITS

Here's your chance to make money! Only our tremendous production makes this incredibly low price possible!

\$75 per gross \$6.50 per doz. (in doz. lots)

25% deposit with order, balance C. O. D. Complete satisfaction or money back.

ORDER STYLE #120 BP NOW!

PENGUIN PENS, INC. 644 Broadway New York 12, N. Y.

52¢

Write on the Ball! Style #120 BP.

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

ALL-ELECTRIC POPPING UNITS, GEARED Aluminum Kettles, Peanut Roasters, Copper Caramel Candy Kettles, Display Cases. Northside Co., Indianola, Iowa. je14

COLEMAN HANDY GAS PLANTS, BURNERS. Tanks, Tubing, Fittings. Complete line, 20% discount. Northside Sales Co., Indianola, Iowa. ap26

FLOSS MACHINE, SLIGHTLY USED; ECHOLS Ice Machine with motor, new. Complete Waffle Outfit, ten molds, two Coleman burners, new. 6x6 Top, opens four sides, two wheel trailer. First \$400.00 takes it all. Doc Zander, Sturgis, Mich.

LIGHT PLANTS - WAR SURPLUS, 110 AC all sizes, for home or commercial use, 1/2 of original cost. Aufenberg, 820 N. Kingshighway, St. Louis, Mo. je7

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

STREAMLINED SLEEPER BUS - TRACTOR-trailer type. Economical, safe transportation with sleeping accommodations for twelve or more people. Priced to sell. James Witcraft, 1712 1st Ave. N., Fort Dodge, Iowa.

TANGLEY CALLOPE - 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 8c 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

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

USED FLOSS MACHINES - 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. ap19

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, FEAT-ures, Shorts. Bargain list free. C. H. Rogers, Box 26, East Atlanta, Ga. ap19

250 PAIR LATE MODEL CHICAGO RINK Skates, \$4.00 per pair. Plenty of parts free. Sell all or part. Tom Smith, Minersville, Pa.

FOR SALE - SECOND-HAND SHOW PROPERTY

A NEW CATALOGUE 35MM. MOTION PIC-tures, any type of picture you want we have it. Medicals, Roadshow Attractions, Comedies, West-erns, Spooks, Serials. Low prices. New prints. Hussa 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

BALLROOM LIGHTING EFFECTS - CRYSTAL Showers. Spotlights. Motor Driven Color Wheels. New only. Newton, 253 W. 14th, New York, N. Y. ap19

CARMEL CORN OUTFIT - COMPLETE, \$250.00. Wholesale Wet Corn Popper, large capacity, \$250.00; counter model, large popper, \$200.00; all excellent condition. Poli Theater, 100 E. Main, Waterbury, Conn. ap19

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. Weil's Curiosity Shop, 20 S. 2nd St., Philadelphia, Pa. ap19

CONCESSION TOPS - ONE 12x10, BRICK color, flameproof; one 12x10, khaki; one 12x10 pin-hinged frame, \$175.00. Write Burt Earle, P.O. Box 5173, Richmond, Va.

DE VRY PORTABLE MOVING PICTURE PRO-jector, complete sound, \$175.00. Settle estate. Also Sound Film. E. G. Hunter, Box 86, Pitts-burg, Kan. ap19

FOR SALE - COMPLETE ORCHESTRA EQUIP-ment, Sleeper Bus, Twelve Music Racks, extra fine Library including specials, P.A. Set, Lighting Equipment. Make me an offer. Must sell quick. Write or wire Jones, 224 S. Clark, Salina, Kan.

FOR SALE - LORD'S PRAYER PENNY MA-chine, two Dies, \$125.00. Carney, 3170 S.W. 8th St., Miami, Fla.

FOR SALE - ELECTRIC TRUCK WITH ICE Planer, complete with generator, batteries and charger. Pre-war cost, \$2,250.00. Will sell for \$1,000.00. Riverside Stadium, Washington 7, D. C.

FOR SALE - 12x18' PUSH POLE TOP, COM-plete, \$50.00. 12x12 Penny Pitch Frame with 48x48 Board, new, \$50.00. One Mug Joint, com-plete with new lens, developers, enlargers and reducer, has beautiful front, first \$200.00 takes it. All priced for quick sale. Write. wire 50% and will ship immediately or see Gilbert Cook, Mar-tinsville, Ind.

GOVERNMENT SURPLUS THEATER SOUND Projectors, Arcs, Rectifiers, Chains, Drapes, Screens. Catalog mailed. S. O. S. Cinema Supply Corp., 449 W. 42d St., New York 18. my17

HOLMES 16MM. SOUND PROJECTOR - MODEL 12, like new. Has intermittent like 35's. Com-plete set spares, lamps, photo cell, belts, etc., \$375.00 cash. Come see it or send \$20.00 deposit, balance express C.O.D. Subject examina-tion. Write or phone. Rand, Apt. 8, 2532 High-land Ave., Cincinnati 19, O.

KIDDIE AUTO RIDE PLANS, \$5.00 (SOURCE for \$16.00 autos included) Toonerville Trolley (full size pattern) \$8.00. Circulars free. Brill, 228-B North University, Peoria, Ill.

LEAPING LENA - FOR SALE. \$2,000.00 cash or will trade for small Merry-go-Round. Address J. G. Steblar, Gen. Del., Bamberg, S. C. ap12

LEROI MOTOR FOR FERRIS WHEEL - NEEDS some parts, can be obtained from factory; price, \$100.00 cash. Lachman Amus. Co., 2931 12 St. N.E., Washington, D. C.

SELECTED LIST OF LATE 16MM. SOUND Features for outright sale. Sound Projectors for immediate delivery. Write your needs. Bryant Films, 264 Spring, Ossining, N. Y. ap19

SHOOTING GALLERY FOR SALE - 16 FT. wide, 9 ft. high, 3 rows moving targets, revol-ving targets, spinners and pull-ups. Send picture if interested. \$1,000.00. Ellen Warren, River View Park, San Antonio, Tex.

STRONG FIBER SHOW TRUNKS - FOR ALL purposes, size 43" L. x 14" W. by 24" depth. Army surplus, new, price \$15.00 F.O.B. Allen-town, Pa. Write Wm. Lesser, 2419 Van Buren, Chicago.

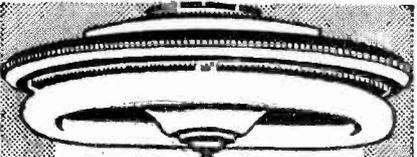
THEATER SEATS, PROJECTORS, FOLDING Chairs, Screens, Tents. Sell 16mm. Film. New fiber Cases, Reels. Lone Star Film Co., Dallas, Texas. ap19

THREE ELECTRIC POPCORN MACHINES - Two Burch cabinet models, two hundred fifty dollars each. One Advance Aristocrat counter model, two hundred dollars. H. J. Goldthwaite, Box 192, Lawrenceburg, Tenn.

WAX HEALTH EXHIBIT - ALSO OPIUM Dope Exhibit. Cheap. Box C-177, Billboard, Cincinnati 22, O. ap19

14x14 COMPLETE CONCESSION - KHAKI cable top, side-wall, pin-hinge frame, light strainers, 12 bottles, over 100 balls, backdrop, all like new. Price, \$250.00. Joseph Pannone, 646 Bleecker St., Utica, N. Y.

35MM. AND 16MM. SOUND FILMS AND 16mm. Sound Machine for sale. Box 32, Spring-field, Ill. ap26x



IT'S HERE - NEW CIRCLINE

Bulb Included FLUORESCENT FIXTURES Write for Catalog BB-322

OUR NEW LOW 1947 WHOLESALE PRICES ON FLUORESCENT FIXTURES WILL MAKE BIGGER PROFITS For Agents, Dealers, Concessionaires

CONVENTIONAL TWO BULB FIXTURES \$3.75 EA. IN LOTS OF SIX SAMPLE \$7.00

THREE BULB FIXTURES \$5.85 EACH LOTS OF SIX SAMPLE \$11.70

DESK LAMPS, Lots of 6, Ea. \$5.00. Sample, \$10.00.

BED LAMPS, Lots of 6, Ea. \$3.50. Sample, \$7.00.

CHROME WALL BRACKETS, Lots of 6, Ea. \$3.50. Sample, \$7.00.

Larger Quantities Available at Proportionate Price Reductions JOBBERS, WRITE FOR SPECIAL PRICES

CONVENTIONAL UNITS QUOTED LESS BULBS

F. O. B. PHILADELPHIA WRITE FOR ILLUSTRATED CATALOG AND PRICE LIST OF COMPLETE LINE

ABRAMS LIGHTING MANUFACTURERS - FLUORESCENT FIXTURES 113 No. 7th St., Philadelphia 9, Pa. Phone Walnut 2-6787

PARK & CARNIVAL GOODS

- Worth Covered Baseballs. Doz. \$ 2.20
French Weighted Darts. Doz. 1.50
Dart Balloons - Oak Brand. Doz. 2.10
Medium Size Lels, Bright Colors. Gr. ... 3.75
Comio Hat Bands. Per Thousand 18.00
Comio Buttons. Per 100 1.85
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
Daisy Cork Gun for Shooting Galleries. Each 7.50

25% WITH ORDER, BALANCE C. O. D. Send for Free New 1947 Catalog.

M. K. BRODY

1116 SO HALSTED ST., CHICAGO, ILL. In Business In Chicago for 34 Years.

DEALERS! ARRANGE NOW FOR FIREWORKS FOR THE HOLIDAY TRADE!

We are distributors for every kind of fireworks; catering to jobbers and retail outlets. WHOLESALE ONLY.

ACME SALES CO., Inc. Dept. 2, 781 Marietta St. ATLANTA, GA.

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!

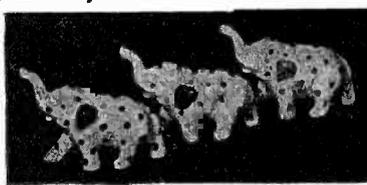
L. H. G. COMPANY 19 E. 16 ST. NEW YORK, N. Y.

#4406 K - PORCELAIN POLKADOTTED ELEPHANTS Beautiful Works of Art in Every Detail

Of pure white porcelain, with hand painted polka dots in various colors. 1 1/4 inch high.

\$3.60 Per Doz. Pieces

\$3.24 Per Doz. Pieces In 3 Doz. Lots



Salesmen wanted to sell them to stores, liberal commission. Sample sent on receipt of 50¢, which will be refunded as soon as orders for 1 gross have been sent in.

LEO KAUL

IMPORTING AGENCY, Inc.

333 & 335 K South Market St. CHICAGO 6, ILL.

We have hundreds of other items, illustrated Price Lists, set K, mailed to RE-SELLERS ONLY on request.

Advertisement for Myrtle Beach Pennants. Includes text: 'We Are Glad to Again Give Our Pre-War Service on PENNANTS For CONVENTIONS, CITIES, PARKS, ETC. Artistically Designed and Colored. All Sizes. COLLEGE PENNANTS WITH AUTHENTIC SEALS AND COLORS. Write for our 4x9 and 12x30 inch Stock List for Immediate Shipment. COMMERCIAL ART PRODUCTS 7645 E. Jefferson Detroit 14, Mich.'

SCOTT-GROSSE COMPANY 1423 Spring Garden St., Phila., Pa.



- FAST SELLING MAGIC TRICKS JOY BUZZER \$3.00 MAGIC FRAME 1.80 Magic Light Bulb 7.80 Vanishing Card 1.00 Wedding Ring Mystery ... 1.20 Red Devils ... 1.20 Presto Coin Vanish ... 2.40 Magic Ruler ... 1.50 E-Z Money Vanisher80 No Sleight ... \$2.40 Coin Act ... \$2.40 Svengali Decks. 5.00 Stripper Decks. 5.00

DEALERS! - Write for Wholesale Catalog. 152-B W. 42nd St. New York 18, N. Y.

WHOLESALE FIREWORKS

Complete Selection. Finest Quality - Lowest Prices. ORDER NOW. THE GUTTMAN FIREWORKS CO. 2206 DELMAR ST. LOUIS 8, MO.

Concessionaires—Save
In Business Since 1918!
SLUM SPECIALS

Metal Wedding Rings	Gr. \$.55
Metal Pistol, Scotty Dog	1.35
Metal Charm Horse Shoe, Etc	1.45
Plaster Animals	1.45
Plastic Brooches	4.20
Pocket Combs	2.85
Glass Beer Mug	3.40
Whiskey Glass	3.40
Imported Baseball, Football Charm	2.80
Imported China Slum	3.20
Key Chains, Asst. Charm	4.75
Hawaiian Lels	3.40
Hat Bands (Best Kind) Per 1000	16.25
Comic Buttons, Per 1000	10.90

NOVELTIES

Swagger Canes (Best Kind)	\$10.75
Ball Top Canes (Best Kind)	10.75
Lash Whip, Rayon, 55" Long	13.25
Spanish Felt Hats	28.80
Robin Hood Felt Hats	11.75
Ballroom Sticks	1.00
Corks for Cork Guns, Per 1000	1.95
Pocket Knives, Doz.	4.25

BINGO ITEMS

Beacon Blankets, Toba & Midway, Each	\$ 2.50
Metal Kitchen Stools, Ea.	1.85
Smoking Stand, Doz.	11.25
4-Pc. Canister Set, Decorated, Doz.	6.40
Metal Cookie Cans, Decorated, Doz.	4.25
Metal Decorated Waste Basket, Doz.	4.80
Metal Decorated Cake Cover, Doz.	6.75

25% Deposit Required With Order.
RODIN NOVELTY CO.
Rodin Building
SIoux CITY, IOWA
Write for Price List.

PHOTO MACHINES
(all types)
Original

Amsco means more profits. Fastest delivery. Plenty supplies. New—Used. Beautiful, durable, portable. Sign below for literature. American Stamp & Novelty Co., Dept. 412, 1132 N.W. 2, Oklahoma City 4, Okla.

Name

Address

ATTENTION, CLOSE OUT

Czechoslovakian Bead Necklaces, different styles and colors; also Plastic Chokers. Assorted.

9 Dz. Bead Necklaces } Per Gross
3 Dz. Plastic Chokers } \$16.00

10 Gross—\$150.00.
Sample Order—3 Dz. Assorted, \$4.50.
Deposit \$2.00, Balance C. O. D.

MAGIC NOVELTY CO.
132 W. 21st St. New York 11, N. Y.

ATTENTION!

GOLD WIRE ARTISTS

We have a wide selection of hand-made, adjustable Bangle Bracelets and Wire Knot Rings in rolled gold plate. Also Hoop Earrings and other designs for pierced and unpierced ears. We also supply wire artists with findings such as Crosses, Anchors, Stone-Set Hearts and Stars, Jewel Sets, Swivels, Springrings, Jump-rings, Chains, Square and Round Rolled Gold Wire, etc.

Write for \$5 sample order with price list. Deposit, \$2, bal. C. O. D.

EMROW JEWELRY CO.
Box 93, North Station, Providence 8, R. I.

PHOTO MACHINES

Shipped in 2 days! Big profits. Exclusive features—easy to operate. Hands not in chemicals. KD or 4 piece. 5-year warranty or complete. 10 sizes—single, double or triple. Write—phone—wire.

\$495
Federal Identification Co.
Dept. T, 1012 N.W. 17, Oklahoma City, Okla.

GOLD WIRE JEWELRY
CONCESSIONAIRES, NOVELTY STORES, JOBBERS: We have the fastest selling line of Gold Wire Jewelry, Pins, Pendants, etc. Mother, Sister, Individual Names. Sell all year around. Best workmanship. Guaranteed satisfaction. Send \$5.00 for full sample line of over a dozen pins. State type business.

Bette Lee Jewelry Co.
246 Fifth Ave. NEW YORK 1, N. Y.

HELP WANTED

A-1 BLACK FACE COMIC FOR PLATFORM
med. show opening May 15th. Must be sober and reliable. Address Emily Abbott, Box 26, Crothersville, Ind.

COUPLE TO OPERATE PHOTO STUDIO ON
show, 50-50; will teach, open May. F. A. Hird, Howland St., North Plymouth, Mass.

FEATURED MALE VOCALIST DOUBLING
Tenor, Saxophone or Violin. Also need A-1 experienced Lead Trumpet, commercial tenor band. Box C-171, Billboard, Chicago. ap19

GIRL PIANIST DOUBLING VOICE AND ACCORDION OR VIBES. Free to travel. Locations only. Wardrobe necessary. Write, stating all qualifications and references. Good money for right person. Musician, Gen. Del., Springfield, O.

GIRL ACCORDIONIST, DOUBLING PIANO. Vocalist Trio (girls) doubling instruments if possible. Two Hot Violinists and Comedian. All must read and fake. Free to travel with Western unit, personal appearances Kentucky and surrounding territory. Send photo and transcriptions, Jack Gilbert Agency, 225 St. Clair St., Frankfort, Ky. Phone: Frankfort Music Shop.

LOOK, GIRLS! FOUR ATTRACTIVE TAP-Dancing Salesgirls Jobs. Permanent New York jobs later. \$10.00 daily for right girls. Apply by letter only. Also managers New York dancing schools, write immediately to Earl Rouchins in charge the Business and Professional Man's Complete Department Store and Advertising Service, 8th Route. Found 1920! 205 Summers, Beckley, W. Va.

MAKE MORE MONEY SELLING INDIVIDUALIZED Buckles, Belts, Tie Holders, Cap Badges. Choice of 2,000 emblems. Quick profits, repeats. Special outfit offer, write Hook-Fast Products, Dept. D, Columbus 6, O. ap26

MAN AND WIFE TO OPERATE POPCORN
Stand on 50-50 in kiddie park in El Paso, Texas. Prefer someone experienced. Don Cotton, 708 Kansas, El Paso, Tex.

MUSICIANS FOR SEVERAL COMMERCIAL
dance bands; travel and location; pays union scale; work steady; minimum \$50.00 each week guaranteed. VSA, 848 Insurance Bldg., Omaha, Neb.

NEED TENOR SAX — SALARY, \$70.00.
Write Sandy Sandifer, Dragon Grill, Corpus Christi, Tex.

PIANO FOR TENOR ORCHESTRA—PLAYING
locations and one-nighters. Minimum salary, union scale. Young, congenial, reliable, sober. State if arrange. Others write. Manager, 222 Sproston, Orange, Tex.

TENOR MAN AND ALTO MAN WANTED—
Also Piano Man or Lady, old and new time music, steady work, must be sober. Write or wire, Six Fat Dutchmen Orchestra, New Ulm, Minn.

TWO GIRLS WANTED FOR AERIAL ACT.
Also young Man. Top salary. State all in first letter. Curran, 936 Metcalf Ave., New York 61, N. Y.

WANT—GOOD CIRCUS COOK. STATE SALARY.
Also want Grease Joint People; grease outfit. Al G. Kelly & Miller Bros. Circus, Hugo, Okla. ap12

WANT—COMMERCIAL MUSICIANS FOR RE-
placements. Established band. Modern sleeper. Give details, state salary. Don Fick, Alexandria, Minn.

WANTED—RELIABLE HELP TO WORK IN
arcade. Must be able to drive a truck. Have long season with F. E. Gooding Shows. Reply to Rodger M. Work, Nelson Ledge Amuse. Park, Garrettsville, O.

WANTED FOR SUMMER RESORT (HOTEL)—
Pianist, Tenor Sax, Trumpet, String Bass and Drummer. Season May 25th to Labor Day or later. Address all inquiries to Bill Doherty, 418 Ardmore Rd., West Palm Beach, Fla. ap26

WANTED—MIDDLE-AGED LADY TO HELP
manage cookhouse and other concessions. Must be honest and not drink. John Seaman, Freeport, Texas.

WANTED — 8 TRAINED VOICES (BOTH
sexes) to take the speaking part and operate the 24" high life-like puppets (not marionettes) from beneath. Applicants must not exceed 5 feet 8" in height. Write to I. W. Geisen, 64-21 58th Rd., Maspeth, L. I., N. Y. The 4-week training starts 1st of May.

WATER HIGH DIVER FIRE JUMPER OR
amateur considered. Grand Stand Attractions, 456 Lamphier Pl., Warren, O. ap20

1ST TRUMPET MAN—10-PIECE TERRITORY
band. Must read. No drunkard. Salary. Wen Sebuh Orchestra, Grand Forks, N. D. ap12

MACHINES NO HAND DEVELOPING

Yet our Machines cost no more than old types. Portable. Fast shipment.

BURBRIDGE CO.
Dept. 26
Burbridge Bldg.,
2415 San Jacinto, Houston 4, Texas.

ATTENTION, JOBBERS AND DISTRIBUTORS

Write for Special Price Lists on New Inventions and Complete Line of General Merchandise.

DIVERSO PRODUCTS CORPORATION
510-512 North Water Street
Milwaukee 2, Wisconsin

SLUM BALLOONS
Bingo & Premium Merchandise
WRITE FOR OUR 1947 PRICE LIST.

M. A. SINGER CO.
2125 COMMERCE DALLAS 1, TEXAS

INSTRUCTIONS BOOKS & CARTOONS

"STAGEFRIGHT AND ITS CURE" BOOKLET, \$1.00. Goodhue Studio, 56 Fayerweather St., Cambridge, Mass.

YOU CAN ENTERTAIN WITH TRICK CHALK
Stunts and Rag Pictures. Catalog, 10c. Balda Art Service, Oshkosh, Wis. my3

LOCATIONS WANTED

SUMMER LOCATION WANTED—WITHIN 30-
mile radius of Chicago for 17-passenger miniature streamlined gasoline train. Work on commission or rental basis. Kildare 0020, Kolze, 6101 Dakin, Chicago.

MAGICAL APPARATUS

AAA WHOLESALE TRICK CATALOG, 10c.
Manufacturers "World's Largest Line." Pitchesmen's 25c packages (7 items); \$4.50 100. Arlane, 4462 Germantown, Philadelphia. ap26

A BRAND NEW CATALOGUE—MINDREAD-
ing, Mentalism, Spirit Effects, Magic Horoscopes, 1947 Forecasts, Crystals, Palmistry, Graphology, Facial Charts, Books. 148-page illustrated Catalogue plus Magic Catalogue, 30c. Wholesale. Nelson Enterprises, 336 S. High, Columbus, O. my10

DOUGLAS CATALOG, 500 TRICKS, 10c—FOR
25 years America's fastest magic service, professional, amateur. Douglas' Magicland, Dept. B, Dallas, Tex. je14

HYPNOTIZE ANYONE SPEEDILY, EASILY,
effectively! Sure-fire method! Guaranteed Course, \$5.00. (Information, stamp.) Philadelphia School Hypnotism, 2404-N Fifteenth, Philadelphia. ap26

LARGE PROFESSIONAL MAGIC CATALOGUE,
35c. Max Holden, 220 W. 42d St., New York, N. Y. my3

MAGIC DEALERS—LETTER ON YOUR STA-
tionery brings large wholesale price list. Powers, 116 18th, Dunbar, W. Va.

MENTALISTS — SUB-MINIATURE RADIO-
phone for mind-reading, horoscope sales, etc. Fits in pocket. Each unit weighs less than pound complete! Full details. Nelson, 3368 High, Columbus, O. ap19

MR. Z'S COMPLETE ONE-MAN MIND-READ-
ing Act. No equipment. No skill. No peeks. No one ahead. No confederates. \$5.00. Sterling Magic Co., Royal Oak, Mich. ap12

SEND 25c FOR SAMPLE COPY OF MONTHLY
Fakir. Free list available. Fakir, 114 Grand St., Brooklyn 11, N. Y. ap26

VENTRILOQUIST FIGURES — MADE TO
order. Illustrated catalog, 25c. Frank Marshall, 5518 S. Loomis Blvd., Chicago 36, Ill. ap12

WORLD'S LARGEST MAGICAL MAIL ORDER
House. Illustrated professional list, 30c. Genoves, G.P.O. 217-B, N. Y. 1, N. Y. ap12

PERSONALS

HAGENBECK-WALLACE—DESIRE CONTACT
former officers or employees of Hagenbeck-Wallace Circus for information regarding Frank Davis. Estate matter. Please write W. C. Cox, 208 S. LaSalle, Chicago 4.

NEW YORK MAIL ADDRESS—YOUR MAIL
received and forwarded. Confidential. Free details. Arlington, 131-T W. 42nd St., New York 18. ap19

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS—"JAIL," "DANCE
Team," "Donkey," "Hula," "Broncho," dozen others. Eastman Paper, Chemicals. Backgrounds. Photo Novelties. Photo Rinses. Photo Mounts, all sizes. Literature. Miller Supplies, 1535 Franklin, St. Louis, Mo. ap12

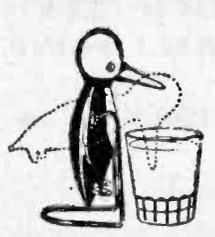
COMPLETE D.P. OUTFIT — SIZE 2 1/2 x 3.
Booth, complete, size 4'x7', App. 500 Frames, 50 gal. Chemicals, 10 rolls 2 1/2"x250" Film. Used one season \$500.00. Ronald M. Neiman, Pottstown, Pa. ap26

DIME PHOTO OUTFITS CHEAP—ALL SIZES.
Drop in and see them; latest improvements. Real bargains. P. D. Q. Camera Co., 1161 No. Cleveland Ave., Chicago 10, Ill. ap26

DIRECT POSITIVE PHOTOGRAPHERS—BIG
repeater! Fascinating! Dollars daily! One minute self-sealing crystal clear Plexiglas Photo Hearts. \$1.00 brings you a finished sample heart and one heart with quick-sealing chemical to assemble yourself. Simple instructions, wholesale price list with order. Charmio Plastics, P.O. Box 914, San Antonio 6, Tex.

ENLARGEMENT — REPRODUCED FROM
photo, doubleweight, 5x7, \$.75; 8x10, \$1.00. Original returned. Acorn, Box 25, Jersey City, N. J. ap19

THESE FAST SELLERS ARE PRICED FOR PROFIT!



DIPPY JOE DOZEN
MYSTERY DRINKING BIRD WITH MOVABLE EYES
\$15.00 Doz. — 3 Doz. Lots
\$14.40 Doz. — 6 Doz. Lots
Sample \$1.50
Individually Boxed—Complete With Glass and Stand.

PENGUIN PETE DOZEN
MYSTERY DRINKING BIRD WITH MOVABLE EYES
\$18.00 Doz. — 3 Doz. Lots
\$16.00 Doz. — 6 Doz. Lots
Sample \$2.00
Individually Boxed—Complete With Glass and Stand.

Deposit With Order, Balance C. O. D.

ORDERS FILLED SAME DAY

ACME NOVELTY CO.
2039 FIFTH AVENUE
PITTSBURGH 19, PENNA.

MACHINES NO HAND DEVELOPING

Yet our Machines cost no more than old types. Portable. Fast shipment. Fill in below for details.

BURBRIDGE CO., Dept. 26, Burbridge Bldg.,
2415 San Jacinto, Houston 4, Texas.

NAME

ADDRESS

FOLDING CHAIRS
PROMPT DELIVERY
IN STEEL OR WOOD
WRITE FOR CATALOG

J. P. REDINGTON & CO.,
DEPT. 28 SCRANTON 2, PENNA.

#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.

Cathead Worker Write SHIPMENT—DATE ORDER RECEIVED. Terms—1/3 down with order, balance C. O. D.

PETER HERMAN
118 W. BURNSIDE PORTLAND, ORE.

ATTENTION—5,000 ITEMS FOR JOBBERS—SALESMEN—DISTRIBUTORS

All your needs at one source. Order direct. Save time, save money. Merchandise for you is our specialty: Dry Goods, Notions, Specialties, Sundries, Gloves, Knives, Candy, Hosiery, Salesboards, Laymon's Famous Carded Merchandise, Combs, Blades, Clocks, etc. Send 3c stamp for catalog to warehouse nearest you.

JOBBERS SUPPLY CO., Bluefield, Va., or **MID-SOUTH SUPPLY CO.,** Little Rock, Ark.

ONE PRICE TO ALL!

- PITCHMEN
- PEDDLERS
- JOBBERS
- WHOLESALERS
- CONCESSIONAIRES
- HUSTLERS

25,000 MEN'S and LADIES' GENUINE LEATHER WALLETS

(Slightly Irregulars)

From One of America's Leading Leather Goods Manufacturers

- Lot #1\$10 Per Hundred (Reg. \$1-\$ 2 Retailer)
- Lot #2\$20 Per Hundred (Reg. \$2-\$ 5 Retailer)
- Lot #3\$30 Per Hundred (Reg. \$5-\$10 Retailer)

Above prices F. O. B. Springfield, Mass.—bulk packed
No C. O. D.'s—bank check or cash with order

Is it too good a bargain to be true?

Send \$1 for samples of all 3 lots, we'll pay the postage

AMERICAN AUCTION & LIQUIDATING CO.

34 PATTON STREET

SPRINGFIELD 4, MASS.

Something New!

EYESHIELD

Protects Eyes While Sunbathing

This novel, solid plastic EYESHIELD for sun bathers—a sensation when introduced in a few territories last season—is a natural for this year. It permits a full-face tan—no wishful-looking white rings as usually left by goggles. And, unlike sun glasses, it exposes the sinus passages to full benefits of the sun. Choice of attractive colors.

Dealers—Jobbers! Order Today!!

There is no other product like the Madison Eyeshield—it has absolutely no competition! The retail price is 25c; the dealer price—\$3.60 for two dozen assorted colors—includes an attractive counter display card. Minimum order, two dozen. (\$1.00 with each two dozen order, balance C.O.D.) Sample Eyeshield—15c postpaid.

Concession supply jobbers wanted—write for details.

MADISON PRODUCTS CO.

3005 Detroit Ave., Toledo 10, Ohio



A Terrific Seller!

"BARTENDER COASTER"

• For the Coming Carnival Outdoor Season!

Here is an item that every carnival visitor will want and everyone else too... in attractive colors with the jolly old-fashioned bartender... alcohol-resistant finish... an item that will produce volume sales because it's appealing and durable... made of metal... order today.

1/3 deposit with order.



PRICES

200	F. O. B. Chicago	\$ 5.00
500		10.00
1000		16.00
Minimum Order, 200.		
Wt. 4# Per 100.		

Modern Artware Company

Manufacturers • 131 W. 75TH STREET CHICAGO 20, ILL.

MUSICAL BOWLING BALL BAR

THE MOST TERRIFIC ITEM IN THE MERCHANDISE FIELD

\$18.45 EACH

8 OR MORE, \$17.70 EACH

25% With Order, Balance C. O. D., F. O. B. Cincinnati, Ohio.

Nothing like this ever before. An actual bowling ball set on a beautiful bakelite base trimmed with an attractive engraved metal band colored in gold. The bowling ball is fitted with a stainless steel tray containing six gold trimmed glasses and a ten pin shaped crystal decanter (capacity one pint). Lift the decanter and the tray revolves. PLAYING A BEAUTIFUL TUNE. Fully guaranteed. The hottest board item in years.

PEERLESS DISTRIBUTING CO., INC.

302-304 WEST FIFTH ST.

CINCINNATI 2, OHIO

ENLARGEMENTS FROM ANY SNAPSHOT OR photograph. Agent's work solicited. Write for prices to Excelsior Art Studio, Excelsior, Minn.

HASSAN 3-SIZE DE LUXE PHOTO MACHINE. Practically new. Operated only one week. Priced right. A bargain. E. E. Morgan, 963 Washington Ave., Huntington, W. Va.

HAVE A TROUBLE-FREE SEASON WITH Glossick Direct Positive Cameras and Shutters. Glossick Mfg. Co., 644 Monson St., East Peoria, Ill.

"OLSON" DIRECT POSITIVE CAMERAS—Will not buckle, jam or scratch the paper. 1 1/2x2 and 2 1/4x3 1/2 size, \$25.00. Order now before the raise in price. Olson Sales, 905 Walnut St., Des Moines 9, Iowa. my3

\$\$\$\$ REWARD FOR QUALITY PHOTOS—Is business off? Switch to Direx Portrait-Tone Paper and Chemicals, then watch repeat sales grow. Direx sales are good; are yours? Write Dept. BX, Grant Photo Products, 18915 Detroit Ave., Cleveland 7, O. my31

TRAILER PHOTO STUDIO—18 FOOT, TAKES 8 sizes photos. Cowboy chaps and hats, display, enlarger, p.a. system, 6-ply tires, awning, paper and chemicals, living quarters. Ready to go. First \$2,250.00 cash. No propositions. Carolina Rose Court, Route 1, Hot Springs, Ark.

WRITE FOR A NEW PRICE LIST JUST OFF the press. Complete direct positive supplies. Marful and Eastman, Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. ap12

PRINTING

ATTRACTIVE 100 8 1/4x11 LETTERHEADS and 6 3/4 Envelopes, Hammermill Bond, four lines copy, \$1.50 postpaid. Samples. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. je14

14x22 SIX-PLY WINDOW CARDS—THE BELL Press, Winton, Pa. ap26

500 BOND LETTERHEADS PRINTED, \$3.50; 500 Envelopes, \$3.00. Quick service. Printing of all kinds. Ace Press, Clearwater, Fla. ap12

1,000 BUSINESS CARDS, PREPAID, \$2.50. 500 Bond Letterheads, \$3.50. Reliable Print Shop, 901 E. Jefferson St., Louisville 6, Ky. ap19

1,000 BUSINESS CARDS, \$1.95. FREE CARD Case. 100 gov't-sized Post Cards, \$1.00, name, address neatly printed. B. Kerman Press, 40 W. 17 St., New York City. my3

500 2 1/2x4 1/4 GUMMED SHIPPING LABELS, red and blue, \$3.50. Also other sizes. Envelopes, Letterheads. Ad-Man, 305 Liberty Bldg., Indianapolis, Ind.

MISCELLANEOUS

AIR-COOLED MOTORS AT A SAVING. NEW Novo Industrial Power Unit with Clutch. Acetylene Generator Outfit. Trailers, house and luggage, all types. Must lower inventory. No reasonable offer or terms refused. Sellhorn's, Sarasota, Fla. ap12

ANTIQUE CHAIRS—SIX PENNSYLVANIA Dutch Plank Bottom Chairs, Hitchcock type, excellent condition; refinished in antique white with Pennsylvania Dutch designs, directly from Pennsylvania Dutch country; will sell any number. Prices on request. A. R. Potteiser Jr., Selinsgrove, Pa.

BARGAINS GALORE! SEND NOW FOR FREE copies of general merchandise bulletins. Francis Petrillo, Dept. BB447, 1537 Mayland St., Philadelphia 38, Pa. ap12x

CASH FOR OLD, BROKEN JEWELRY—Highest prices paid immediately. Mail gold teeth, watches, rings, silverware, diamonds, specialties. Satisfaction guaranteed. Information free. Rose Smelting Co., 29BM E. Madison, Chicago. ap26

ELECTRIC FANS? ASSEMBLE YOUR OWN. Blades, Guards, Standards. Dealers, write. Ted Riseman, 207 N. Fifth, Springfield, Ill. ap26

FOR SALE—WIRE WORKERS: 7 GROSS Asst. Shells, Stars, Jump Rings, Ready-Made Pins, 2 1/4 Rolls No. 22 Wire, Burgess Eng. Machines, Tools and miscellaneous for cash. Box 296, Centerville, Miss.

MEXICAN JUMPING BEANS—JULY TO DECEMBER delivery. Order now. Dozen, 25c; hundred, \$1.00; thousand, \$5.00. Mexican Products, 126 N. Main, Tulsa, Okla.

PIPES, TOILETRIES—MANY HOT ITEMS from war surplus. Also Canvas, Rope. Tri-State Merc., Lewiston, Idaho. ap19

PORTABLE RADIOS—APPROX. SIZE, 6"x7"x12", alligator leatherette, complete, ready to play, with batteries (standard types), \$14.85. Terms: 25% down, balance C.O.D. express. K. Eimer, 204 Elmwood Ave., Brooklyn 30, N. Y. my3

PREMIUM GOODS, DOLLS, PIGGY BANKS, Plaques, Dogs, etc. Moulded products. Andro Products Co., 2488 Summit St., Columbus 2, O. je28

RECORDING DISK BLANKS—WILCOX-GAY 5 and 6 1/2-inch cardboard. Forced sale price. \$30.00 thousand, \$3.50 hundred. Limited supply. Order now. McGuire Co., 313 N. Santa Ana, Bellflower, Calif. ap26

SUPERIOR HAIR STYLIST SEEKS THEATRICAL contact. Miss Kara, care of Emile and Paul, 554 Fifth Ave., New York City. BYant 9-3735.

MUSICAL INSTRUMENTS, ACCESSORIES

CROMWELL CELESTE—PERFECT CONDITION. Eddie Reysz, 1805 Lincoln Ave., Evansville, Ind.

FOR SALE—COMPLETE SOUND EQUIPMENT and Hammond Electric Organ, including speakers, with 125 watts of amplification. Riverside Stadium, Washington 7, D.C. ap12

NEW INSTRUMENTS—GRETSCH NO. 100 Synchronomatic Guitar and Case, regular \$108.00; both \$98.00. Gretsch \$99.00 Artist Deluxe Amplifier, \$90.00. Guitar pickups: D'Armond, \$24.75; Symphonic, \$18.75. Special prices Electromuse Hawaiian Guitars on request. We pay express South or Middle West. 1/2 down, balance C.O.D. Morrissey Music Co., 712 Louisiana, Little Rock, Ark. ap12

ATTENTION, MR. OPERATOR

THIS IS YOUR DEAL!

"LOCATION-TESTED"

DEFINITE PROFIT **\$51.00**

Plenty of Appeal, Fast Play

New Cut-Out Board Features Four of the Famous Deluxe

HOLLY \$8.50

Ball-Point PENS

Finest quality. Writes perfectly for years without re-filling. Compares with nationally known \$15.00 pens. Smartly styled with Gold top. Features a new interchangeable ink cartridge with ball point all in ONE sealed unit. Fully guaranteed.



5c Play

1200 Hole

Eye-Catching Board

Takes in \$60.00. Pays out \$9.00. 25 Penny Seals, all of which go, paying 25c to \$2.00. Four Pens go on Pots 1, 2 and 3, and last sales on board. Cash in on this sensational new money-maker! ORDER NOW.

SAMPLE DEAL \$16.50

PREMIUM BROKERAGE CO.

5104 Graceland • Indianapolis, Ind.

JEWELRY SUPPLIES

ROLLED GOLD PLATED

WIRE AND BRASS CHAIN

- Swivels • Springings • Jumpings
- Chains • Earring and Jewel Sets in many styles
- Stone-Set Hearts • Brass Lockets
- All shapes Mother-of-Pearl.

WRITE FOR PRICE LIST TODAY!

Sample orders to your choice: \$5.00 Assortment.

\$2 down, balance C. O. D.

Also Jewelry Made to Your Specifications... Send Sample.

Williams & Co. Manufacturers' Representatives

RM. 606, 169 WEYBOSSET ST. PROVIDENCE 3, RHODE ISLAND

WIRE WORKERS ATTENTION!

Immediate Delivery of Superior Quality Seamless Square Wire

- 1/100-12K 25 oz. or over\$.85 oz.
- 1/60 -14K 25 oz. or over 1.10 oz.
- Gold Filled Cable Chain15 ft.
- Pearl Type Backs in Various Shapes.

HILI CO.

741 Brooklyn Ave., Brooklyn 3, N. Y.

YOUR NAME ON SEA SHELL

- Sunset Shells. Per Gross\$ 2.25
- Sunset Shell. Per 1000 13.00
- Metal Pins. Per Gross 2.25
- Metal Pins. Per 1000 15.00
- Plastic Pins. Per Gross 1.50
- Plastic Pins. Per 1000 10.00
- Letters, Coral Colored. Per lb.50
- Cement, 2-oz. Tube, 15c; 4-oz.25
- Sample Name Brooch P. P.25
- Tinted Beach Mix for Diggers. Per Gal. \$1.00
- Sea Shells for Slum. Per Gr. \$1.44

Write for Complete Catalog.

RUSS RENAUD NOVELTY

7956 N. E. 2ND AVE., MIAMI 38, FLA.

FEATURE LAMPS



No. 5220 with Push Switch, \$1.50 each, in lots of 12, \$1.45 each, in Gross lots. No. 5242 without Switch, \$1.40 each, in lots of 12.

Crystal Glass Lamps, complete with Shades, in assorted colors. Over-all height, 14 inches. Pkd. 1 doz. to ctn., no less sold.

WRITE FOR MERCHANDISE LIST NO. 226

CONTINENTAL DISTRIBUTING CO. 822 N. Third St. Milwaukee 3, Wis.

SALESMEN WANTED

ENJOY LIFETIME SECURITY RECOMMENDING best Life and Disability Insurance. Write Reliance Life & Casualty Co., Dept. 1070, Phoenix 1, Ariz.

QUICK PROFITS—SELLING FULL OR PART time Individualized Buckles, Belts, Cap Badges, Tie Holders, Uniform Shirts, Caps, Ties. Choice of thousand emblems. Sure repeat orders. Easy selling outfit offer. Write Hook-Fast Co., Dept. 10, Roanoke, Va. ap26

SALESMEN—1948 CALENDAR AND NOVELTY line ready. Buyers everywhere. Low prices. Big commissions advanced. Samples free. Consolidated-Modern Press, Inc., 329-A S. Wood, Chicago 12, ap12

SCENERY AND BANNERS

A-NO. 1 SHOW BANNERS—FOR ALL SIDE shows. We now have four good artists. Chas. T. Buell & Co., Newark, O. ap12

CARNIVAL AND SIDE SHOW BANNERS—Nieman Studios, 1236 S. Halsted St., Chicago 7, Ill. ap19

CLOTH BANNERS, HEAVY, 3x10 FEET, \$7.25, with Brass Grommets. Write for prices on special jobs. W. Courtney, 541 N. Longwood St., Baltimore 23, Md. ap12

NAVY PENNANTS—41 COLOR COMBINATIONS, average 4x5 feet ropes, brass ring and snap, double and triple stitched seams, colors made to withstand salt spray. Each, \$73. Special quantity discounts. Tri-State Merc., Lewiston, Idaho. ap19

TATTOOING SUPPLIES

NEW MODERN TATTOOING EQUIPMENT—Also Diamond Pointed Engraving Outfits for carnies and store workers. Write Milt Zeis, 728 Lesley, Rockford, Ill. au9

TATTOOING MACHINES—WORLD'S FINEST, all chrome plated. Latest Design Sheets, Colors, Supplies. Best engravers. \$7.50. Needs no transformer, just plug in any light socket. Owen Jensen, 120 W. 83rd St., Los Angeles 3. my3

WANTED TO BUY

A-1 CIGARETTE AND CANDY VENDING Machines, all other coin equipment. Mac Postel, 6750 N. Ashland, Chicago, Ill. my17

CHICAGO SKATE GRINDER—IN GOOD CONDITION. Write P & G Amusements, 109 N. 15th St., St. Louis, Mo. ap19

WANT—COIN-OPERATED WEIGHING SCALES and 5c Selective Candy Bar Vendors. Adair, 6926 Roosevelt, Oak Park, Ill. ap19

WANTED FOR CASH—FRY PAN TYPE CREATORS Corn Poppers, single or double unit, with gas burners. Also want other type of concession equipment. Write what type of equipment you have to sell to Box C-174, Billboard, Cincinnati 22, O. ap12

WANTED—MANGLE WHIP. STATE PRICE and condition. J. C. Ellison, Chulhowee Park, Knoxville, Tenn.

WANTED—JOB LOTS OF ALL KINDS HOSIERY or any item that can be sold from wagon jobber. Theo. D. Freeman, 348 St. Andrews Ave., Spartanburg, S. C.

At Liberty—Advertisements

5c a word, minimum \$1, maximum 50 words, cash with copy.

ACROBATS

VETERAN—22, 5' 7", 137 LBS., WANTS TO learn high wire, leaping or high act. Want chance where will not remain rigger forever. Can do some low traps. Willing to work and learn where there is opportunity. Jimmy Carter, 2101 N. Calvert St., Baltimore 18, Md.

AGENTS & DISTRIBUTORS

A-1 AGENT—PRESS, ADVANCE, BUSINESS, Talent. Thoroughly schooled all representation. Excellent character, business references. Want "one-toe" promoter? Write Charles S. May, 34 Crestwood Dr., Clayton 5, Mo.

BANDS AND ORCHESTRAS

AVAILABLE—DANCERS, SINGERS, TRIOS, Intermissionists. Summer, winter resorts. Wanted: All kinds of talent. Joseph Martone, 100 Grand. 4-3677. Waterbury 5, Conn. ap12

COLORED ORCHESTRA AT LIBERTY—15-pieces. Available for one-night stands, hotels, theaters and night club dates. Outfit made up of top musicians. Willing to travel. Booking agencies, bookers and dance promoters, write to James Browder, 28 W. 132 St., Apt. 5W, New York City.

"JENS" D. JENSEN AND ORCHESTRA NOW available for summer season. Seven or eight-man, commercial style, best dressed, vocals and novelties. Write 711 Minor Ave., Kalamazoo, Mich. ap12

LATIN AMERICAN RHUMBA BAND—5 TO 6 pieces. Play anything, anywhere. Union. Lou Pasqual, 2243 Southern Blvd., Bronx 60, N. Y. SE-dgewick 3-5106. ap26

THAT BIG LITTLE DANCE BAND—CHARLIE Walters Four Moods now booking thruout 1947 season. Over 69 weeks on Upper Broadway. Union, white. Wire or write immediately. 119 Audubon Ave., New York City 32.

CIRCUS AND CARNIVAL

★ EXPERIENCED — EAT GLASS, RAZOR blades, numerous other things. No magic. Can geek. Will accept any fair offer. Can join at once. Mail all replies to Raymond Willsey, c/o Gen. Del., Jamestown, N. Y. ap19

MISCELLANEOUS

VERNON HOFF—FEMALE IMPERSONATOR. Sophisticated comedy singer. Specialty dancer. Pictures on request. Write now. Vernon Hoff, Rae, Cleveland, O. ap19

COLORFUL EXOTIC HAITIAN SISAL SHOES



Here's a chance for you to make big profits with something new and different. These colorful sisal shoes are handmade by native artisans in far off Haiti. Uppers and duo color platform soles are made of cool woven sisal... a raffia like material... with colorful cotton inner lining. These wedgies come in colors of red, green, brown, black and beige, in sizes from 3 to 8. They have a contrasting color flower woven on toe. To go with these attractive shoe we have various types of sisal bags in colors to match... born to lead summer costumes a brighter life... These colorful sisal imports have been very popular in the stores here where the shoes sell for \$7.95 and up and the bags from \$3.75.

We can offer the shoes for \$39.00 per dozen, the bags from \$24.00 per dozen. For sample of shoes and bag send check for \$6.50. After seeing them we know you will be convinced of their tremendous sales possibilities.

Write for information about our variety of ladies genuine hand made Guatemalan cowhide shoulder bags.

EDGAR C. SCHILL & CO.

2268 S. W. 8TH ST.

MIAMI, FLA.

AGENTS WANTED

40% COMMISSION

YOUR PHOTO ON GUMMED STAMPS

100 FOR \$2 — IN COLOR \$2.50

Postage Stamp size—clear, permanent finish, excellent reproduction. Send any size negative or photograph. Provides individuality. Stick on letters, envelopes. A fast seller!

PHOTO SPECIALTY COMPANY

P. O. BOX 117

Tel.: Newport 2243-W

NEWPORT, R. I.



FIREWORKS



1947 FREE CATALOG NOW READY

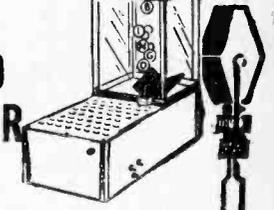
Write for It Now

CAP AND GUN DEALS 360-10c BOXES CAPS WITH EACH DEAL

Table listing various firework items and prices: 36 RANGER & CAPS \$40.15, 36 PRESTO & CAPS \$4.00, 36 BANGO & CAPS \$29.85, 36 CAPTAIN & CAPS \$31.75, 36 AMERICAN & CAPS \$63.00, 36 BIG HORN & CAPS \$51.00, 36 LONG TOM & CAPS \$57.00, 36 GENE AUTRY & CAPS \$37.50, 36 TEXAN JR. & CAPS \$40.50, 36 ARMY '45' CAPS \$40.50, 24 CARTONS ROLL CAPS, 5 DOZ. TO CARTON \$57.50. TERMS: Cash With Order.

STANDARD SPECIALTY CO. Oostburg, Wisconsin

NOW DELIVERING NEW BINGO BLOWER



HEAVY DUTY MOUNTED BINGO CARDS 3000 To Set Also a complete line of P. A. SYSTEMS, RECORD CHANGERS & other BINGO SUPPLIES SEND FOR CATALOG MORRIS MANDELL, INC. Dept. B 131 West 14th St., New York 11, N. Y. Phone CHelsea 2-3064

MEN'S HIGH GRADE RECONDITIONED WATCHES

ELGIN AND WALTHAM 12 & 16 Sizes 18 Size 7 J. \$12.00* 7 J. \$8.50* 15 J. \$4.00* 15 J. \$6.50* 17 J. \$6.00* 17 J. \$2.00* FINE NEW CASES and DIALS—25% with order, balance C. O. D., or send full amount and we pay postage. WE DO EXPERT WATCH REPAIRING AND REBUILDING. All work guaranteed. Make your old watch look like new. Send your watch for free estimate. *Add 10% Fed. Tax to these prices. KANE WATCH CO. 104 Canal St., Dept. B-5 New York 2, N. Y.

AIRSHIPS

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—50¢ 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

Marion Flyer Fireman's Red & Ivory Trim. Dealer's Sample... \$12.00 3 to 12... 11.00 25% Deposit, Balance C. O. D. Cash In Full, 2% Discount. Jobber's Price in Quantity Lots. Jobber's Exclusive Territory. Used on Salesboard Deal. Sidewalk Bicycle MARION COMPANY Wichita, Kansas

BEAUTIFUL ELGIN and WALTHAM WATCHES

REAL PROFIT BUILDERS! So distinctive they sell on sight! NOW 7 Jewels Wholesale \$12.95 FOR IMMEDIATE DELIVERY ATTRACTIVELY ENGRAVED, 10K r. g. p. case • STAINLESS STEEL BACK • GENUINE LEATHER BAND Reconditioned and Guaranteed Sample Orders, \$1.00 extra. 25% with order, Balance C. O. D. WRITE FOR NEW 1947 CATALOG LOUIS PERLOFF 737 Walnut St., Dept. C PHILADELPHIA 6, PA.

EXTRA BIG VALUE 10-KI. YELLOW GOLD LADIES' BIRTHSTONE RINGS with 2 DIAMOND Chips \$3 Each \$24 Doz. Limited quantity. Rush orders today. Neat design with gleaming diamond chips. Immediate delivery. Enclose remittance. 1/3 deposit or will ship C. O. D. WRITE TODAY FOR OTHER SENSATIONAL PRICES! B. LOWE HOLLAND BLDG. ST. LOUIS, MO. —For Dealers Only—

BINGO

SPECIALS ★ CARDS TRANSPARENT MARKERS Write for Bulletin AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO

CARNIVAL ENGRAVERS STORE ENGRAVERS Send for Illustrated Engraving Jewelry Catalog. WE'RE BOTH WITH IT. Miller Creations Mfg. H. E. Hughes 8628 Kenwood Ave. Chicago 37, Ill. 11167 Morrison St. N. Hollywood, Calif.

CHOCOLATES

In CEDAR CHESTS
MAPLE CHESTS
CHOCOLATE DEALS
WITH APPEAL!

24 HOUR SERVICE!
75 HOT ITEMS ILLUSTRATED
IN OUR NEW CATALOG

1-Pound Assorted Chocolates, Attractively
Boxed, \$7.20 Per Doz.
(Minimum, 2 Dozen)

CEDAR CHESTS
With One Pound
of Chocolates
attractively
boxed, \$24.00
per doz. With
2 pounds of
chocolates in
each chest,
\$31.00 per
doz. Cel-
lophane
wrapped.
Empty
Cedar
Chests,
\$15.00 Per Doz.

**CHOCOLATE
COVERED
CARAMELS with
PECANS**
Delicious — Quick
Selling.
BIGGER PROFITS!
SOLD IN BULK at
40¢ per pound.
Send for 5-pound
Sample Box, \$2.00.
Money Refunded
in 5 days if not
satisfied.

EARL PRODUCTS CO.
221 N. CIGERO AVE., CHICAGO 44, ILL.
DEALS

MUSICIANS

ACCORDIONIST—ATTENTION: RADIO STA-
tions and acts. Am 27, sober, reliable, read or
fake, well experienced in Western field. Also in
solo and orchestration. Not a drifter. Union.
Denver Dan Spurrier, 727 5th Ave., Huntington,
W. Va.

ACCORDIONIST—SOBER, RELIABLE, CAN
double Vibes. Small combo preferred. No panics
or one nighters. Free to travel. Wire or call
Musician, 428 Kingsley Ave., Macon, Ga. Phone
9858.

ALTO AND TENOR MAN—CAN PLAY LEAD.
Once connected with band that works. Will go
anywhere. Ted Williams, 14172 Eastburn Dr.,
Detroit, Mich. Pingree 6733. ap19

AT LIBERTY—EXPERIENCED TROMBONE
Player, both lead and jazz; age 29; have
worked dance bands and combos; with name band
for 1 1/2 years. Victor E. Bohacek, 410 State St.,
Manitowoc, Wis. ap19

★ AT LIBERTY—VETERAN. BASS, AR-
range. 29. Wishes contact band touring
Midwest and/or Southwest or West Coast. Read
and fake. No characters; serious and ambitious mu-
sicians. Have played with big name bands.
Available June 15. L. R. Templeman (Bob
LeRoy), c/o Cincinnati Conservatory of Music,
Cincinnati 19, O. ap19

AT LIBERTY—FOUR OR FIVE-WAY SAX
Section doubling Clarinets, Bass Clarinet and
Flute. No characters; serious and ambitious mu-
sicians. Prefer a good hotel band. Contact Box
C-178, Billboard, Cincinnati 22, O. ap19

AT LIBERTY—1ST CLASS VIOLINIST. JUST
finished 20 weeks with hotel society band. Ex-
perienced radio, theaters. Read, fake, big tone.
Will travel. Louis Staebler, 2810 S. 4th, Louis-
ville, Ky. Ma. 5775-R.

AT LIBERTY—LEAD ALTO DOUBLING CLAR-
inet and Flute and Fourth Tenor Man doubling
Clarinet and Bass Clarinet. Serious minded mu-
sicians. No characters. Prefer a good commercial
band. Write, wire or phone Bob De Pasqua, 321
Feronia Way, Rutherford, N. J. Phone Rutherford
2-0439-R. ap19

ATTENTION COMBOS, AGENTS—EXCELLENT
all-round Violinist available. Sober, personality.
Member 802. Phone Michigan 1422. Write
Musician, Local 161, 1105 16th St. N.W.,
Washington, D. C.

★ COWBOY CROONER DESIRES WORK —
Sing, play excellent guitar. Play background on
electric Hawaiian, standard guitars, double mandolin.
Excellent wardrobe. 30% war disability. Married,
1 child. Many stations since 1935. Pro name,
Dick Carson. Charge hillbilly shows. Special
service. Prefer radio paying spot. Have band or
work for another or singly. Box 274, Cecil, Pa.
ap26

★ DRUMMER — AGE 23, UNION, EXPERI-
enced two or four beat. New white pearl equip-
ment. Also sober and reliable. Prefer location.
Available immediately. All offers considered.
Write, wire Drummer, 810 Oak Ave., Panama
City, Fla. ap26

DRUMMER—UNION, 23, PLENTY OF EX-
perience. Will travel anywhere. Johnny Horner,
202 Westover Ave., Roanoke 15, Va.

DRUMMER—CONSIDERABLE ROAD EXPERI-
ence, clubs, theaters, hotels. Age 22, single,
white. Travel or locate. Musician, 115 Home St.,
S.E., Grand Rapids 7, Mich. Phone 3-9741.

GUITAR MAN—PLAY ANY STYLE SOLID
rhythm. Good take off. Sing; neat, sober,
married, veteran. Good instrument, electric; will
travel. Don Wilson, 336 W. Central St., Chip-
pewa Falls, Wis.

HAMMOND ORGANIST, FIRST CLASS. LONG
experience restaurant, band, lounge; union. De-
sire locate metropolitan N. J. Rossbach, 599 S.
20th, Newark 3, N. J. my3

PIANIST—SOPHISTICATED SWING. SMART
cocktail lounge or similar solo engagement.
Radio. Eddy Dombroff, 1025 St. Johns Pl.,
Brooklyn, N. Y. President 3-2150, 3-2106.

STRING BASS DOUBLING BERIGAN STYLE
Trumpet. Ideal combo double. All essentials.
Age 32. Name experience. Musician, Box 123,
Shavertown, Pa. ap19

★ TENOR, ALTO SAX, CLARINET, VIOLIN—
Union. Leo Johnson, Monroe Broadcasting
Station MNOE, Monroe, La. ap26

TENOR SAX MAN — 32, UNION, GOOD
reader. Nice tone. Small combo or larger unit.
Desires summer location. Resort, hotel. Rich,
965 Simpson St., Bronx, New York.

THREE OR FOUR-PIECE ENTERTAINING
Band. Novelties. Vocals. Excellent girl vocalist.
Played in top spots. Travel anywhere. Norman
Cogan, 4309 40th St., Sunnyside, L. I., N. Y.

TRUMPET—EXPERIENCED, AVAILABLE IM-
mediately. Combo or larger unit. White. Age
23. Will travel. Bob Johnson, care Catherine
Sugar Co., Baton Rouge, La.

TRUMPET—EXPERIENCED IN ALL TYPES
large or small bands. Good tone. Good reader.
Age 21. Sober, reliable. Can join immediately.
Contact Bob Smith, 443 W. Harrison Ave.,
Decatur, Ill.

TRUMPET MAN—UNION. LARGE OR SMALL
combo; semi-name experience. Play lead, jazz
or take-off. Location preferred. "Weese" Anderson,
Box 11, Somerset, Ky. ap12

TRUMPET—17 YEARS' EXPERIENCE. AGE
27. Single. Will go anywhere. Local 802.
Will cut any book or no notice. Formerly with
Jack Teagarden and Nat Brandwynne on lead and
jazz. Dan Little, Colonial Apts., 923 E. Ocean
Blvd., Phone 613-204, Long Beach, Calif.

PARKS AND FAIRS

AT LIBERTY—NO. 1 PARACHUTE ARTIST.
Now available for parks and fair dates. Delayed
jumps a specialty. For particulars write: Ople
(Slim) Luse, 1013 Forest, Kansas City 6, Mo. ap26

OUTSTANDING PLATFORM TRAPEZE ACT—
Available celebrations, fairs, etc. Attractive equip-
ment. For literature, particulars, address Charles La
Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

PARACHUTE JUMPS FROM BALLOON OR
airplane. A real sensational act. Capt. "Smiles"
O'Timmons and His Mammoth Balloon, Eaton, Ind.
ap19

THE GREAT KELLY "RIDE OF DEATH"—
Bicycle chute act, jumping cars, crashing flam-
ing walls with fireworks. Mike Kelly, Goshen, Ind.
ap26

VAUDEVILLE ARTISTS

AT LIBERTY—TENT, MED. OR UNIT. ALL
around Team. Up in acts and hits. Also A-1
specialties. A-1 wardrobe, complete change 6 days.
Car and trailer. State your salary you pay. Ed-
ward Hunt, 623 N. East St., c/o Store, Indian-
apolis, Ind.

CONVENTIONS, SCHOOLS, CHURCHES, HO-
tels, theaters, etc. Contact versatile Bob Tom-
linson, singer, dancer, ventriloquist, magician,
juggler, ropetrickster, accordionist, pianist. Avail-
able now. Ask for illustrated circular. 3600 W.
Addison, Keystone 8491, Chicago, Ill. ap26

FEMALE IMPERSONATOR—SINGING AND
Talking Female Voice, etc. Interested persons
write to me. Ted Lane, 127 1/2 S. Fulton,
Wauseon, O.

Greatly Reduced Prices
on Dazzling Simulated
Diamond Dial



WATCHES

Gent's Swiss Watch with beau-
tiful dial set with dazzling
simulated diamonds in 10K
R.G.P. case, stainless steel
back. Complete with leather
strap.

No. BB2058 **\$13.50**
7 Jewel

No. BB2058—15
Jewel \$15.50

Basket Weave Band,
As Illustrated ... 4.95

Factory Reconditioned—
Guaranteed,
Immediate Delivery.
Send for our 1947 Catalog.
Many Other Styles and Brands
Shown.

The WILLIAM ALLEN CO.
5 S. WABASH AVE.
CHICAGO 2, ILL.

Now ON FLASHY
COUNTER CARDS



HIP WAY PINS
SIGN 33 DIFFERENT KINDS

675 PER GROSS
RETAIL 10% OFF EACH

Send 2.00 FOR 2 SAMPLE CARDS • 24 PINS ON EACH CARD

CHAS. DEMEE
116-E WALNUT ST. - MILWAUKEE 12, WIS.

Headquarters for
COUNTER CARD
MERCHANDISE
NOTIONS-SUNDRIES

FOR IMMEDIATE DELIVERY

LEE RAZOR BLADES
Write for Price List
LEE PRODUCTS CO.
437 WHITEHALL ST. S.W.
ATLANTA 2, G. A. Tex.

BINGO SUPPLIES AND EQUIPMENT

IMMEDIATE DELIVERY!

- ELECTRIC FLASH BOARDS
- RUBBERIZED and WIRE CAGES

WIRE OR WRITE FOR CATALOG

John A. Roberts
235 HALSEY ST. • NEWARK 2 • N. J.

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.

fan blades

thin, blue, double edge
and single edge

AVAILABLE
IN ANY QUANTITY

IMMEDIATE DELIVERY FROM YOUR JOBBER
For further information write to . . .

FAN BLADE CO. • NEWARK 2, NEW JERSEY

CHAIRS TABLES

FOLDING and NON-FOLDING. Many Styles.
Prompt Shipment. Small-
est chair order 2 dozen.



ADIRONDACK CHAIR COMPANY
1140 Broadway, New York 1, N. Y.
Dept. 5 Corner 26th Street

★ **POCKET KNIVES** ★

Sample Assortment **\$15.50**
(15 Fine Knives)

Includes Automatic Push-Button, Scout, Pull-
Ball, Jeweler, Miniature, Fish-Jack, Swing, Pen
Knives and others.

1/3 Deposit With Order, Balance C. O. D.
Complete Line Catalog sent on request.

S. RABINOWITZ CO.
108 Neptune Ave. Brooklyn 24, N. Y.

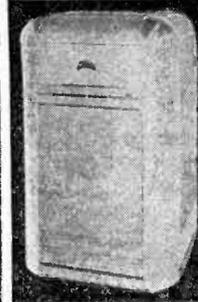
KICKAPOO

Built for You

Oil Circulating Heaters of quality for less than
\$100.

Will heat a room or a home.
A real proposition for live-wire dealers and
distributors.

Mfg. by
REGAL PRODUCTS, LTD.
Dept. B. N. Gays Mills, Wisconsin



EXCLUSIVE TERRITORIES . . . BIG PROFITS . . .

WITH THE MYSTIC PHOTO FINISH DERBY!

This sensational race horse game is racing
across the country. It's easy to handle, a
sure sale in many types of outlets, a big win-
ner for distributors who don't get left at the
post. Write or wire today for details to

HOLLYWOOD FILM STUDIOS
7021 Santa Monica Blvd.,
Hollywood, Calif.

NYLON HOSE \$4.50 DOZEN

GENUINE DUPONT NYLON THIRDS—
Assorted Gauges and Deniers. Mostly Sheer.
Also Hundreds of other Bargains.
If not rated send stamps for list.

JOBBER'S SUPPLY CO., INC.
120 East Markham St., Little Rock, Arkansas
Phone 4-7111

JEWELRY FINDINGS

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,
8628 Kenwood Ave.
TBB DEPT. Chicago 37, Illinois

OAK-HYTEX TOY BALLOONS

Get Set for the New Season with **OAK-HYTEX BALLOONS**—our convenient **CHANGE APRON** and the handy **OAK MEMO BOOK**

Both FREE with your first purchase of OAK-HYTEX Balloons.

If your jobber cannot supply you with the Oak Change Apron and Memo Book, send us your name and the name and address of your jobber. We will see that he is supplied. Use the handy coupon below.

Ask your jobber about Oak's new HY-BLO Balloon Inflator.

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 _____

Pipes For Pitchmen

By Bill Baker

What's the situation with you specialty men? Pipe in and let's hear what goes.

THE WARDS . . . are in Stuart, Fla., prepping their med opry for the coming season.

BERT CRAMER . . . Eddie Leonard and Allen are working St. Petersburg, Fla., to click returns.

GATHERING . . . the geedus with spark gaps at his spot on Municipal Pier, St. Petersburg, Fla., is Pid Hale.

It's spring again. Does your pitch reflect the cheerful freshness of the season?

DOC AND MRS. ALVIN HUNT . . . who are vacationing in Sarasota, Fla., are planning to leave for their Ohio stamping grounds soon.

HARRY BELCH . . . is reported to be working resurrection plants to sock returns in Pennsylvania territory.

W. P. (BILL) PORDOM . . . resurrection plant worker, is in Scranton, Pa., framing a new layout, which he plans to spring soon.

FRAMING A MED . . . show in Tennessee are Hugh and Echo Reigle, who wintered in Sarasota, Fla., most of which time was spent fishing.

Opportunity only knocks. It doesn't break down your door and come in. You have to co-operate, too.

THE FERGUSONS . . . Fergie and wife, Kitty, of General Products Laboratories, Columbus, O., are still honeymooning in Miami.

JIM MILLERHAUS . . . currently vacationing in Boynton, Fla., is getting ready to return to Cincinnati where his Celtonsa Medicine Company is located.

STANLEY NALDRETT . . . left Atlanta for Augusta, Ga., where he opens in the H. L. Green Store April 14.

JOLLY BERT STEVENS . . . off the road for the last six years, is in Philadelphia planning a return to the pitch field with a prize candy package.

They can't all be red ones you know. Be satisfied at some spots with all you can get.

DOC AND MRS. ALVIN HUNT . . . is still at the Commodore Hotel, Miami, from which point he's been doing plenty of fishing. He's a constant visitor to the Miami Showmen's Clubrooms there.

BILL BOYCE . . . is in Florida getting his trailer platform outfit ready for its annual tour of fairs. He's also reported to be writing a column for *The Miami Herald*.

COSTUME JEWELRY . . . purveyors, Mr. and Mrs. Leon Heaton, of Jackson, Miss., are wintering in Bradenton Beach, Fla., where they are expecting a visit from Audrey Rockefeller.

"SPRING WEATHER . . . has been bringing the carnivals out of their barns down Texas way," Charles K. Rudisill pens from Bastrop. "During February, I visited Mississippi and Alabama and worked the Mardi Gras at Mobile with novelties to fair returns. Weather was good and a number of pitchmen were doing business as was every home guard who could find something to (See PIPES on page 92)

ATTENTION! Operators, Concessionaires, Premium Users!

WE PRESENT

The Original "Brite-Eye" Dolls!!

NEW! Batteries and Bulbs in Eyes. Both Replaceable.

Squeeze the "Tummy" and Watch the Eyes Light Up!

NOVEL! Lites Remain on Only When Pressed.

Doll Stands 15".
Clown Stands 20".
Individually Boxed.

\$4.25 EACH
In Dozen Lots.
Sample, \$4.75.
25% Dep. on C. O. D. Orders.

It's a Natural!

THE STEINBERG-WILLS CO.
105 W. 9th St.
Kansas City 6, Mo.
Phone: Victor 2120

MR. CLOWN **MISS BRITE-EYES**

HOT OFF THE PRESS

Write for Our Free Catalog

Featuring Fastest Selling Items in America for Stores, Salesmen and Jobbers.

GEM SALES CO. 533 WOODWARD AVE. DETROIT 26, MICH.

IMMEDIATE DELIVERY! TRICYCLES

Orders Filled as Received

\$3.00 EACH
In Dozen Lots
SAMPLES . . . \$5.00 EA.

- ★ Heavy Metal Construction
- ★ Attractive Colors
- ★ Heavy Rubber Tires
- ★ Large, Comfortable Wood Seat

Terms: 1/2 Deposit, Balance C. O. D., F. O. B. Chicago.

FLUORESCENT ELECTRIC CO. (FACTORY)
1650 No. Damen Ave. Chicago, Ill.

Shipped Broken Down in 9" by 2 1/2" by 15" Cartons — Easy To Put Together.

NOTICE!

A **NEW DEPARTMENT** IN **The Billboard**

DEVOTED EXCLUSIVELY TO

SALESBOARDS

• NEWS •
• FEATURES •
• ADVERTISING •

SEE PAGES 96-98 OF THIS ISSUE

GET YOUR SUPPLY OF OAK HYTEX BALLOONS AND FREE CHANGE APRON FROM

KIPP BROS.

Wholesale Distributors
117-119 S. Meridian St. Indianapolis, Ind.

PAPER MEN

Good deals, all States, RFD only. Usual rates, especially Kentucky, Indiana and all States east, Pacific, Atlantic Coast and Rocky Mountain States. Write or wire, references.

ED HUFF & SON
5411 Gurley DALLAS 10, TEX.

The DuPont Neoprene VAC M MOP

The Finest Demonstrating Item for Fairs, Home Shows, Etc.

A WET MOP
A DRY MOP
A DUSTLESS BROOM
SELF WRINGING
SELF CLEANING

A PROVEN ITEM
Dallas 1750
Delmar 750
Orange Show 1200
to show a few

If interested in handling the item, write for set-up. State what Fairs and Shows wanted. Exclusive will be given.

Sample Mop - - - - \$2.50

DIANA PRODUCTS CO.
6202 Santa Monica Blvd. Los Angeles, Calif.

NEW LOW PRICE!

Nationally Advertised **BALL POINT PEN**

FACTORY GUARANTEE With Each Pen

4 Assorted Colors
Same features as \$15.00 Pens
\$7.00 per dozen

\$6.25 Per Doz. in Gross Lots
25% Deposit, Bal. C. O. D.
IMMEDIATE DELIVERY!

BEL-AIR PRODUCTS CO. 8687 MELROSE L. A. 46, CALIF.



It's a "NATURAL"!
HAN-DICE

Ideal for ...
Backgammon
Parchesi
Mah Jong
Game Kits

PRESS FOR FUN --- ACTION!

List Price	Jobbers' Price
\$2.50	\$14.40
EA.	Doz.
Individually Boxed	

VARICON CORP.

4349 45TH STREET

LONG ISLAND CITY, N. Y.

WHAT A PRIZE! WHAT A PRICE!

FISHERMAN'S DELIGHT

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
--	---

10% Deposit With Order, Balance C. O. D.

Credit extended to rated accounts
WRITE FOR COMPLETE CATALOGUE

RICHARD TRENT, LTD.

21-25 La Salle Street New York 27, N. Y.
Phone Monument 2-7373

Park and Carnival Specials

SLUM LIST

	Per Gross
White Paper Flag Bows	.60
Engraved Band Rings	.70
2" Paper Squawkers, Per 100	.75
Small "Pin Up" Plaques, Doz.	.85
Large "Pin Up" Plaques, Doz.	2.00
Black Paper Domino Masks	1.00
Plastic Thimbles	1.00
Stone Set Rings	1.00
Plaster Dogs, Ducks, etc.	1.25
Rayon Flag Bows	1.25
27" Shoe Laces	1.44
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

BALL GAME STOCK

	Per Gross
Wood Milk Bottles, Each	.50
Aluminum Milk Bottles, Each	1.50
7/8" Comic Buttons, Per 100	.90
1 1/4" Comic Buttons, Per 100	1.75
1 1/2" Comic Hat Bands, Per 100	1.65
Worth Base Balls, Dozen	2.15
Lancaster 36" Swaggers, Gross	10.50
Crook-Handled Plastic Cane, Per 100	15.00
Lancaster Batons, with bells	18.00
Flying Birds	\$12.00 to 18.00
Fur Tails, Per 100	\$6.00 to 35.00

FOR DART GAMES

	Per Gross
Weighted Feather Darts, Dozen	\$ 1.50
4" Dart Balloons	2.00

C. O. D. Orders Must Be Accompanied by 25% Deposit. Other Articles of "Wanted Merchandise" Are Shown In Our Latest Early Bird Catalog—Write for Your Copy Today.

LEVIN BROTHERS

Established 1886
TERRE HAUTE, INDIANA

CARNIVAL STOCKS NOW READY

Plaster — Slum — Glassware — Ball Game — Bingo
SEND FOR NEW CATALOG

STANLEY TOY & NOVELTY COMPANY

14 East Broad Street

Richmond, Va.

CONCESSIONAIRES

10 Gross Ass't U.S. Slum—\$10

25% Deposit with C. O. D. Orders; F. O. B. Indianapolis.

Importers **KIPP BROTHERS** (Established 1880)
Wholesalers 117-119 S. MERIDIAN ST. INDIANAPOLIS 4, IND.

Pipes

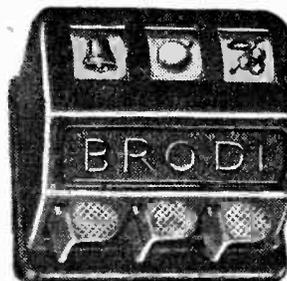
(Continued from page 91)

hustle. Boys all were surprised at the State and county levies, the county reader being \$30, while the State tax amounted to \$5. Other costs were \$1.50 per citation, and a penalty of \$5.25. Everyone had the city \$5.50 reader, but few had the State and county licenses, until the license inspector came around with citations. All pitchmen were forced to work on private property and locations were difficult to obtain. I jumped back here to get a couple of items ready for the trek north. I plan to look over a few shows before leaving, however. Plan to play the Midwest this season and catch the early fairs up Minnesota way."

SIGHTED . . . doling out egg dyes at the W. T. Grant store, Milwaukee, the week before Easter was Bea Louis, whose husband, Si, continues to gather the long-green with Lyon's polish at the near by F. W. Grand store. Prior to the Grant store engagement, Bea worked polish at Kresge's five and dimer in Minneapolis. She plans to go to St. Paul for a stint at Kresge's there, working polish along with Si and Charlie Lyon.

AL RINEHART . . . and Cowboy Williams are working up an item of their own in Milwaukee, which they claim will soon be ready for advertising.

MOSES GEORGE . . . has taken over as chief candy pitcher at the Milwaukee Empress Theater, succeeding Dick Gardner. Also at the Empress are Roger Porter, formerly with World of Mirth Shows, who is pitching candy and magazines, and Ralph Zienecki, books. Zienecki has been with Johnny J. Jones Exposition and Goodman Wonder Shows.



"BRODI" Pocket Size Slot Machine Game

Retails at \$1.00. An action toy built like a slot machine. Green or red plastic with metal levers. Has standard bells, fruits, etc., which revolve when the levers are pressed down. Points are given for winning combinations. All instructions included. **\$7.20 DOZ.**

TRIX BARKING DOG, DOZ. \$6.40
He jumps, lies down, barks. Gross \$69.00.
Cash with order or 25% down, balance C. O. D.

M. D. ORUM 225 E. DETROIT ST. MILWAUKEE 2, WIS.

BEAR SEASON EXTRA SPECIAL!

30" ALL PLUSH BEARS
Cotton Stuffed—Well Constructed.
\$42.00 Doz. SAMPLES, \$4.00 EA.
No goods shipped without 25% Deposit.
Balance C.O.D., F.O.B. N. Y.



Also for Immediate Delivery
SMALL COTTON BEARS—\$6.00 DOZ.
We also carry a full line of BINGO and Grindstore Merchandise.

JOE END & CO., INC.

Catering to Concession Trades
MIKE TISSER, Gen. Mgr.
435 W. B'way—Cor. Prince St.
New York 12, N. Y. WALKER 5-8280

GOES GREAT WITH A FAST LINE OF GAB



SAX-ZOO
JUST HUM — IT PLAYS

FINE "PITCH" PRIZE OR GIVE-AWAY
Looks like a real sax, plays without fingering. Only 7 inches long, made of plastic, finished in bright colors. Gives a tone that's plenty "saxy". Grown-ups eat 'em up, kids bring the whole gang. Order today—one gross minimum.
BUEGELEMAN & JACOBSON, Inc.
Dept. E-5 Union Square, New York 3

LEVIN BROS.

Distributors for Oak-Hytex Balloons
6th & Ohio Sts. TERRE HAUTE, IND.

GENUINE SWISS WATCHES



NEW 1947 MODELS
JUST ARRIVED
At Price Never Before Offered
\$3.75
Pocket or Wrist
● **POCKET WATCHES**
Assorted dials and cases. Unbreakable crystals.
● **WRIST WATCHES**
Sweep second hands, assorted dials, radium hands and numerals, unbreakable crystals, leather strap. Dealers only. Minimum order, 1 dozen.
25% deposit with order, bal. C. O. D.
WHITE STAR TRADING CORP., Dept. B3
521 5th Ave. NEW YORK 17, N. Y.

MEDICINE MEN!
THERE IS NO SUBSTITUTE FOR QUALITY
WRITE TODAY for new wholesale catalog on the oil soluble soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried). We are **MANUFACTURING PHARMACEUTISTS** established 1934.
GENERAL PRODUCTS LABORATORIES, INC.
137 E. SPRING ST. Dept. X COLUMBUS 2, OHIO

★ **ROLLED GOLD PLATE WIRE** ★
MOTHER PINS
Mounted on freshwater pearl—LEAF SHAPED!
\$21 Per Gross MOTHER, OR ANY NAMES!
\$2 per Doz. **MADE TO YOUR ORDER—**
Individually carded. Money back if not satisfied.
WILLIAM KELLERMAN
2082 Davidson Ave. New York 59, N. Y.

Colored GLASS

At long last we can now supply COLORED GLASS in the following Beautiful Colors: BLUE, GREEN, AMBER, RUBY. Colored glass is still scarce. We suggest you order early!

SPOT SPECIALS!

- Berry Bowl, 8 1/2" (2 Doz. to Carton) \$2.25 Doz.
- Relish Dish (3 Doz. to Carton) \$2.25 Doz.
- #1874 Nappies (1 Gross to Carton) \$12.00 Gross

FREE PRICE LIST: Please state your type of business and your permanent address so that we can supply you with our latest Bulletins.

TERMS: 25% Deposit with all orders, Bal. C. O. D., F. O. B. Pittsburgh, Pa.

THE JOHN ROBBINS CO.
340 Third Ave. Pittsburgh 22, Pa.

6x30 ARMY BAUSCH & LOMB BINOCULARS



Limited quantity! Used in good working condition. Cost the government \$73 to \$84 each. Individual focusing. Come complete with leather case and straps. Similar to picture. Your price \$27.50 each. **MINIMUM ORDER 3 BINOCULARS.**

20% deposit, balance C. O. D.—Dealers Only.
L. J. THOMAS & CO.
12413 South Harlem, Dept. A-18
PALOS HEIGHTS, ILL. (Suburb of Chicago)
(Reference: Dun and Bradstreet and Jewelers' Board of Trade)

MEN—build a Wholesale Route GET INTO a Big Pay Business



We Help You Establish a Steady Route of Dealer Customers
Make good weekly earnings selling stores our BIG line of 200 products—all daily necessities. Show merchants in your locality a sensational line of self-selling counter goods. Retail at 5¢ and 10¢. You make up to 112% commission. No large capital required. Easy to start. A fortune spent for National Advertising has made our products known from coast to coast. Send for our booklet. "Your Opportunity in a Wholesale Business of Your Own." It's FREE—no obligation. **WRITE TODAY!**

WORLD'S PRODUCTS CO., Dept. 8-M, Spencer, Ind.

BE THE LIGHT OF THE PARTY



MYSTERY LIGHT BULB!

No wires attached... lights up in your hand or pocket. Formerly used only by magicians... now YOU can have one of these amazing bulbs.

SEND ONLY \$2.95 Plus 5¢ Postage
Mystify your friends and entertain parties with this marvelous bulb. Causes endless amusement. Also practical as a flashlight. Send for one today and have lots of fun.

MYSTERY BULB CO.
815-B Olson Highway, Minneapolis, Minn.

ATTENTION JOBBERS—SALESMEN—DISTRIBUTORS

"CLEARANCE SALE"
Now on \$75,000 worth of overstock. MANY ITEMS BEING SOLD AT 50% BELOW FACTORY PRICES

- Hose — Dry Goods — Sundries — Hardware — Auto Supplies — Sales Boards — Gloves — Knives — Combs — Blades — Clocks — etc.

Send 3¢ stamp for clearance sale list.

H. L. BLAKE SUPPLY COMPANY
112 E. Markham Street Little Rock, Ark.

CLOSING OUT ODD LOTS OF STUFFED FUR TOYS

Any quantity or entire lot. Attractively priced.
REAL FUR DOG & NOVELTY CO.
EGYPT, PA.

Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended April 4.

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.

(Continued from page 76)

- Mound City—Linn Co. Fair Assn. Aug. 26-29. John H. Morse.
- Stockton—Rooks Co. Free Fair. Aug. 27-31. Ray Marshall.
- Wakeeney—Trego Co. Free Fair. Aug. 19-22. Lew H. Galloway.
- Washington—Washington Co. Fair Assn. Sept. 11-13. A. C. Fuhren.

KENTUCKY

- Palmouth—Palmouth Fair. Aug. 20-23. H. B. Best.
- Hardinsburg—Breckinridge Co. Fair. Sept. 19-20. W. C. Pate.
- Louisville—Jefferson Co. Free Fair. Aug. 21-24. J. O. Matlick, 406 McDowell Bldg.

MAINE

- Dover-Foxcroft—Piscataquis Valley Fair. Aug. 23. Frank A. Pierce.
- Litchfield—Litchfield Farmers' Club. Oct. 7-8. Rhona Maloon.
- Monmouth—Cochewegan Agrl. Assn. Sept. 24-25. C. H. Smith.

MASSACHUSETTS

- Spencer—Spencer Driving Assn. Aug. 30-Sept. 1. Philip A. Quinn.

MISSOURI

- Higginsville—Lafayette Co. Fair. Aug. 5-8. Ernest W. Baker.

MONTANA

- Bridger—Bridger Fair & Rodeo. Aug. 31-Sept. 1. Herman Holzum.
- Hamilton—Ravalli Co. Fair. Sept. 4-6. G. D. Kramis.
- Shelby—Marias Fair & Rodeo. Aug. 14-17. Clifford D. Coover.

NEBRASKA

- Orleans—Harlan Co. Junior Fair. Aug. 28-30. W. A. Lennenmann.
- Sidney—Cheyenne Co. Fair. Aug. 13-16. Everett L. Hoover.

NEW YORK

- Elmira—Chemung Co. Agrl. Soc. Aug. 10-17. Robert S. Turner, Horseheads, N. Y.
- Rochester—Monroe Co. Fair Assn. Aug. 27-Sept. 1. Howard B. Bloomfield.
- Whitney Point—Broome Co. Agrl. Soc. Aug. 5-9. C. R. Johnson.

NORTH DAKOTA

- Rolla—Rolla Fair, July 1-3. Bruce Theel.

OKLAHOMA

- Pawnee—Pawnee Co. Free Fair. Sept. 10-13. E. Joe Sharp.

PENNSYLVANIA

- Beaver Springs—Beaver Community Fair Assn. Sept. 18-20. Arthur Felker, Beavertown.
- Cookport—Green Township Fair Assn. Sept. 10-13. J. D. Joiner, Alverda, Pa.
- Gilbert—West End Fair Assn. Aug. 27. James F. Shiffer, Brodheads, Pa.
- Mount Joy—Mt. Joy Community Exhibit. Oct. 16-18. Joseph C. Shaeffer.

(See FAIR DATES on page 98)

PLAQUES HIGH QUALITY

Send for Price List. Ornamental, flashy, showy, variety designs. Assorted. Our Choice—Your Bargain. \$10.00 Doz. Unpainted, \$5.00 Doz. Sample, \$1.00. 3" Painted Angel, \$1.00 Doz. Sample, 25¢. Send Money Order.

H & S ART CO.

Mfrs. of Superior Novelties
2540 Park Ave., Detroit 4, Mich.

PERFUMES

Quality Cosmetics—fancy boxed and special combinations for the concession, mail order and premium trade. Guaranteed toiletries at pre-war prices. Direct from manufacturers. Est. 1927.

LAURE COMPANY

259-261 Norman Ave. Brooklyn, N. Y.

CARNIVALS—CONCESSIONS DEALERS—DISTRIBUTORS CLOSING OUT

At 75¢ to 10¢ on the dollar. \$400,000 IN EXCESS INVENTORIES of selected regular premium gift, housewares, toys and other specialty merchandise. Write for list or tell us what you need. Write

M & F MERCHANDISE SYNDICATE
Suite 720, 105 North Clark, Chicago 2, Ill.

ATTENTION—SALESMEN AND HUSTLERS

A fast selling item—Trunk Hinges, fits all 1937-1938 inclusive, Chrysler, Dodge, Plymouth and DeSoto cars. Triple chrome plated. A very good item to sell to distributors, automotive jobbers, garages; also car dealers. \$1.69 per pair in gross lots or more. Sample, \$2.10. F. O. B. Write **BARR BROS.' SUPPLY CO.**
420 Plco Blvd. Santa Monica, Calif.

FINE ASSORTED CHOCOLATES

Attractive Cellophane Wrapped 1-Pound Box, \$6.40 Doz. F. O. B. Factory. Immediate Delivery. Packed 2 doz. to case. If not rated, send check. 25% cash on C. O. D. orders.
BARBARA FRITCHIE CHOCOLATES
Friedrich, Md.

Record N. Y. Run Looms for Big One

(Continued from page 70)
time Wednesday. Final rehearsals this year pose a special problem, since many of the acts imported from Europe arrived late and there was no opportunity to rehearse them in winter quarters. As of yesterday there was still the possibility that one or two additional acts would be signed, altho Pat Valdo, personnel and performance director, said all the European talent had arrived.

Menagerie Below

Tonight and tomorrow aerial rigging will be hung and the arena floor will be covered with several inches of dirt to speed rehearsals. Menagerie and Side Show will again be housed in the basement.

The circus train left Sarasota, Fla., winter quarters Wednesday (2) and made watering stops at Florence, S. C., and Washington. Big top and other equipment used for outdoor performances will remain in quarters until the last indoor date, scheduled for the Boston Garden May 13-21, is near completion.

Fire Settlement Seen

HARTFORD, Conn., April 5.—J. Schatz, attorney for the receiver of the Ringling Bros. and Barnum & Bailey Circus, says that circus officials believe that all the claims arising from the Hartford fire of July 6, 1944, can be paid from the proceeds of this season's business.

Attorney Schatz reports that \$1,500,000, or 37 1/2 per cent of the claims, are unpaid.

UNDER THE MARQUEE

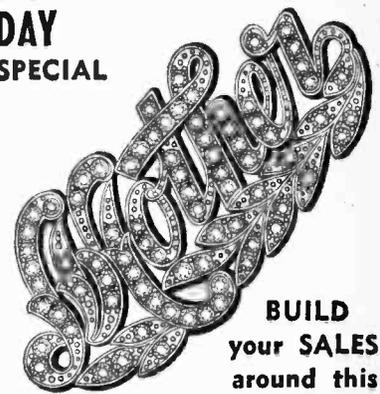
(Continued from page 70)

ducing clown. The Hodgins and Hodgsons motored from the Hodgsons home in Tipton, Ind., to Shreveport, La., to play the Jaycee date for E. N. Williams. Among their visitors were Tiger Bill and wife, and Leon and Novel Snyder. The Hodgsons will visit Hodgson's parents in Waelder, Tex., for two weeks and will then return north to play an indoor date at Marion, O.

Ralph Robinson returned to Stevens Bros.' Circus quarters in Hugo, Okla., after several weeks in Dallas, where he purchased a new custom-built trailer which is a 30-foot combined home of three rooms and bath with a mug joint in the rear. Robinson will have several concessions on the show.

Joseph O'Hern and George Rennie report from San Francisco that they have tired of permanent occupations and will return to the road this season. . . . King Bros. scored a full-page feature in the Sunday magazine (See Under the Marquee on page 98)

Prepare for TOP PROFITS! with this Sensational MOTHER'S DAY SPECIAL



BUILD your SALES around this Czecho

MARKASIT PIN OUR HOLIDAY SPECIAL ONLY \$16.50 PER DOZ.

- RHODIUM PLATED
 - TARNISH-PROOF
 - INDIVIDUALLY BOXED
- Its smart and distinctive design prepared by master craftsmen gives it the expensive brilliance of a \$30.00 retailer.
- SINGLE SAMPLE \$2.00
 - 25% with Order—Balance C. O. D.
- For other richly styled money-makers write:

MORRIS GOLDENSTUK
310 WASHINGTON SQUARE BLDG.
7th and Chestnut Sts., Philadelphia 6, Pa.

STEEL & HARD WOOD

FOLDING CHAIRS

- STRONG!
- FLAT-FOLDING!
- IMMEDIATE DELIVERY!
- MANY OTHER STYLES

NON-TIPPING

U. S. SEATING CO.
307 5th Ave. New York 16, N. Y.
MURRAY HILL 4-1818

MFR. OFFERS

BEAUTIFUL GOLD PLATED PIN AND EARRING SETS, CHATE. \$12.00 DOZ. LAINES AND BRACELETS. Circulars upon request. Get on our mailing list, Sword and Scabbard, Dutch Dolls, Girl and Wishing Well, Love Birds Cameo Set.

1/2 DEPOSIT, BALANCE C. O. D.

STAR IMPORT NOVELTY CO.
535 Eighth Ave. New York 18, N. Y.

STILL GOING STRONG . . . and here to stay!

"glub-glub"

by Platé

—the perpetual guzzler that's all of 7 1/2 inches tall . . . has humorous goggle eyes, and "tops" himself off with a tail of beautiful downy feathers. Handcrafted with a Disneyesque touch as a laugh provoker of lasting beauty and durability.

DE LUXE SERVICE
Kercheval Station
Detroit 15 Michigan

PATENT #2240906

\$24 per dozen
\$21.60 per dozen, gross lots
\$19.37 per doz., 5 gross or more
Sample \$2.50
25% deposit with order!
Balance C. O. D.
F. O. B. Detroit

FIREWORKS

AT WHOLESALE PRICES!

HERE'S BIG PROFITS FOR YOU!

This year will be a big year for fireworks! Take advantage of this extra-profit item by ordering your supply of fireworks early! The sooner you get in your stock, the sooner you display it... the sooner you'll sell it! Bring new trade into your store by making it headquarters for "Fireworks" in your community!

LOOK AT THESE fast-selling ITEMS!

The Walton Wilfong Company offers a complete line of pyrotechnics! All varieties of salutes, flash bombs, artistic night displays, novel revolving wheels, traditional Roman candles, ever-popular sparklers, etc., etc. You can make up your own fast-moving assortments by combining special items from our line. We also specialize in various Safe and Sane varieties which are designed along lines of safety recommended by numerous Fire Marshals and officials throughout the United States. These "All Beauty—no noise" items are for thrilling night use, something for the whole family to enjoy!

FREE CATALOG!

Send for big Walton Wilfong catalog today to help you order early! Compare our prices. Look at the extra low price we have on case lots. Our stocks this year are bigger and better than usual, but the demand is so great we fear late buyers may be disappointed! Remember, Wilfong quality means bigger sales... more satisfied customers! Send for free catalog today! Write Dept. K.

WALTON WILFONG CO.
BOX 871 F WORTH, TEXAS
SEND FOR FREE CATALOG TODAY

BALL PEN

Sensationally Low Priced
BIG PROFIT MAKER!

Unbeatable value! Here's the Ball Point pen millions have been waiting for! A streamlined beauty—best looking—best performing—and fully guaranteed to write as well as most expensive pens! Writes dry—no blotter needed. Writes anywhere—in the air—under water—on any surface—paper, cloth. Makes 6 to 8 carbon copies. Order now.

- No. 415. High polished aluminum cap with 14K Gold plated clip.
 - 100 60¢ Ea.
 - Less than 100 65¢ Ea.
 - Sample, \$1.00. Refills 25¢ Ea.
- No. 416. Same as above but with 14K Gold plated cap.
 - 100 or more 67½¢ Ea.
 - Less than 100 75¢ Ea.
 - Sample, \$1.00. Refills 25¢ Ea.

DELUXE PRODUCTS CO.
215 W. Ontario St.
Dept. D-154, Chicago 10, Ill.

"GOOD 'N FRESH" FAMOUS PENNY CANDIES

BIG LINE BULK CANDIES
IMMEDIATE DELIVERY

1¢ 120-Count Boxes and 4 for 1¢ 480-Count Boxes. Good ass't 67¢ per box net F. O. B. Chicago. No limit on quantities at present. 48 Boxes for \$32.16. Terms: Full net cash with order. No C. O. D.'s. Also available—5¢ and 10¢ Candies and Specials. Write for full details.

CASTERLINE BROS.
Dept. A CHICAGO 25
2030 Sunnyside Ave.

- LAUGHING PIG BANKS, 9" High 30¢
- TOOTSIE DOLL BANKS, 12" High 30¢
- SANTA BANK, 12" High 30¢
- MEDIUM PLASTER 10¢
- LARGE FLAT BACKS 25¢
- SMALL PLASTER, 4" High 5¢
- PAINTED HULAS 18¢

ART NOVELTY MFG. CO.
RED GRANITE, WIS.

LETTER LIST

Letters and packages addressed to persons in care of *The Billboard* will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK.

Mail is listed according to the office of *The Billboard* where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place, Cincinnati 1, O.

Parcel Post

- PACKAGES:** Burke, Billie (Clown)
- Aberle, Mrs. Ducky Crassandra, Mrs. Mary
Adams, Edw. Crockett, Mrs. Barbara
Ainsworth, A. E. Crosby, Merle H.
Alberts, Harry Crudington, C. B.
Allan, Wm. Curtis, Billy S.
Allard, Mitchell Dalesto, Michael
Allen, Barney M. Daniels, Mrs. Paul-
Allen, W. R. (Bob) ine (Mrs. Baby)
Allyson, June Darling, Jack C.
Alten, Don F. Davenport, Tommy
Anderson, Evelyn Davis, Betty Jane
Andrews, Frank B. Davis, Harry
Andrews, Eddie (Shanty)
Asher, Sam Davis, Max
Ashworth, Samuel Dayberry, L. A.
Ayers, James Dearo, Bert
Norman Deaton, Chas.
Ayers, Ray DeFazio, Mrs. Julia
Bailey, Anna Defendoll
Baker, Harry E. (Owensboro)
Balding, J. O. Delagrange, Edw.
Baldwin, Bill
(Swordswallower)
Barnes, Mrs. Jos.
Barnett, Chester E. Dely, Bill
& Dorothy Demetro, Archie
Demetro, Michael
Demetro, Tom
Barrickman, Denger, Geo. O.
Beach, Harry Denler, John R.
Beach, LeRoy Denis, Lady Ethel
Beatty, M. K. Denmore, Shorty
Beck, R. E. Derr, Ray
Becker, Paula Dew Velma
Behne, Jos. A. DiCorte, David
Belmar, John J. DiCorte, Mrs.
Benjamin, Harry
Bennett, Clark Margie
Bergman, Mrs. L. Blank, John A.
Berra, Mike Dix, Rose
Berryhill, James L. Dixon, Mary
Betz, Mrs. Tillie Deen, Clarence E.
Beverger, James Dossat, Thos.
Bickel, Mrs. J. H. Dover, Geo.
Bickford, Marion Drake, Thos.
Binder, Mrs. Reba Dugan, J. H.
Birdsall, Geo. Dunbar, Harry
Bishop, Lee A. Duncan, Wm.
Bishop, R. L. Richard
Blank, Chas. Dunlap, Claude
Blank, Mrs. Shirley Slim
Blanton, Mrs. Dunn, Mrs. Chas.
Blanton, Mrs. F. E. Dwyal, Betty Lou
Blaskey, Mabel L. Eckler, Jimmie
Bloom, Billie Edgels, Harry
Boltz, Albert Edgin, L. B.
Bonk, Tony Edwards, Don
Borden, Sam Edwards, Anderson
Boseley, L. G. Burley
Boswell, Nora
Bouchard, Romeo J. Eklund, Eric
Boutde, C. E. Ellis, Olive
Bowden, Dutch Ellsberry, Tommy
Bray, W. M. Emerson, Chas. R.
Brooks, Hattie Emswiler, L. H.
Brown, Cecil R. Engle, Claire
Brown, Wm. Artis Georgia
Buechling, Wm. Etzel, John Lillian
Lawrence Etzel, Kenney
Farrington, Mrs. Etzel, J.
Roy Farrington, Mrs.
Faulkner, Eddie
Fee, Johnnie L.
Feeler, Mrs. J.
Feldman, H.
Fennessy, Mrs. Naomi
Ferrell, James
Fettio, Edw. Clay
Fields, Mrs. Helen
Fisher, E. M.
Flanagan, J. W.
Fleming, Dorothy Pat
Ford, Frank
Forshew, Wm.
Jurden, Donald E.
Francis, Orrin Kalesmkoff, George
Frank George Kearns, Jack
Frank, Miller Keilman, W. Bennie
Franks, Mrs. Jessie Kellams, Harold
Frederick, Louis J. Kelly, Charles
Frederick, R. Kelly, John J.
Fretz, Charles Kelly, Lewis A.
Frisbie, Alfred L. Kennedy, Thomas
Fustania, Anthony
Gainer, W. L. Joe
Gamble, Red
Gardner, Ernest L.
Gardner, Thos.
Gavord, Ben
Ged'is, Mrs. Geo.
Gee, "Little Kentuck"
Geier, John
Geraghty, Wm.
Gerber, Jos. Moses
Gibson, June
Gibson, D. J.
Gibson, Don
Gillam, Eddie L.
Gillespie, Harry
Gillman, E. H.
Glassman, Mrs. Pearl
Glassman, Nathan
Gleason, C. L. Zuko
Gloden, C. L.
Goldie, Jack
Goode, R. O.
Gould, Ralph
Graf, Harry & George W.
Madge (Kinsey Players)
Graham, Arlene
Graham, J. T. (Sleepy)
Graham, Ruth
Gratiot, Merle J. Arthur

- Gravito
Gray, Geo. F.
Gray, Roy
Greene, Russell
Gregory, Athel
Grimes Sr., Maurice H.
- Haines, B. J.
Hale, C. C.
Hale, D. D.
Hale, Mrs. D. D.
Hale Jr., J. T.
Hall, Robt. W.
Halley, Leo Lee
Hamblin, Mrs. Claud
Hamilton, Mrs. Jack R.
Hamilton, Mabel A.
Hanson, Carl
Hanson, Lois T.
Harms, Russell
Harper, Everett Chas.
Harper, Mrs. Jack
Harr, Mrs. O. M.
Harris, Frances
Harris, Frank
Hascal, Maurice (Speedy)
Haskell, Speed
Haskins, Mrs. Frances
Hastings, Mrs. M.
Hastings, Mrs. Wm.
Haver, Jack
Havins, C. H.
Head, H. M.
Head, Robt. L.
Heffner, Doc
Helmskie, Kanosha
Helvey, Neale
Hemphill, Matthew
Hemley, Arvil F.
Henry, Norman
Herbert, H.
Herndon, Glenn
Heron, James
Hester, Cordia
(care J. Boley)
Heuss, Thos. J.
Hiatt, Nig
Hileman, Alfred G.
Hill, Leonard
Hill, Red Edw.
Hill, S. E.
Hillman, Mrs. Carl
Hillman, Mrs. C. L.
Hinckley, Whitey
Hoags, Mrs. Reland
Hoffman, Arthur
Hoffman, Mrs. H.
Hoffman, Mrs. Margaret
Hogue, Mrs. Dorothy
Holmes, Mrs. Peggy
Horn, James
Horn, Mrs. L.
Horton, M. M.
Howard, Bert A.
Huffman, Harry W.
Huffte, T. J.
Huffte, Kay
Hull, Sam
Hunt, Art
Hunter, Roy
Hurley, Hank
Hutchinson, Arthur E.
Hynds, Wm.
Irvin, O. V.
Jackson, Lewis
Jackson, Willie B.
Jacobs, Wm.
Jarvis, Howard
Jennings, W. J.
Jobe, Harold W.
Johnson, Mrs. A. F. (Curly)
Johnson, Mrs. A. F.
Johnson, Capt. Geo. (Texas Dedevid)
Johnson, Jesse
Joillet, Howard
Jones, Mrs. Leonard (Curly)
Jones, Mrs. Robt. L.
Jones, W. D.
Jordan, Jess
Jordan, Mrs. Jess
Jordan, Mrs. Pauline
Jurden, Donald E.
Kalesmkoff, George
Kearns, Jack
Keilman, W. Bennie
Kellams, Harold
Kelly, Charles
Kelly, John J.
Kelly, Lewis A.
Kennedy, Thomas
Kent, Mrs. James
Kieffer, Richie
King, John M.
King, Larry
King, Robert M.
Kuba, Frank
Labell, Cecil
Lebrake, Kenneth B.
Lacey, Robert Gypsy
Lagemann, Tiny
LaMarr, Jackie
Lance, Jack
Langley, George
Lanning, Capt. George
Lee, George
Lee, S. O.
Leggett, Emery
Lena, Madam
Leroy, Harry
Leslie, Edward N.
Lewis, Donald
Lieberknecht, George W.
Lilly, Rachel G.
Lindsey, Carl Red
Lindsay, Cecile
Linn, Gypsy
Littlefield, Frank
Litch, James Arthur
- Littlefield, Norman F.
Livermore, Norman
Lock, Bobby
Lockett, Frances
Lockhart, Louella
Logan, Al
Lott, Margaret F.
Love, Jimmy
Lowry, Sammy M.
Luken, Harry R.
Lundquist, L. O.
Lutson, King
McCarty, Oscar
McCooy, William A.
McDannal, Ray
McDonald, C. L.
McGill, Mike
McGree, Bert
McGregor, Lillie
McLane, P. J.
McLaughlin, W. G.
McManus, T. J.
McMullin, William J.
McNally, Jeanne
McNatt, J. L.
McSpadden, Myrtle
Macielok, Staley
Mack, Doral
Maddish, Frank
Mac, Elizabeth
Malwin, James
Manning, Jack
Manson, Francis J.
Markovitch, Luana
Marshall, Don
Marshall, Tex
Marshman, Howard
Marteneu, Hensley
Martin, George
Martin, Jack C.
Martin, Mickey B.
Martin, Robert
Mason, Bobby
Mason, Marie
Matson, Hattie
Matthews, Frank
Matthews, Velma
Mayes, Eddie
Mayes, L.
Mazur, Jimmy
Melton, Idel
Meroy, Nat
Meroy, Frank
Merkle, Fred
Merrill, B. H.
Miller, Bee
Miller, Darlene H.
Miller, Ernest
Miller, Gladys & Kentis
Miller, Little Joe
Miller, Martha
Miller, R. R. Lucky
Milligan, Mrs. Wayne
Mills, Tex
Mincey, Fred
Mitchell, Fred D.
Mitchell, Lucky
Mitchell, George
Mitchell, Jack
Mitchell, Jack & Jerry
Mitchell, William
Mix, Art
Monroe Bros. Circus
Monti, Carlos
Mooney, Joseph
Moore, Alva M.
Moore, Opal
Morgan, Dorothy
Moran, Ducky
Morrow, Margaret
Moss, Mrs. A.
Munroe, Jack
Nadeau, Earl D.
Naidrett, Dixie Lee
Nanson, Capt. Geo.
Nash, Larry
Nealand, Walter D.
Neel, Joe
Neill, Lucille
Nelson, Frank A.
Netto, A. S.
Newman, Mrs. Larry
Newton, Vera
Nickalos, Steve
Nicks, Melvin M.
Nixon, Francis
Noblin, Edith
Nolan, Tom
Norton, Melford
Norwood, Steve
Novack, Melvin
O'Brien, Red
O'Dear, Mrs. Alfred
Ohara, Robert
Olegario, Anacleto
Olson, George S.
Orman, Frankie
Ortagus, Marcelyn M.
Orton, Robert
Orton, Vern
Owens, Richard
Paddock, Mrs. Harold
Page, Gem Havilen Joe
Pape, Billy
Parker, Ross H.
Paton, Richard
Parton, Louise
Pasterczyk, Edward
Patterson, Jimmy
Patton, Cliff
Paulus, Paul
Paxton, Pat W.
Pedro, John
Peery, Mickey & Curly
Pennell, Troy S.
Penny, A. B.
Perry, James
Phillips, Goody
Phillips, Harry
Phillips, Beatrice
Phillips, Jimmie
Phillips, Wild Bill
Pikee, W. D.
- Piper, R. J.
Pollack, Robert
Porter, Glenn
Prevost, David J.
Puckett, Mildred
Pugal, Ellen
Pugall, Helen
Putney, Earl B.
Ragland, John L.
Ramsey, Earl
Randolph
Ratlidge, Nick
Raymond, Sharpe
Reckless, Freddie
Red Hawk, Chief
Redford, R. W.
Reece, Larry
Reed, Fred and Dorinda
Reed, James L.
Reid, Glenn
Regnier, Leo
Renton, Al
Rice, Francis M.
Rice, George
Richards, Earl
Richmond and Carpenter
Rine, Melvin
Ristick, Annie
Roberts, Charles
Roberts, Clint Evans
Robinson, Freddie
Robinson, Cannon
Robinson, Linda Ann
Rogers, H. L.
Rogers, Jack
Rogers, William L.
Rose, Bert
Ross, Harry J.
Rothwell, J. H.
Rudisill, William
Sanders
Russ, C. J.
Russell, Adam
Sacony, Slim
Safford, C. W.
Sakobiem, Mrs. James
Sanders, Geraldine
Sauders, Monroe
Saprito, S. J.
Scharf, Ludwig
Schubert, Johnie
Schultz, Raymond
Schweitzer, Frank G.
Scott, Garrett
Seamans, Bropton
Sebring, Charles
Seglin, Mack
Sellers, Alfred
Shaffer, Frankie
Shaw, Bernice
Shaw, Jack
Shea, Mrs. Albino
Sheehan, Thomas Henry
Sherneski, Harry
Shore, Louis
Shoreck, Leo
Short, J. E.
Sica, A. (Musician)
Singer, E. H.
Sisler, Louis Goose
Sisters, Prince
(Tony the Clown)
Shelton, Walter
Skora, Evarist
Smith, George
Smith, Louis Rastus
Smith, Ray
Snyder, Albert T.
Snook, Carl D.
Snowed, Bobby
Soper, Robert L.
Southeastern Shows
Southern, Ronney D.
Sparks, J. C.
Spaulding, Warren
Spell, S. C.
Spencer, Chas. E.
Stanley, Edward
Stein, Louis
Stein, Tom F.
Stepp, O. L.
Stephan, Margaret A.
Stevens, H. G.
Stevens, Mrs. J. J.
Stevens, Tom
Stewart, Ted
Sullivan, Frank J.
Sundstrom, John E.
Swan, Don
Sword, Jack W.
Tarbes, Henry
Taska, W. Charles
Taylor, Chester
Taylor, Cyril W.
Taylor, Lucille
Teague, F. N.
Temple, Lawrence
Terrell, Jack
Thomas, Homer
Thomas, Nick
Thomas, Pauline
Thompson, Al
Thompson, Butch
Thompson, Ray
Thornton, Charly
Thornton, Goffry
Throne, Herschel
Thrush, Paul Eugene
Till, John G.
Trim, Slim
Troitman, Ross
Turner, Bud
Underwood, Harry C.
Ulrich, George
Ulrich, John
Valentine, Henry Myrl

FACTORY TO YOU

CHENILLE BEDSPREADS

RUGS — BATHMAT SETS FOR JOBBERS — WHOLESALERS

- 17"x30" Shag Rug \$1.25 Each
- 17"x30" Chenille Rug 1.00 Each
- Bath Sets, 17"x32", Multicolor... 1.50 Each

- BEDSPREADS**
- Style 801 Double Peacock \$8.50 Each
 - Style 706 Basket Pattern 7.50 Each
 - Style 705 Wedding Ring 7.50 Each
 - Style 701 Tulip Pattern 7.00 Each
 - Style 675 Wreath Pattern 6.75 Each
 - Style 605 Multi-Flower 6.50 Each
 - Style 601 Bow Knot 6.00 Each
 - Style 505 Large Ring. Two Tone. 5.50 Each
 - Style 400 Multi-Color 4.75 Each
 - Style 407 Sun Burst Multi 4.45 Each

All Spreads full size, 90"x105"—All first quality. Choice Colors: Blue, Green, Rosewood, Peach, Gold, Orchid.

TERMS: 25% with order, balance C. O. D. F. O. B. ROME, GA.

Beauti-Craft Chenilles, Inc.
MANUFACTURERS
ROME, GA.

STARR IS BACK!

GET FAST MOVING

PENS NOW!

IMMEDIATE DELIVERY
SEND FOR PRICE LIST

STARR PEN CO.

54 W. ILLINOIS ST.
(Formerly of 500 N. Dearborn St.)
CHICAGO 10, ILL.

BUBBLE GUM

Made in U. S. A.

Stick Type, Packed 5 Sticks to Envelope, 100 Envelopes to Box.
Per Box \$3.75
Chicklet Type, 240 Count. Per Box .. 1.00

ROLL CAPS

Best Grade

5 Rolls to Pkg. (250 Shots), 60 Boxes to Carton. Per Carton \$2.00
Flat Cap, Packed 72 Mammoth Caps to Package, 144 Packages to Carton. Per Carton 3.50

BALLOON SPECIALS

- #10 Cat Head, printed Per Gr. \$7.50
- #14 Cat Head, printed 9.50
- # 9, Paddle, assorted colors 4.20
- # 7 Round 2.95
- # 7 Round with Squawker 4.00
- 50% Deposit With Order, Balance C. O. D., Certified Check or Money Order.

New England Novelties

74 Hanover St. BOSTON, MASS.

Nationally Advertised

"CHIP-AWAY" ICE CHIPPER

NOW AVAILABLE 17¢ Each In Dozen Lots

Sample, 35¢. Refills for 39¢.

Here is a new style ice chipper with added feature that shaves the ice into fine pieces. Has sure-grip handle for comfort.

- Cold Finished Steel Head.
- Lacer-Dipped Maple Wood Handle.
- Handle Is 3 1/2" Long, 7/8" Diameter.
- Overall Length, 6 Inches.
- Zinc Plated Metal.
- 25% Deposit, Balance C. O. D.

MARSHAL MFG. CO.
3268 ELSTON AVE.
CHICAGO 18, ILL.

VanVorst, Fred
Vaughn, Mona
Walcare, Mrs. Curtis
Wick, Allen
Winson, Alta Blake
Vitale, Joe
Vito, Cerrone
Vogstad, George
Voris, Elmer F.
Wachter, Mrs.
Stewart
Wadsworth, Princess
Oлга
Wahl, Dorothy
Waite, Kenneth R.
Walker, Carl
Walker, George
Walker, Ginger
Walker, Sweetie
Wallace, Esther
Walsh, Gene
Ware, Frank W.
Wason, Mitchell J.
Watts, W. B.
Webb, John L.
Webb, W. M.
Webster Bros.
Circus
Webster, E. P.
Weiss, Mrs. J. C.
Wells, Melvin C.
West, Mae Show
Westerman, Emil
Leo
Westerman, Mrs.
Bennie J.
Wexler, Sam

White, Frank
White, Joseph T.
White, Larry
White, Robert
Wax-E
White, Robert
White, Wiley
Williams, Anthony J.
Williams, Earl
Williams, Edwin N.
Williams, Jay
Williams, Ralph
Williams, Spencer
Williamson, Thom H.
Wills, Claude
Willson, Dick
Wilson, Alexander
Wilson, Gladys
Wilson, Louis
Wilson, Sammie
Winn, Steve
Winslow, Jimmy
Wolf, James N.
Wolfe, Lois
Woods, Jackie
Wood, Paul
Woody, Jim
Worthan, Delbert
Wright, John E.
(Ventriloquist)
Yonko, Vastin
Yottus, Ann
Zell, Bob
Zimmer, Florence
Zulicka, Princess

Karnes, Walter
Keley, Mr. &
Mrs. J. C.
Kelly, E. C.
Kerner, Mrs.
Dorothy
Lelly, Lewis A.
Lang, R. E. (Bob)
Lantz, John
Lefebvre, Mr. and
Mrs. Jack
Lenagan, Patrick
Loenard, Harry
Levine, J. B.
Lewis, Edith M.
Liby, L. J.
Loter, Mr. &
Mrs. Happy
Blackey
McLean, Clarence
Raymond
McNally, H. C.
McPherson, Ralph
Mack, M. M.
Majjeski, Polly Joe
Meyers, Fred
Masterman, Geo. E.
Milanese, Joe
Miller, Melvin
Moragan, Mr. &
Mrs. Francis
Morrison, Babe
Nelson, John B.
Ortiz, Eugene L.
Payton, H. P.
Phelton, Mr. &
Mrs. Al J.
Powell, James S.
Rambo, Wesley P.
Randall, Archie L.
Randolph, William
(Fingers)
Reiter, Emil C.
Reynolds, P. C.
(Duke)
Rhorer, W. D.
Riley, Mrs. Aaron
Riley, Eddie
Riley Jr., Lucky
Roach, Thomas
Robertson Mrs.
Queenbeth
Safko, Alex
Rocco, R. W.
Safko, Alex
Schade, Willard
Walter
Shibley, C. W.
Small, Charles H.
Smith, Henry
Norman
Smith, Martin H.
Smith, Wm. D.
Spaulding, Warren
Spray, Mary
Stevens, Mrs. Diana
Stokes, Van
Stratton, Clarence
R.
Taylor, Betty Jean
Taylor, Kenneth L.
Thompson Jr., Jack
Trimble, H. I.
Warwick, Olga
Webb, E. S.
Weydt, Pearl
Webb, Ted
Whittle, Floyd R.
Williams, Barney G.
Williams, Orval C.
Williams, Mrs.
Patricia

Alberta, Albert
Baker, Bill
Bauxbaum, Edward
F.
Bertei, Max
Blackey
Bonell, Joe
Campbell, Virginia
Conlin, Jean
Conway, Rose
Cruise, Annalee
Deal, Elsie
Demetry, June
Earle, Beatrice
Engel, Harry
Fennell, Edith
Flemming, Frank
Garvey, Thomas
Gordon, Bobby
Green, Harry Lex
Greeno, Eddie
Hamilton, George
& Estelle
Hanafin, D. J.
Holt, Jack
Kilpatrick, Kenneth
Krause, J. H.
Lapin, Mrs. Fritz
Lee, Alice T.
Marko & Jerome
Mayes, Prof. L.
Millatt, Al
Mitchell, Charlie

Zlomke, Robert T.
Neill, James S.
Nelson, Anna
O'Hara, Tara
Olsen, A. R.
Pasqua, Edmond
(Pete)
Pavey, Marie
Leake, Martin B.
Perry, Lou
Peterson, Marie S.
Phillips, Richard
Posty, Charles F.
Frosten, Glen
Provencher, Lucian
Radke, Palaska
Rector, Patricia
Rhea, Micky Logan
Richard The Grate
Senter, Harry G.
Sinitzen, Olya
(Garnett)
Stanton, Harry
Steinwall, Siefried
Walker, Eddie
White Jr., Paul E.
Wilcox, Tom
Wilde, Carl F.
Wisewski, Joseph
Woods, Al
York, Ed
Zagroski, Emil
Zottman, John

MAIL ON HAND AT CHICAGO OFFICE
155 No. Clark St.,
Chicago 1, Ill.

ATTENTION! CONCESSIONERS! SALESMEN! PITCHMEN! AGENTS!

SPEED-EE ALL-PURPOSE PROTECTIVE COVER OF PLASTIC MATERIAL

Here's a Fast Selling Item for All Events.

CARNIVALS! FAIRS! BALL GAMES! GOLF EVENTS! RACE TRACKS! ETC.



The item that saves the day when it rains, snows or turns cold and windy. It's waterproof, acidproof and dustproof. Has 100 different uses. It's a natural for house to house selling or for stores and concessioners.

19c Ea.
In lots of 100 or more.
Send 50¢ for Sample.
25% Down—Bal. C. O. D.

SONTON INDUSTRIES
1924 SO. STATE STREET CHICAGO 16, ILLINOIS

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway,
New York 19, N. Y.

Allen, William H.
Anthony, Mrs.
Marvel
Ashby, Frank
Ashby, George Otto
Balderston, George
W.
Barnes, Mr. &
Mrs. Jack
Beach, Harry M.
Beach, Mildred
Dell, M. E.
Berg, C. A.
Berofsky, Harry
Boudreau, Mrs.
Boone, Virgil
Gilbert
Bowling, Joseph H.
Bryer, Frederick J.
Burd, Sue
Carson, Rex W.
Caster, Mrs. Mazio
Cantrell, Dallas
Clemons, Mrs.
Richard
Cogozzo, Joseph
Cogozzo, Lenardo
Corn, Warren G.
Cornwell, Sammie
Daley Jr., Bill
Dean, Joe H.

Detwiler, Byran A.
& Annie Caldwell
Drake, Mrs. Estelle
Edmiston, R. R.
Edwards, John W.
Ellis, Wm. M.
Feldman, Max
Falton, Al
Finley, Mrs. Evelyn
E.
Freeman, Mr. &
Mrs. Curley
Frenzel, M. E.
Gilberts, Melvin
Glenn, Red Lucky
Hall, Edward L.
Hamel, Henry
Hamilton, Jan
Anson
Hanlon, A. W.
Harville, George E.
Hatfield, Dale W.
Harms, George H.
Houck, Paul
Haver, Jack
Henderix, Pete
Hensley, Carlis W.
Holt, A. C.
Howard, John
Hutzler, Margaret
Johnston, Everette
(Arkie)

Safko, Alex
Rocco, R. W.
Safko, Alex
Schade, Willard
Walter
Shibley, C. W.
Small, Charles H.
Smith, Henry
Norman
Smith, Martin H.
Smith, Wm. D.
Spaulding, Warren
Spray, Mary
Stevens, Mrs. Diana
Stokes, Van
Stratton, Clarence
R.
Taylor, Betty Jean
Taylor, Kenneth L.
Thompson Jr., Jack
Trimble, H. I.
Warwick, Olga
Webb, E. S.
Weydt, Pearl
Webb, Ted
Whittle, Floyd R.
Williams, Barney G.
Williams, Orval C.
Williams, Mrs.
Patricia

Becker, Clifford L.
Dowse, Wm. H.
Mangus, C. F.
Ninte, Francis
Talley, Isaac E.
Lauder, James W.
Lunde, Russell E.
Lutz, Floyd F.
McGreen, Bernard
E.
Martin, Lew
Miller, Berni I.
Nolan Esq., Bert
Raisa, Rosa
Re Don, E.
Rendelle, H. J.
Sharp, Robt.
Sherrman, Chester
Tommy, Texas
White, Frank
Wieppier, Emile
"Lucky"

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg.,
St. Louis 1, Mo.

Parcel Post

Becker, Clifford L.
Dowse, Wm. H.
Mangus, C. F.
Ninte, Francis
Talley, Isaac E.
Lauder, James W.
Lunde, Russell E.
Lutz, Floyd F.
McGreen, Bernard
E.
Martin, Lew
Miller, Berni I.
Nolan Esq., Bert
Raisa, Rosa
Re Don, E.
Rendelle, H. J.
Sharp, Robt.
Sherrman, Chester
Tommy, Texas
White, Frank
Wieppier, Emile
"Lucky"



FISHING KIT IDEAL FOR OPERATORS and PREMIUM USERS

CONTENTS: Camper Reel—double multiplying nickel-plated reel with tenite handle knobs, 80-yd. capacity, and adjustable click drag. Camper Rod—two-piece solid spring steel, graduated diameter, hardened steel guide and tip top. Camper Fishing Line—25 yds. of 12-pound test line. 1 turned wood casting plug, enamelled two colors with spear point double hook—2 snelled Hooks looped, Double Synthetic Gut—3 pinch-on Sinkers—1 flashy metal Spoon with spear pointed double hooks—1 large turned wood enamelled Float—1 fitted Carrying Case with handle.

YOUR COST ONLY \$3.25
Terms: 1/3 Deposit With Order, Balance C. O. D., F. O. B. Chicago. Net 10 Days to Rated Firms.

JAYLEN DISTRIBUTING CORP.
4744 W. HARRISON ST. CHICAGO 44, ILL.

CHOCOLATES
1/2 POUND BOXES OF CHOCOLATES ONLY
\$3.60 PER DOZ.

A FEW OF OUR 1947 PRICES

Spanish Mats, head size, all red. Gross, \$27.00. Jumbo Fox Tails. Hundred, \$25.00. Beaded Key Chains, w/plastic charms. Gross, \$3.00. Cigarette Holders, plastic, assorted. Gross, \$3.00. Pocket Combs, good weight, assorted colors. Gross, \$2.25. Decorated Water Glasses, large. Gross, \$6.00. 5-Piece Powder and Perfume Set, assorted, flashy box. Gross, \$16.50. Large 2-blade, all metal construction Pocket Knives, dozen, \$2.75. Genuine all-leather Laced Billfolds with card windows, each in box, up to \$2.00 retail value. Dozen, \$4.80. Washable Plastic Toys, 10-inch horses, lambs, dolls, etc., \$1.00 retail value. Dozen, \$4.50. Oak Brand Balloons, all first quality: Dart Balloons. Gross, \$2.00; No. 9 Round. Gross, \$5.40; No. 11 Round. Gross, \$6.40; No. 16 Paddle. Gross, \$16.00. 18" Domestic Balloon Sticks. Gross, 75¢. We carry full line Firecrackers and Fireworks. Write for price list. Our latest Carnival Flyer, No. 447, is now being mailed out. Write for your copy. Be sure and mention your line of business.

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

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 415
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

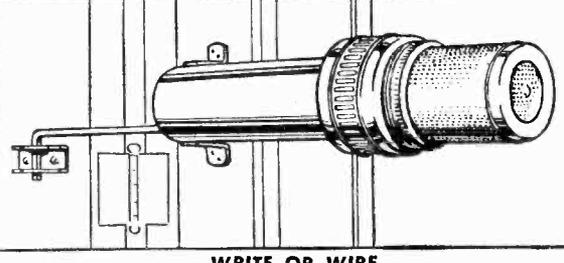
Address

City State

Subscription Rates: One Year, \$10; Single Copy, 25c

HERE IS REAL EARNING POWER!

Start Today To Increase Your Earnings With a Route of "CONDITIONAIRES"



Patented NEW FAN-TYPE DEODORIZER
Monthly Replacement of Deodorant Guarantees a Steady Income.

COIN OPERATORS!
Double your income on your present service routes!

- Automatic
- Door Controlled
- Double Action
- Rest Room Necessity
- Exclusive Territorial Franchises Available

WRITE OR WIRE
TROJAN LABORATORIES
WEST COAST REP: G. GORDON, 532 W. ANAHEIM ST., WILMINGTON, CALIF.

3011 N. CLARK ST. CHICAGO 14, ILLINOIS

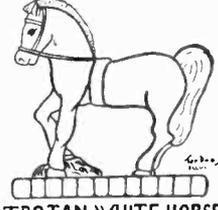
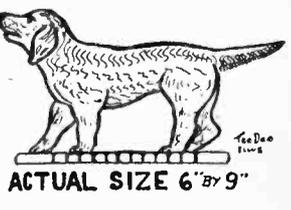
WE ARE READY

Send your order today

Bigger Size, \$2.50 Per Doz.
Medium Size, \$1.50 Per Doz.

25%, Balance C. O. D.

ARTILLIANO & CO.
690 N. MAIN STREET Telephone 4-6411 WATERBURY 26, CONN.

TROJAN WHITE HORSE
ACTUAL SIZE 6" By 9"

Attention, Carnival and Park Concessionaires!

MERCHANDISE TO SUIT YOUR NEEDS

Lamps, Beacon Blankets, Clocks, Irons, Toasters, Stuffed Toys, Aluminum Ware, Carving Sets, Cutlery, Cameras, Dresser Sets. Also a full line of Slum.

Send for our new catalog today.

CONELLE PRODUCTS CO.
248 WEST 23rd ST. NEW YORK 11, N. Y.

Idaho Salesboard License Law May Set Pattern for National Legislative Trend

One of Most Important Measures Passed by Idaho Body

BOISE, Idaho, April 5.—One of the important measures enacted this session by the Idaho Legislature related to the licensing of punchboards and similar devices. Introduced as House Bill 250, the measure was approved March 12, and may set an example for other States.

Following a trend definitely established this legislative year, the Idaho bill gives local authorities the right to license and otherwise regulate salesboards. The bill makes a distinction between those boards which award money and those which make awards in merchandise not redeemable for cash. Tax on the second type of board is half the tax on the board which pays back in cash.

Full text of the Act, for its interest to the salesboard industry everywhere, is reprinted below:

AN ACT providing for the control, regulation, licensing and taxation of punchboards, chance spindles and chance prize games; defining such devices; making it unlawful to possess or play such devices without license stamps affixed; providing cost of tax stamps; providing restrictions as to persons who may play same; authorizing counties and cities to license, regulate and prohibit such devices; amending Section 17-2301, Idaho Code Annotated, as amended by Chapter 112, Session Laws of Idaho, 1945, as amended by House Bill No. 66 of the 29th Session of the Legislature, 1947, and as amended by House Bill No. 43 of the 29th Session of the Legislature, 1947, as amended, by making lawful the play of such devices when properly taxed, and providing that same shall not constitute a lottery. Be It Enacted by the Legislature of the State of Idaho: Section 1. Definitions.—(a) The term "person," when used in this Act, shall

mean and include any person, firm or partnership, corporation, or other association of persons.

(b) A "punchboard," within the meaning of this Act, shall be a board containing a number of holes or receptacles of uniform size in which are placed slips of paper or other substance, in a capsule or otherwise, upon which is written or printed token numbers, figures, insignia, characters, symbols, letters or words, or combinations thereof, which may be punched or drawn from said hole or receptacle by any person upon payment of a consideration, and who shall obtain an award of merchandise or money only upon the chance of drawing the token number, figure, insignia, character, symbol, letter or word, or combination thereof, which has previously been designated to pay a prize.

(c) The term "chance spindle," within the meaning of this Act, shall be any spindle, stick, pin, or other device on which may be fastened by any method, slips of paper, envelopes, cards, or other devices, upon which is written or printed token numbers, figures, insignia, characters, symbols, letters or words, or combinations thereof, and which may be drawn by any person from said spindle, or holder, upon payment of a consideration, who may obtain an award of merchandise or money, only upon the chance of drawing the token number, figure, insignia, character, symbol, letter or word or combination thereof, which has previously been designated to pay a prize.

(d) A "chance prize game," within the meaning of this Act, shall be any game in which the obtaining of a prize is based solely upon the chance of the player, upon payment of a consideration, to draw or otherwise secure a token number, figure, insignia, character, symbol, letter or word, or combination thereof, which

is designated to pay a prize, in cash or merchandise.

(e) The term "Commission" shall mean the State Tax Commission of the State of Idaho.

Section 2. There is hereby levied on all punchboards, chance spindles and chance prize games operated in the State of Idaho a tax equal to 2 per cent (2%) of the amount computed by multiplying the number of chances on any such devices by the price charged per chance if the prize is money or merchandise which such person will redeem in money, and 1 per cent (1%) of such amount if such prize is merchandise not redeemable in money. It shall be unlawful for any person to have in his possession for the purpose of having operated or used on, or in said person's premises, or in connection with said person's business any punchboard, chance spindle or chance prize game without having affixed thereto



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

SWELL! AND WHAT A SELLER
No. D99. One of the most pleasant surprises will be your first taste of big money in the easy-selling "Star Song Parade." You'll hardly believe it possible for a merchandise display to be so appealing. It's designed for year 'round selling. You'll forget the weather, you'll forget everything except the way the dollars roll into your pocket. 80 surprises bring in \$8.00. **COSTS YOU \$3.95.** Lots of 10—\$38.50.
SPORS CO., 4-47 Lamont Le Center, Minn.

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.

TICKET DEALS
SEE OR WRITE US FOR QUALITY TICKET DEALS AT **LOWEST FACTORY PRICES!**
Tips, 2-, 3- or 4-Way Baseball, any size Spindle, Jar or Combination Deals. Latest money-making hand-stamped Pad Deals.
Wire, Write or Phone, Either
MISSOURI NOVELTY CO.
"National Sales Representatives"
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)

TICKETS WHOLESALE
2170 Singles, 1/2 or Gross Lots . . . \$1.55 Per Bag
2170 5 Fold, 1/2 or Gross Lots . . . 1.75 Per Bag
25% Deposit with Order.
12 Bags or More, Singles . . . \$1.70 Per Bag
12 Bags or More, 5 Fold . . . 1.90 Per Bag
H. & K. CANDY & NOVELTY CO.
Urbana, Ohio

THICK JACKPOT CHARLIES AT \$1.00
ORIGINAL JAR-O-DO
1000 BINGO TICKETS ON STICKS AT \$.75
The Largest and Most Complete Bingo Ticket and Salesboard House in the Middle West.
Over 500 Different Deals on Display With New Ones Constantly Being Added.
SEE ALL THE NEW MULTI-GIANT BOARDS THAT ARE CREATING SUCH A SENSATION ALL OVER THE COUNTRY.
The House for Operators and Jobbers
A-P DISTRIBUTING CO.
2220 MARKET STREET ST. LOUIS 3, MISSOURI
(Phone: Chestnut 4693)
ART PAULE, Mgr.

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	60.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.60
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	3.00

WRITE FOR OUR LATEST PRICE LIST
Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 14, 24 or 5¢ stating your requirements. 25% deposit with all orders—balance C. O. D.
MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

CIRCLE'S Bingo JACKPOT
FREE! FREE!
1-50 SEAL BINGO JACKPOT CARD WITH EACH 1200 BINGO REFILL AT **\$1.00**
BUY AT THESE LOW FACTORY PRICES
1000 Bingo Refills \$.75
1260 Bingo Refills 1.02
2170 RWB (Singles) 1.44
2170 RWB (Pasted 5's) 1.80
Above prices apply only on orders of 50 pieces or more. For smaller quantities add 10%.
25% Deposit required with all orders, Balance C. O. D.
Complete line of tickets and boards at lowest prices in the industry.
Write for latest FREE catalog.
CIRCLE PRODUCTS CO.
4421 N. Clark St. Chicago 40, Ill.

PICK-A-FIN
5c
Seals Pay \$5.00 - \$2.00 - \$1.00 - 50¢
21 Seals Opened - Last Punch on Board Reveals One Seal
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

the tax stamps issued by the Commission in an amount equal to the amount of the tax provided herein. The stamp must be securely affixed to the device and canceled by cutting it criss-cross with a sharp instrument.

Section 3. The Commission is hereby directed and authorized to issue and sell stamps in such form and in such denomination as it shall deem advisable and to provide such rules and regulations for the issuance of stamps and the control and regulation of punchboards, chance spindles and chance prize games as it shall deem necessary and desirable.

Section 4. All moneys received by the Commission from the sale of tax stamps shall be by it turned over and delivered by the State Treasurer and by him placed in the general fund of the State of Idaho.

Section 5. Any agent of the Commission and/or Department of Law Enforcement, sheriff, and/or municipal peace officers shall have free and uninterrupted access to any and all places where any board, spindle, or game license under the provisions of this Act is located during any hour of the day or night, when such place is open to the public, or open for members or others if such place be an athletic, business or social club or society, and it shall be a violation of the provisions of this Act to deny, hinder or refuse admission to any such agent or police officer at any time.

Section 6. It shall be unlawful for any person having such board, spindle or game in his possession, care or custody to permit any person under the age of 21 years to punch the same and it shall be unlawful for any such minor to punch any such board.

Section 7. Each incorporated city and village within its corporate boundaries and each county within its boundary, but limited to such territory as lies outside the corporate limits of incorporated cities and villages, is hereby authorized and empowered to adopt all ordinances or resolutions licensing, regulating, controlling or prohibiting the operation of punchboards, chance spindles and/or chance prize games not in conflict with the provisions of this Act.

Section 8. Any person violating any of the provisions of this Act or any county, city or village ordinance or regulation shall be guilty of a misdemeanor.

Section 9. That Section 17-2301, Idaho Code Annotated, as amended by Chapter 112, Session Laws of Idaho, 1945, as amended by House Bill No. 66 of the 29th Session of the Legislature, 1947, and as amended by House Bill No. 43 of the 29th Session of the Legislature, 1947, as amended, 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, employee, or lessee, whether for hire or not, any game of faro, monte, roulette, lansquenet, rouge et noir, rondo, 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 fine not less than \$200 nor more than \$1,000, or imprisonment in the county jail not less than two months nor more than 12 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 and punchboards, chance spindles and/or chance prize games upon compliance with the law relating to the licensing and taxation of the last mentioned devices. Such devices so licensed are hereby declared to be games of chance but not a lottery.

FLORIDA AMUSEMENT

(Continued from page 60)

to be Children's Day. However, the kids stayed away, no co-operation having been worked out by the fair. On opening day, gates were not thrown open til 3:30 p.m., by which time the fair officials had ironed out their difficulties. Shows had come to the rescue by supplying toilets. Provisions for a city permit had not been taken care of by the fair and no provisions had been made for lighting other than what the shows furnished, and the first night show was postponed.

Advertising of the fair was weak. Shows jumped in and got air time. Later the fair inserted paid ads in the papers. However, the fair ran into other difficulties and it was decided to halt it. Howard Ingram, show's owner, immediately ordered dismantling for the move to Opelika, Ala. Plenty of real estate had been sold, and Ingram refunded to independent concessions who had booked on his midway. He pointed out that the fair's difficulties were not the fault of John C. Wehrley, former Kentucky State Fair manager, who directed the fair, as his hands had been tied.—JOHNNY CONSTANTINO.

CRAFTS EXPOSITION

(Continued from page 60)

up all rides, of which 9 of the 10 are new. Giant 60-inch searchlights, aided by a battery of 30-inch spots, directed the way for the public to Crafts neonized midway. Local radio and newspapers afforded much publicity.

General Manager Hal F. Eifort and Concession Manager Roger R. Warren held open-house in the shows' entertainment wagon for visitors.

Mickey S. Rankin, general agent, and Larry Nathan, special agent, recently returned to the shows after fronting the organization for several weeks. Johnny Regal and troupe, who have been playing Eastern night clubs and theaters, were recently signed to furnish talent for the girl revue units.

Carl Smith, well-known midget with A. J. Budd's *Freaks on Parade*, serves as show mailman and *The Billboard* sales agent. Clyde Rawlings will join with his *Motordrome* upon its completion in show's winter quarters.

Recent visitors included California's Gov. Earl Warren, Mickey Dolan, and Johnny Mullins, Tulsa and Phoenix amusement figure.

WALLACE & MURRAY

(Continued from page 60)

ceeds to go to a health camp for underprivileged children. Tommy and Maud Allen framed a new Shoot-Till-You-Win.

A. R. Maxwell, boss of Al Wallace's popcorn, peanut and candy apple store, has been doing well. Mr. and Mrs. R. J. Rollins and daughter, Frances Mary, and son, Russell, are scoring big among show folks with their cookhouse. Food is tops and helpings are big.

Bull Martin, who takes on all comers in the Athletic Show, was scheduled to take the mike at a radio station at the time the big wind hit. He phoned the station, saying he was needed to get the tops down, and the station announcer graciously stepped in and went to town plugging the show.

Jimmy Tiernan, legal adjuster, was beaming in anticipation of the arrival of Mrs. Tiernan.

During the stand at Aiken, S. C., visitors included Eddie Lewis, Mr. and Mrs. Smiley, Mr. and Mrs. Pete Smith, Mr. and Mrs. Eddie Benton, Mr. and Mrs. Nate Rough, Mr. and Mrs. George Hunt, Jimmy Cyr, Mr. Overstreet, Mr. and Mrs. T. M. Wilkerson, Mrs. R. B. Garner, Tommy Allen, Mr. and Mrs. Nate Ro'a, Tommy Scott and Mr. and Mrs. Joe Steblar.—DOLLY WISE.

ORIGINAL JAR-O-DO • ORIGINAL JAR-O-DO



GRAB FIVE			
75	100	150	175
200	250	300	350
375	400	450	475
550	575	600	650
700	750	775	800
875	900	950	1000



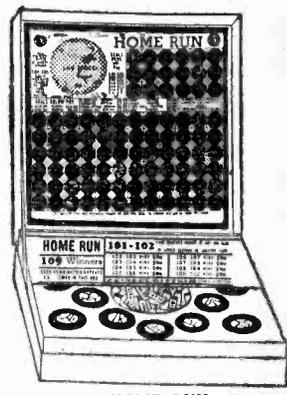
E-Z WINNING

Takes in 2520 Tickets @ 5¢...\$126.00
Pays Out (Average)..... 75.5¢
Profit (Average).....\$ 50.44
109 WINNERS



GRAB FIVE

Takes in 1000 Tickets @ 5¢ \$50.00
Pays out 170 Pkgs. Cigs @ 20¢ \$34.00
Profit (actual) \$16.00
Plus Profit on Cigarettes



HOME RUN

Takes in 2280 Tickets @ 5¢...\$114.00
Pays Out (Average)..... 71.4¢
Profit (Average).....\$ 42.60
109 WINNERS

REPEATS GALORE—PROFIT TOO
WRITE TODAY FOR LITERATURE.
SPECIAL DISCOUNT TO BIG DISTRIBUTORS.

UNIVERSAL MANUFACTURING CO.

"World's Foremost Mfr. of Jar Games"

805-411 E. 8TH ST. KANSAS CITY 6, MISSOURI

ORIGINAL JAR-O-DO • ORIGINAL JAR-O-DO

LIFT YOUR PROFITS WITH a New FREE PLAY Glamour Board



FREE-HOLE FUN 5¢

JACKPOT PAYS \$4
2 ADVANCES TO KEY HOLES \$3
2 ADVANCES TO KEY HOLES \$3

KEY HOLES PAY \$30

ORDER AS:

NO. 1000 FREE HOLE FUN

★

THICK SLOT SYMBOL TICKETS 5¢ SALE

166 FREE PLAYS

KEEPS 'EM COMING AVERAGE PROFIT

\$28.04

Gardner & Co.
2222 S. MICHIGAN AVE. CHICAGO, 16, ILL.

BUY FROM THE BIGGEST AND BEST

WRITE US FOR LOWEST PRICES ON SALESBOARDS, TICKETS AND MERCHANDISE DEALS

JOE GLAZIER DISTRIBUTING CO.

302 WEST NINTH ST.
KANSAS CITY 6, MO.

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

UNDER THE MARQUEE

(Continued from page 93)
section of *The Jackson (Miss.) Daily News* March 30. . . Bill Garden, 17-year-old son of W. A. Garden, of Garden Bros., recently scored a hit in *The Toronto Globe and Mail* with his miniature circus.

Leon Snyder, chief of cowboys with the Buck Owens Circus last season, and his wife, are now on the World Wide Animal Exhibit, with Snyder acting as general lot superintendent. The Snyders will leave soon to join the Al G. Kelly-Miller Bros.' Circus in Hugo, Okla.

Then there was the yesteryear circus owner who couldn't tell you where his show would be tomorrow, but could tell you the price of eggs in Ohio.

Donald Marcks cards that the San Francisco group of the Circus Fans' Association held a dinner meeting March 22 at the El Curtola Restaurant in Oakland, Calif.

L. E. (Roba) Collins cards from Patterson, Mo., that he is playing schools and theaters in Missouri with his magic show until the big tops open. He reports that Tommy and Lucy Arenz are leaving their Little Rock winter home and heading for Jackson, Miss., to be with the Side Show on the King Bros.' Circus this season.

E. L. Murphy reports from Toronto that plenty of agents are making Canada this year, including Verne Williams, J. S. Ramsey, Bill Monroe and Benny Fowler.

When a heavy fog reduces visibility to two yards at unloading time, it seems terrible to all except those who are used to atmosphere of privilege cars during all-night sessions.

Charles K. Rudisill writes from Bastrop, Tex., that he plans to play spots in the Midwest this season with his concessions, opening early in May in Iowa.

Jack (Scratchy) Neville and Billie Burke, after closing with the Eagles Circus at Moline, Ill., arrived in Penn Yan, N. Y., where both joined the James M. Cole Circus, Neville as boss canvasman, and Burke for clown alley.

In an effort to keep the record straight, Mrs. C. Crane disputes Walter D. Nealand's statement that James (Sparks) Edgar, 36, is the youngest circus owner extant. She points to Bob Couls, 31, who owns and operates Webster Bros.' Show.

Frank (Dutch) Wise, Cole Bros. ticket superintendent, and Mrs. Wise and George Tilford, also of the Cole ticket department, handled the box-office for Hamid-Morton in Memphis.

One of the first tent shows to hit the road in England this season is John Scott's Royal Circus, which is playing two-and three-day stands in the larger towns. Show features Zeedar's Lions; The Trumans and Vera, aerialists; the Ascots, equestrians, and George Scott, slack wire. Show carries a well-stocked menagerie.

California notes—Southern California showfolks turned out in goodly numbers to give Jimmy Wood's Yankee-Patterson Circus a send-off for the season. Among those who made the Santa Monica stand were Kenny and Edris Hull, formerly of the Big One; Walt Matthie, last year with Clyde Beatty; Stan Rogers, art director at MGM studios who is an ardent circus fan, and Hugh McGill,

a fan who has been putting them on and taking them off the lots hereabouts for many years. Everybody commented on the fine flash the show makes and were especially loud in their appreciation of the new banner line, painted by William J. Smart. . . . Walt Matthie is building a new quarter-inch-scale model railroad circus and has it nearly completed. This outfit, a 10-car affair, will make a total of four scale model shows owned by Walt, who is now called the "John Ringling of model circuses."

Shortly before the Clyde Beatty Circus played Indio, Calif., March 26, Carl E. Fraser, press and radio representative, contacted *The Date Palm*, Indio newspaper, via long-distance telephone and discovered that the paper's publisher, Les Ferris, and he were old-time friends from back in the home-town days at Lockport, N. Y. Fraser during the off-season publishes the newspaper at Lockport.

Everett Coriell has been hospitalized for six months at 1201 South Main Street, Jacksonville, Ill.

A model circus constructed by William Adams, of Richmond Hill, N. Y., will be on display at the Queens Borough Public Library in New York thru Saturday (19).

Lou Walter and Jack Klipple, who will be in clown alley at the Barnes Bros.' Circus in the Chicago Stadium, were featured in a three-column picture in *The Chicago Herald-American* Wednesday (2).

Recent Shrine convention in Milwaukee brought out a gathering of show folks, including Harper Joy, Dug Thomas, Ed Talbert, Ricky and Andre Danwell, Sid Blåke, Joan Elliott and Art Owens.

Fair Dates

- (Continued from page 93)
- Mount Pleasant—Pleasant Valley Fair. Sept. 24-27. Eugene V. Keeter, Connellsville.
 - Newfoundland—Greene-Dreher Fair Assn. Aug. 26-30. Henry G. Botler, Greentown.
 - Schaeffertown—Heldelberg Community Fair Assn. Oct. 15-17. R. W. Smith.
 - West Alexander—W. Alexander Fair Assn. Sept. 10-13. Paul Rogers.
 - Wind Ridge—Jacktown Fair. Aug. 26-28. Floyd Campbell.
- TENNESSEE**
- Gainesboro—Jackson Co. Fair Assn. Oct. 2-4. Johnnie Brown.
 - Memphis—Colored Tri-State Fair. Oct. 2-4. E. C. Jones.
- TEXAS**
- Amarillo—Tri-State Fair Assn. Sept. 22-27. Rex B. Baxter.
 - Bellville—Austin Co. Fair Assn. Sept. 25-28. B. J. Coufal.
 - Eagle Pass—Eagle Pass Int'l Fair (Races). Oct. 22-25. J. M. Mabe.
 - Henderson—Rusk Co. Fair Assn. Oct. 20-25. Pete McNeel.
 - Liberty—Trinity Valley Expo. Oct. 21-25. J. B. Wooldridge, Anahuac, Tex.
 - Lufkin—Texas Forest Festival Assn. Oct. 6-11. Ed Holden.
 - Lubbock—Panhandle South Plains Fair Assn. Sept. 29-Oct. 4. A. B. Davis.
 - Waco—Central Texas Fair & Expo. Sept. 19-28. R. W. Tommie Stevens.
- UTAH**
- Coalville—Summit Co. Fair. Aug. 28-30. Ralph Rees.
- VIRGINIA**
- Chesterfield—Chesterfield Co. Fair Assn. Oct. 1-4. J. C. McKesson, RFD 11, Richmond.
 - Martinsville—Martinsville Colored Fair. Sept. 1-6. James P. Reynolds.
 - South Boston—Halifax Co. Fair Assn. Oct. 14-18. W. W. Wilkins.
 - Weirwood—Central Northampton Fair. Aug. 12-15. Charles N. McCune, Chesapeake, Va.
- WASHINGTON**
- Battle Ground—Clark Co. Fair. Aug. 25-27. Arthur Kulin, Vancouver, Wash.
 - Davenport—Lincoln Co. Fair Assn. Sept. 11-13. C. Ross Trout.
 - Menlo—Pacific Co. Fair. Sept. 5-7. Edwin Sunblad, R. 1, Raymond, Wash.
 - Moses Lake—Grant Co. Fair Assn. Sept. 6-7. Bud Saunders.
- WEST VIRGINIA**
- Daybrook, Fairview—Clay District Fair. Sept. 11-13. Mrs. Margaret Gardner.

WANTED: Jobbers—Distributors—Operators

STEP UP VENDOR STEPS UP PLAY 50%

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 100%.

RED, WHITE & BLUE 1940-2040-2160
2170-2180-2200

BINGO 1000-1050
1200-1250 **TICKETS**

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

ALSO FOLDED AND BANDED TICKETS AT LOWEST PRICES

WORTHMORE 1825 S. MICHIGAN AVE. A, CHICAGO, ILLINOIS

They're Red Hot
THE MOST OUTSTANDING
BOARDS ON THE MARKET

50 AND 20% OFF
FACTORY LIST

IMMEDIATE DELIVERY FROM
OUR LARGE STOCK

C. A. ROBINSON & COMPANY
2305 W. Pico Blvd.
Los Angeles, Calif.

NET RESULTS
JACKPOT PAYS: \$25.00
\$10.00
\$5.00
AWARDS

81 WHEELS

Make \$250 to \$500 a week

BE YOUR OWN OPERATOR OF PUSH CARDS

A once-in-a-lifetime opportunity to make \$250 to \$500 a week with little investment. These watches have outstanding, high-priced features. Precision built, imported Swiss watches. Handsome case. Red sweep second hand. Genuine leather band.

Watches Styled for Beauty and Built for Accuracy!

Place these Push Cards in factories, clubs, taverns and cigar stores. They will sell for themselves. Quick turnover, card sells out in 2 or 3 days. You can place hundreds of these cards each week.

25% Deposit with Order, Bal. C.O.D., F.O.B. Chicago

PUSH CARD WITH 2 WATCHES
1 Watch to the seller and 1 Watch to the winning seal.
Push Card Takes in \$21.
Your Cost \$10.
EXTRA PUSH CARDS 10c EA.

Your Profit \$1700

Write J & M SALES CO. — 708 S. STATE ST. — CHICAGO 5, ILL.

COIN LAWS STILL PENDING

CMI To Hold Annual Meet For Election

To Name Four Directors

CHICAGO, April 5.—The annual meeting of Coin Machine Industries, Inc., to elect directors for the ensuing year and to consider other association business, will be held in CMI's offices here in Chicago Tuesday (8), according to James A. Gilmore, secretary-manager.

Only regular (manufacturer) members will vote at the meeting. Gilmore directed an invitation to all old and new regular members to attend the meeting at which four members of the board of directors will be elected.

The members will vote to fill three expiring directorships, now held by William Rabkin, International Mutoscope Corporation; F. H. Parsons, Buckley Music System, Inc., and Louis Gensburg, Genco Manufacturing Company. Rabkin, Parsons and Gensburg were elected to one-year terms at the last annual meeting.

To Replace Eaton

Members will also vote to fill the vacancy left by the resignation of DeWitt (Doc) Eaton, who this week announced that he was leaving AMI and the coin machine industry to enter the ceramics business. Eaton was elected to a three-year term at the 1946 meeting.

Immediately following the meeting, the newly elected board of directors will meet to elect officers for the ensuing year.

Nominating board for the meeting is composed of John Chrest, Exhibit Supply Company, chairman; R. W. (Dick) Hood, H. C. Evans & Company, and Gensburg.

Present officers and directors of CMI are Dave Gottlieb, D. Gottlieb & Company, president; Hood, vice-president; Chrest, treasurer; Walter Tratsch, A. B. T.; Parsons, Gensburg, Rabkin and Gilmore.

Iowa Anti-Slug Bill Passes Both Houses Up to Governor Now

DES MOINES, April 5.—The Iowa Legislature completed action on the anti-slug bill, with both houses passing the measure and sending it to the governor for his signature.

The bill (*The Billboard* March 15) was amended when approved by the Senate and the House accepted the Senate amendment. The amendment removed a section of the bill which was described as too severe upon the manufacture of such slugs or false coins. The section removed provided that in the trial of a defendant for violation that knowledge that the coins were being used illegally would be considered the proof that an enforcement official had given written notice to the violator.

Calendar for Coinmen

- April 8—Cincinnati Automatic Phonograph Owners' Association, executive board meeting, Hotel Gibson, Cincinnati.
- 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.

Action in 16 Legislatures

Flurry of activity comes near end of sessions—tax on soft drinks studied

CHICAGO, April 5.—Legislation appeared as tho it might take renewed vigor this week as 16 State bodies considered or acted upon measures directly affecting the coin machine industry. Proposals to tax soft drinks, including sirups, are still under consideration in three Eastern States, and the New Hampshire Supreme Court this week handed down an opinion that taxing soft drinks, like taxing tobacco, is constitutional. Vending machine operators, like the soft drink bottlers, have noted with apprehension the trend to turn to carbonated beverages and sirups for added revenue. With their cost figures already soaring, and their receipts in many instances stable as bottlers and vending firms strive to maintain the nickel price, the slightest tax cuts uncomfortably deep into profit margins.

Coinmen everywhere are watching the Maine Legislature which held a hearing April 2 on a proposal to license gaming devices in certain types of fraternal, religious and social clubs. The measure is outlined further on in this story. Ohio meantime is considering a similar proposal which would license gaming devices. No action or progress has been reported since the bill was introduced and given its first reading.

Iowa seems well on its way to passing its anti-slug measure, heavily penalizing the use of slugs and tokens in coin machines and pay telephones. Nebraska's anti-slug measure has been signed by the governor and is now on the statute books.

Summary by Staates

Here is a summary of late legislative activity:

CALIFORNIA—Senate Bill 175, which would set up an Indoor Recreation Committee and provide for licensing of amusement devices and venders, is still alive in the Senate.

CONNECTICUT—House Bill 1243 will have a hearing April 8. This bill, an amendment to the Liquor Control Act, would permit music on boats or any other place of business operated under a permit, other than a tavern, after approval had been granted by the Liquor Control Commission. The use of radios will not be affected under this proposed amendment.

FLORIDA—Regular session of the Legislature, limited to 60 days, convened April 8.

IOWA—The House passed H. B. 419, State's anti-slug measure, March 28. Bill will now go to the Senate for action.

KANSAS—Each juke box, pinball and other amusement games would be taxed \$7.50 under Senate Bill 221, which passed the Senate March 28 and has been referred to the House. The lawmakers will have to act (See *Coin Laws* on page 126)

News Digest

FOOD VENDERS—Members of the Frozen Food Institute, who met in Boston this week, heard their president suggest that coin machine operators will be the operators of frozen food vending machines. Institute got a look at one of the new control mechanisms which may eventually find its use in the frozen food vending field. For details concerning frozen food convention, and additional material on frozen food vending machines, see the Vending Machines section this issue.

CONVENTION—Coin Machine Industries, Inc. (CMI) this week announced the dates for the 1948 convention and show. Event is set for the Hotel Sherman, Chicago, January 19-22. CMI's regular annual meeting will be held Tuesday (8) to elect officers and discuss association business.

LEGISLATION—A last-minute flurry of activity marked this legislative week. Sixteen States now are considering measures directly or indirectly affecting the coin machine industry. Most Legislatures are now nearing adjournment, tho a few are expected to continue work into May. For details see story headed "Coin Laws Still Pending," elsewhere on this page.

ONE-WAY BOTTLES—Owens-Illinois Glass Company announced this week that it has gone into production with its one-trip bottle. Bottle is being made now for breweries, but its soft-drink use is expected, provided the cost can be brought into line. Bottle developments of this kind are expected to eliminate complaints about glass hazards, and make the soft-drink bottle vender operators' job an easier one.

CONSUMER ADS—The Rudolph Wurlitzer Company is holding a series of regional meetings designed to acquaint operators with the firm's national consumer advertising, and

suggest merchandising ideas which the operators can use to boost play. Meetings were held this week in Milwaukee and Detroit, and another will be held Friday (11) in Chicago. For details see the Music Machines section.

LAUNDRIES—Progress coin-operated laundries are making throught the country was demonstrated in Chicago this week when the Telecoin Corporation announced that it now has 42 Launderettes in operation in Chicago and vicinity. Like its competitor, Automatic Laundry Distributors, Telecoin is staging a national consumer advertising program, using local newspapers to bolster advertisements in *Life* and *The Saturday Evening Post*.

DISK PROMOTION—The Cleveland Phonograph Merchants' Association, co-operating with *The Cleveland Press*, will make a monthly affair of its Record Preview Party (*The Billboard*, April 5). Disk jockeys on the city's four radio stations are co-operating in the promotion by featuring the tunes previewed on their shows.

SLUG BILLS—Iowa and Nebraska can be added to the States having legislation heavily penalizing the use of slugs in vending machines or pay telephones. Iowa legislation passed the Senate this week and is now in the governor's hands for approval. Look for other States to follow this pattern.

VENDER BARS—Universal Match Corporation's Candy Brothers Division started shipping "Rare Treat," a new bar designed especially for vending machine sales. Bar lists at the lowest price now being quoted, but is sold under a special arrangement which boosts the price to higher than the list. For details see the Vending Machines section this week.

Minn. Governor Wins One Round on Gaming Measure

ST. PAUL, April 5.—With most of its teeth already yanked, the administration's anti-gaming bill (H.F. 698), which bars gaming devices in the State on penalty of license revocation, is set for a showdown debate on the floor of the House of Representatives Wednesday (9) after administration forces won the initial round on the floor Thursday (3).

Thursday's action was the result of some fancy whip cracking by Rep. Roy E. Dunn, of Pelican Rapids, House majority leader who is a resort owner in private life, when he told the House the measure had to come up for debate because Governor Youngdahl wanted it.

Following his appeal, a motion for special order consideration of the measure passed by a margin of eight more than the required 88 votes. Motion for special order had been made by Rep. Axel A. Anderson, of Bock, chief author of the bill.

Altho Dunn threw his support behind the bill with the statement that he doesn't want "to make a martyr out of Youngdahl on this thing," nobody in the capital was willing to bet that the measure will be passed next Wednesday. Opposition leaders promised this week that even the governor will be surprised at the caliber of the men who will fight the bill unless there is a muzzling of opposing spokesmen by majority forces.

The bill, which originally had been considered one of the most stringent anti-gaming measures in the United States, hobbled out to the House floor after its claws had been pretty well trimmed by the Appropriations Committee Tuesday, following lengthy public hearing the day before.

Committee amendments eliminated from definition of gambling devices pinballs paying out chips, tokens or slugs good for replay purposes only. State licensing authorities participating in license revocation proceedings were denied use of department funds or appropriations to pay witness fees or mileage. Intervention of State licensing authorities also was made discretionary instead of mandatory.

But more amendments are coming. It was reported that 14 proposed changes in the bill have been turned in to speaker Lawrence M. Hall.

One of the amendments would legalize bells only, licensing them at \$40 a month each, the fee to be paid to the State treasurer who would deposit it in a newly created World War II bonus fund from which a \$125,000,000 bonus would be paid. Rep. Edwin Meihof, of St. Paul, author of the amendment, estimates his plan would yield \$4,500,000 yearly.

Another amendment reportedly on the fire would outlaw, in addition to the devices already named, all speculation in stocks, bonds, debentures, corn, wheat, poultry and other commodities.

Meanwhile the administration is leaving no stone unturned in its efforts to get the measure thru. When legislators came to their desks Thursday, they found a bell machine census, reportedly obtained from the records of the U. S. Collector of Internal Revenue, showing 8,329 machines in 5,058 locations paid \$832,900 in federal taxes, exclusive of jukeboxes, vending or amusement games. Report was signed by the two Senate authors and five House sponsors of H.F. 698.

During Thursday's House debate on the special order consideration motion, Rep. Patrick D. Creamer, of St. Paul, was strongly outspoken in his opposition to the measure, describing it as "one of the most vicious, all-inclusive, unconstitutional pieces of legislation ever presented

to insult the intelligence of members of this Legislature."

Declaring it would give an appointive agency "power as great as Hitler's," Creamer stated he would oppose even passage of the bill's title.

During the appropriations committee hearing Monday, Rep. Frederick E. Memmer, of St. Paul, chairman of the House Judiciary Committee to which goes every measure dealing with legal changes, declared in his opinion the measure "would not be upheld by any court," describing it as a complete departure from recognized concepts of law.

In the Senate, Senators Karl Neumeier, of Stillwater, Charles N. Orr, St. Paul, and A. R. Johanson, Wheaton, introduced a resolution protesting to the U. S. Government its licensing of bell machines in Minnesota and other States where they are banned by law.

Meanwhile the Senate General Legislation Committee, headed by Sen. James Carley, Plainview, continued to do nothing on the Senate companion measure to H.F. 698, awaiting action on the House measure.

The Legislature is due to adjourn April 24 and unless the bill is thrown into the last-minute jam when the solons are tired and want to go home, political experts believe it will fail in both houses.

Three State Tax Reports Show Collections Still on Upgrade

NASHVILLE, April 5.—Continuing upward trend in State tax collections was indicated this week in the March reports of the revenue departments of three States.

Reporting States were Tennessee, Mississippi and South Carolina, all of which showed increases both for the month of March as well as for the fiscal year to date. Cumulative totals in Tennessee and South Carolina were for the first nine months of the fiscal year which began last July 1, but the totals in Mississippi were for the first three months of the current calendar year.

In Tennessee March collections amounted to \$7,396,527, bringing the fiscal year's total to \$50,383,549. Report, released by Finance Commissioner Sam Carson, showed new sales tax registrations during the month of \$20,237. Collection of the tax doesn't begin until July 1, altho consumers begin paying the tax on June 1 and dealers must register now.

Tobacco tax collections during the

Mills Appoints New Pittsburgh Distributor for Constellations

CHICAGO, April 5.—American Distributors, Pittsburgh, have been appointed distributors of Mills Industries, Inc., phonographs, according to an announcement this week by C. W. Schlicht, manager of the Mills music division.

American, which is headed by Meyer Abelson, a veteran coinman, will distribute the Mills Constellation in Western Pennsylvania and Northern West Virginia.

Schlicht said first samples of the Constellation are being shipped to distributors this week. Production is well under way, he added, and first deliveries are scheduled for May.

100% Payout

DALLAS, April 5.—A parking meter installed here last week by a local business place is said to pay off 100 per cent. Unit, set up as a public service to aid parking meter patrons, consistently pays out five nickels every time a quarter is inserted.

Mills Promotes 4 to Important Company Posts

CHICAGO, April 5.—Mills Industries, Inc., thru Executive Vice-President Dennis W. Donohue, this week announced the promotion, effective March 25, of four men to key positions.

George B. Dardwin was appointed vice-president in charge of factory operations. Dardwin joined Mills in 1940 as a sales manager. During the war years he headed the production costs department and last year was appointed plant auditor.

Ferris D. Gaskill, production manager since 1928, was appointed general superintendent in charge of manufacturing.

Lewis A. Carroll, with the cost department since 1933, was appointed chief industrial engineer.

month declined by \$18,000 from last March's total, amounting to \$571,268. However, taxes on alcoholic beverages showed an increase of more than a million dollars, amounting to \$1,269,061. This increase was attributed to the increase in liquor supplies and doubling of the State tax on whisky.

In South Carolina collections during March amounted to \$8,516,820 as compared with \$6,616,000 during the same month last year. Total for the current fiscal year was brought to \$52,612,057, making an increase of more than \$10,000,000 above the corresponding period last year.

Business license tax, which includes tobacco products, amounted to \$428,413 during the month, an increase of more than \$8,300 over the same month last year. Collections of soft and bottled drinks increased more than \$28,000 during the month, showing a total of \$273,096.

Coin Tax Receipts Soar

Taxes on coin-operated devices showed an almost four-fold collection increase. March total was \$8,125 against \$2,505 last year. Collections in this category to date are \$74,790 as compared with \$36,780 for the same fiscal period last year.

A decline of nearly half a million dollars in the March total on the Mississippi sales tax receipts was attributed to a slowdown in the posting department caused by a number of illnesses among the staff. However, sales tax receipts for the three-month period still is ahead of those collected last year. Collections for the month were \$854,230, bringing the year's total to \$5,005,663, a quarterly increase of \$87,715 over 1946.

Over-all collections in Mississippi for the month were \$4,988,953 compared with \$4,875,925 in March, 1946. Total receipts for the quarter were \$12,298,833 against \$11,321,697 for the first quarter of 1946, an increase of \$977,135.

Record Taxes Collected on Cigs in 1946

States Up 44 Per Cent

CHICAGO, April 5.—Collections of State tobacco and cigarette taxes established a new record during the calendar year 1946 with a total of \$236,000,000, an increase of 44.1 per cent, according to a survey by the Federation of Tax Administrators.

Federation report, issued this week, compared collections with the \$164,200,000 collected in 1945, attributing the unprecedented rise to expanded production following the end of the war and to increased tax rates inaugurated by some States in 1945.

Report also stated that monthly State tobacco tax receipts have been showing consistent and continuing increases in the 31 States levying such taxes. Total number of States levying tobacco taxes were increased to 34 by the various 1947 legislatures. The three new States are Indiana, Montana and West Virginia. Idaho and Arkansas increased their tax rate, while New York made permanent its 2-cent tax.

List State Totals

According to the federation survey, nine States exceeded the \$8,000,000 mark in 1946, while six of the nine collected more than \$12,000,000. The States and their totals are: Florida, 11.1 million; Illinois, 17.2 million; Louisiana, 11.2 million; Massachusetts, 20.1 million; New York, 32.6 million; Ohio, 15.5 million; Oklahoma, 8.8 million; Pennsylvania, 19.3 million, and Texas, 19.9 million.

A total of 14 States chalked up increases in excess of the national average of 44.1 per cent, the report stated. They were: Arizona, 44.6; Arkansas, 59.2; Connecticut, 70; Florida, 49.3; Iowa, 52.1; Kansas, 50.3; Kentucky, 49.9; Massachusetts, 78; New Hampshire, 47.8; New Mexico, 57.1; North Dakota, 50.3; South Dakota, 56.6; Texas, 46.7, and Vermont, 56.6.

KC Collections Soar

Among the cities, Kansas City, Mo., reported 1946 collections totaling \$1,005,300, an increase of 31.8 per cent over the \$763,000 collected during the previous year. Birmingham reported an increase of 34 per cent, with a total of \$511,000 in 1946, compared with \$381,300 in 1945.

New tax rate in Indiana is 3 cents a package, while heavier cigarettes are taxed at the rate of 6 cents. Wholesalers and distributors are required to pay a \$25 license fee under the law, which becomes effective July 1. The new tax in West Virginia is 1 cent per package and becomes effective July 1. New Montana tax becomes effective on the same date and amounts to 2 cents per pack.

Arkansas rate was raised from 5 to 6 cents a pack and became effective February 24. As of July 1, Idaho tax will be 3 cents a pack.

Eggleston Named to Mills Sales Co. Post

OAKLAND, Calif., April 5.—Mills Sales Company, Ltd., this week announced the appointment of Dick Eggleston as assistant to Sales Manager Warren H. Taylor. Eggleston is now on a sales trip thru Idaho promoting the new Mills Dollar Bell.

Mills also announced that George Ehrigott, of the Oakland office, is devoting his entire time to the arcade division, which specializes in International Mutoscope products.

Added Taxes on Records in Pa. Appears Remote

HARRISBURG, Pa., April 5.—Passage of a proposed bill seeking to tax new and used phonograph records seemed remote this week.

Bill would place a 5-cent tax on all records selling at 50 cents and under, and a 10-cent tax on those selling at more than 50 cents.

Author of the bill, Rep. Ivan C. Watkins, said he introduced it "to hold in reserve, just in case additional State revenue is needed and we can't find additional funds." He said the bill (H 831) would remain in the House Ways and Means Committee and observers said it had little, if any, chance of reaching the House floor.

Tax on disks was not included in Gov. James H. Duff's revenue recommendations, who said this week that he was not interested in any taxes not included in his recommendations to the Legislature.

Lehigh Cig Vender At NATD Chi Meet

EASTON, Pa., April 5.—Lehigh Foundries, Inc., manufacturer of the Lehigh PX Cigarette Vender, will display its machine for the first time April 14-18 at the National Association of Tobacco Distributors' annual convention in the Palmer House, Chicago. The April 5 issue of *The Billboard* inadvertently omitted Lehigh from the list of exhibitions.

Victor Distributor Hosts Juke Ops at L. A. Party

LOS ANGELES, April 5.—A cocktail party for juke box operators was held Friday (28) with Victor Records as host. Representatives of the Leo J. Meyberg Company, local Victor distributors, were on hand to meet the operators.

Among the artists attending were Spade Cooley, who recently moved over to the Victor label, and Bob Nolan, and the Sons of the Pioneers. Arrangements for the shindig were made by Jack Daly, public relations man for the company in this section.

Two Oregon Towns Set For '47 Tourist Boom

SEASIDE, Ore., April 5.—Coinmen and other local business men here and at Astoria, Ore., are looking for a record tourist business this summer. Both resort towns, they report, have received a new high in advance reservations.

Many new restaurants, motels, tourist accommodations and a variety of amusement enterprises are being constructed to accommodate the expected visitors. Entry of Seaside in the Miss America beauty contest is being hailed as a big trade boost.

Corn Products Ups Prices

NORTH KANSAS CITY, Mo., April 5.—Corn Products Refining Company has announced an increase of 35 cents per 100 pounds in prices of several corn products used in soft drink, candy and confection making. Items subject to the price boost include corn sirups, starches, sugar dextrins and adhesives.

Increase was made necessary by the recent advances in corn prices, it was said. Hike will affect the prices of all of the company's corn products except dextrase.

Camels Rationing Being Eliminated

NEW YORK, April 5.—At a meeting of stockholders, officials of R. J. Reynolds Tobacco Company disclosed that allocations of Camel cigarettes are gradually being eliminated because supply appears to have caught up with demand.

Firm also revealed that sales and earnings for the first quarter of this year showed an increase over the same period in 1946, reflecting the results of price increases on Camels made in April and October. Number of cigarettes sold in the three months ended March 31, 1947, was announced as being considerably higher than in any quarter of 1946.

Texas Cigar Taxes Defeated in House

AUSTIN, Tex., April 5.—The House Revenue and Taxation Committee this week voted down a proposed bill which would have levied a graduated tax on cigars.

A large number of cigar distributors, who appeared at the meeting to oppose the measure, went unheard when the committee voted swiftly to reject the bill, which was introduced by Rep. Paul Wilson, of San Augustine.

A bill legalizing and licensing pool halls was sent to a subcommittee for study.

Conn. Cig Sales for 1946 Up One Billion Over 1945

HARTFORD, Conn., April 5.—State Tax Commissioner Walter W. Walsh reported that 4,598,375,000 cigarettes were sold in Connecticut last year, a per capita average of more than 126 standard packages. In 1945 sales were 3,573,820,700, or 97 packs per capita.

The increase occurred despite the October 1, 1945 1-cent increase in the tax levy. State revenue for 1946 thru cigarette taxes totaled \$6,528,909 or \$2,689,048 more than the previous year. The solons were pessimistic back in 1935 when the original tax was enacted, for they estimated it would bring in \$750,000 to \$1,250,000 a year. Since that time the State treasury has been enriched by more than \$37,000,000.

Cleveland Ops, Press Decide To Hold Monthly Hit Preview

CLEVELAND, April 5.—The Hit Tune Preview, first of which was held in Music Hall here March 28, will be a monthly event, according to a decision announced this week by the Cleveland Phonograph Merchants' Association and *The Cleveland Press*, co-sponsors of the preview.

Same announcement revealed results of the balloting in selecting the Cleveland hit tune of the month for May, which was the purpose of the preview; to permit public voting on the hit of the month. Previously, hits were chosen by the juke operators.

Winning record for May was *Mam'selle*, followed in order by *I Believe*, *Midnight Masquerade*, *Fine Thing* and *Mamma, Do I Gotta?* Voting followed playing of 16 new record releases on a juke box mounted on the Music Hall stage.

Brooke Taylor, of Station WJW, and Fran Pettay, of WHK, two of the disk jockeys who participated in the preview, have since featured all 16

1948 CMI Show To Be Held January 19-22 in Chicago

CHICAGO, April 5.—The 1948 Convention and Coin Machine Show, sponsored by Coin Machine Industries, Inc., will be held at the Sherman Hotel here January 19 thru 22, according to an official announcement this week by James A. Gilmore, secretary-manager of CMI.

Gilmore said contracts for the show have been signed with the Sherman Hotel management, which will make available all exhibit space occupied by the 1947 show with the exception of the No. 1 floor. Hotel management retained that floor for the use of various business meetings for which they are regularly obligated to provide space, Gilmore stated.

Annual banquet will be held again

New Type Blower Gun For Flock on Market

ROCKFORD, Ill., April 5.—A new patented blower spray gun for flock has been placed on the market by the General Cement Manufacturing Company of Rockford. Spray gun will produce varying degrees of thickness in refinishing phonograph turntables, cabinets and grilles.

Gun is so constructed, according to its makers, that it blows each fiber into the undercoat vertically. Firm is selling the gun as part of a kit which contains gun, flock, thinner, brush and undercoat.

American Time Corporation Reports First Year's Net

NEW YORK, April 5.—American Times Corporation, manufacturer of coin-operated timing devices, reports a net income of \$8,722 after taxes for 1946, its first year of operation.

Three executive appointments in the Pond Engineering division of ATC were announced this week by Frederick Hunter, prexy. Ralph Stedman and Kenneth Pond, officers of Pond prior to its acquisition by ATC, will be treasurer and chief engineer, respectively. George B. Shawn, former manager of ATC's Plant No. 1, will be general manager.

of the new records on their radio shows. Other disk jockeys who took part in the preview were Hal Morgan, WGAR, and Frank Fredrics, WTAM.

Lighting arrangements on the stage centered on the juke box. The disk jockeys played the records by dropping nickels in the juke. Ballots were marked by the audience after the playing of each number, which were dropped into a box for tabulation.

To add to the evening's entertainment, two local orchestras played live music. They were Paul Kaley and His G.I. Swing Band and Columbia record star, Frank Yankovic, and his five-piece group.

Highlight of the program was a musical quiz conducted by Charles Schneider, record reviewer of *The Press*, who served as emcee, and Karl Zitron, also of *The Press*. First prize winner was Harold Tuttle, a teenager who received an RCA Victor table model radio-phonograph. Thirty-five record albums were distributed as door prizes.

at the Stevens Hotel, the announcement continued, on the night of January 22. "This should be good news to everyone who attended the 1947 banquet, which was handled by the Stevens and was, beyond any doubt, the best ever held from every standpoint, the quality of the food served, the faultless service and the scintillating floor show," Gilmore declared.

Will Feature Displays

"This show," he added, "will, as usual, include displays of all types of coin-operated machines: vending, music and amusement. The old established manufacturers of all type of coin-operated machines . . . will scramble to get in this show so that the 10,000 to 12,000 operators and distributors who will attend may have an opportunity to see them, operate them and buy them first hand."

Gilmore said there is no intention of offering exhibit space for sale until the usual time, about Labor Day this year. However, inquiries from prospective exhibitors will be answered any time. They should be addressed to Gilmore at Coin Machine Industries, Inc., Room 508, 134 N. LaSalle Street, Chicago 2, Ill.

"This show will sell out fast," Gilmore declared. "It will pay well to be diligent when the floor plans and exhibit contracts are mailed."

Peanut Council To Hold 1947 Meeting In Texas May 11-13

ATLANTA, April 5.—National Peanut Council will hold its annual meeting in Galveston, Tex., May 11-13 at the Galvez Hotel, council officials announced last week.

Plans for the meeting include a government industry meeting; a business meeting, with authorities speaking on marketing edible peanut products, oilseed meals and fats and oils; an industry meeting of leaders discussing problems of peanut growers, shellers, crushers, confectioners and salters, and a business and industry meeting, with experts speaking on the Agricultural Research and Marketing Services Act.

Other high points of the meeting will include a number of functional committee meetings and the election of officers. On the lighter side of the meeting will be barbecues, luncheons, dinners, golfing, swimming and dancing parties for those attending.

Announce First Meeting

First meeting of NPC's newly formed executive committee was announced by officials for April 14 in Washington, with President James E. Wood, chairman. Other members are Homer Ray Jr., E. Stevens, William Birdsong, Philip Gott, George Hartnett, W. W. Kelly, Ralph McMillen and H. L. Wingate.

NPC, in its March news letter, stated that the world's peanut crop for 1946 totaled about 9,500,000 tons, with a little over 10 per cent grown in the U. S. Mention was also made of the heavy shipment abroad of shelled peanuts for crushing, and that heavy export authorizations for peanut meal strengthened the shelled goods market but reduced peanuts available for vend users.

Continued heavy diversion of peanuts for crushing, it was also stated, would cause a swift decline in succeeding months of peanuts held in mills, warehouses, cold storage plants and processing establishments.

FROZEN FOOD MEN EYE VENDER

FFI's Bryant Sees Growth

Coin-operated cabinets in spotlight at Frozen Foods Institute show in Boston

BOSTON, April 5.—“Coin machine operators will be the owners or operators of coin-operated frozen food stores of the future,” Dr. G. Hodges Bryant, Frozen Food Institute (FFI) chairman of the board, declared at the Tuesday (1) business session of the FFI sixth annual Convention and Educational Congress at the Copley Plaza Hotel here, March 31-April 4. An annual trade exposition at the Horticultural Hall here was held in conjunction under FFI sponsorship.

“Just as I go to a chiroprapist for foot treatments—to an oculist for eye treatments—and so on, the coin machine operator is a specialist who will be turned to for coin-operated frozen food store or department operation,” Dr. Bryant declared. “A juke box or cigarette machine operator has locations such as delicatessens, drug and department stores where he already has the necessary contacts to organize and operate a coin-operated frozen food department. I look to coin machine operators for future expansion of the frozen food industry.”

Foresees Coin Market

In an address Wednesday (2) Charles H. von Tagen, executive secretary and director of organization of the Pennsylvania Grocers' Association, agreed with Dr. Bryant's earlier statement on coin-operated frozen food operations and expansion and stated that he could foresee coin-operated super markets in the future. Harold L. Geerson, vice-president of the Geerson Food Stores, stated, however, in an informal session after the meeting that he knew of many frozen food store owners who have plans for coin operation.

One of the reasons why development of the coin-operated venders is so favorably received by the FFI is that in present cabinets an average housewife usually has to reach to the bottom of a stack for merchandise, handling and sometimes breaking other packages. FFI executives have urged coin machine manufacturers to contact them for support and co-operation in coin frozen-food cabinet development.

Talks on Research

What Does Research Mean to the Frozen Food Industry? was the subject of an address Friday (4) by Dr. Herman W. Dorn, supervisor of biochemistry, process and research division, Owens-Illinois Glass Company. Other speakers included Dr. William C. Skelley, New Jersey Agricultural Experiment Station executive at Rutgers University, and Dr. Paul W. Chapman, dean of the College of Agriculture, University of Georgia.

The Frozen Food Automat set up at the exposition hall by R. L. Budde, assistant to the president of the A. B. T. Manufacturing Corporation, Chicago, to show frozen-food men how the A. B. T. Auto Clerk, a coin-operated combination selector unit, cash register, change maker and delivery clerk, drew favorable comment from trade officials and the public who viewed the booth. Budde expressed (See Frozen Food on page 127)



NEWSPAPER VENDER gets demonstration by its inventor, Arthur Sawitke, Cleveland tool and die maker who made the model shown by hand in his basement workshop.

Kuehl, Hardy Contract for Java Venders

Sign Omaha Franchise

CHICAGO, April 5.—Otto H. Kuehl and Dwight L. Hardy, Omaha, have purchased the first franchise to operate the combination coffee and doughnut vender which will be produced by Coffee Vendors of America, according to Paul Lovell, vice-president of Coffee Vendors. Kuehl and Hardy will operate under the firm name Omaha Coffee Vendors.

According to Lovell, Kuehl and Hardy have exclusive rights to operate the coffee venders in Pottawattamie County, Iowa, and Douglas County, Nebraska, which include Omaha and Council Bluffs. The new franchise holders are setting a goal of 1,000 machines to cover these two counties.

Neither Kuehl, nor Hardy has been previously connected with the vending machine business. Kuehl's business experience includes running a livestock brokerage, while Hardy has been associated with the food and soft drink industries for the past 20 years. Hardy was formerly a warehouse manager for Coca-Cola and Seven-Up, with offices in Omaha.

Announcement of the Omaha franchise came after Coffee Vendors of America's president, Robert A. Lowery announced that Omaha would be used as the proving ground for the firm's national coffee vending plans. Hardy, in addition to his partnership with Buehl in the Omaha franchise, is also secretary of the parent Coffee Vendors of America, but will make his office and his residence in Omaha.

According to the franchise, Hardy and Buehl will lease the venders from Coffee Vendors, but will purchase both their coffee beans and their doughnuts from Omaha firms. At the moment, they are making arrangements with an Omaha bakery for the doughnuts which their operation will require. The doughnuts will be wrapped in cellophane, vended for a nickel.

Prior to this announcement, Hardy said he had conducted a survey of the potential locations in both Omaha and Council Bluffs, found that industrial and office building management are favorable to the venders. Hardy said the firm would start with between 100 and 200 machines, hopes gradually to increase this number to 1,000 in the two counties.

The parent firm, Coffee Vendors of America, was originally launched in Hollywood, moved its offices to a temporary address in Chicago several months ago. As was previously reported in *The Billboard* (March 8), pilot model of the vender is being manufactured by A. B. T. Manufacturing Company. A. B. T. is not connected with Coffee Vendors in any other way than thru its development of the pilot model.

Omaha Coffee Vendors has not yet succeeded in locating the plant which will be needed to make the coffee, but expects to announce a permanent address shortly. Since the coffee must be made prior to sale, and then placed in the venders, Hardy estimates his company must have 10,000 square feet of floor space.

Venders Important To Growth Of Dr. Pepper in Twin Cities

MINNEAPOLIS, April 5.—Vending machines provide one of the most vital markets for the rapidly expanding operations of the Dr. Pepper Bottling Company plants in the Twin Cities headed by Carroll E. Day.

Day, a lawyer and member of the North Dakota Legislature, is major stockholder and general business manager of the firm that holds Dr. Pepper franchises in Minneapolis, St. Paul; Grand Forks, N. D.; Mason City, Ia., and Fargo, N. D.

Firm's vending machine department was organized in December, 1946, under the direction of Jim Malik, a veteran in the soft-drink business. Department started its program with 31 new Vendorlators

which are being placed thruout the highly industrialized Twin Cities area.

Day entered the Dr. Pepper bottling business in 1943 when he purchased the Dr. Pepper plant in Crookston, Minn., in October. Already owner of the American Bottling Company in Grand Forks, he transferred all operations to Grand Forks upon acquisition of the Dr. Pepper franchise. Sales volume in 1946 there was 100 per cent greater than during the previous year.

Day purchased the Minneapolis Dr. Pepper plant in August, 1945, closing it immediately for remodeling and repairs, after which service was resumed. There were 600 accounts on the books when he took over the business and there are now 3,750 in St. Paul and Minneapolis combined.

Gets New St. Paul Plant

A building was purchased in February, 1946, to house a new plant in St. Paul, and bottling operations began in September. Territory originally was serviced by four trucks, but the total is now 16 and 22 new trucks have been ordered.

The Mason City plant was bought in April, 1946, and Leslie Anderson, former route salesman and head of the Minneapolis advertising department, was placed in charge of operations. The Fargo plant began operations in July, 1946, under the direction of Day's brother, Louis E. Day.

All plants in the Day operations are incorporated with Day; Dewey Goodman, of Goodman Farm Electric Stores, and E. G. Clinton, farm appliance business man of Minneapolis, as principal owners.

Grapette's Spring Bottler Meetings Opened in Dallas

DALLAS, April 5.—The 1947 series of Grapette spring bottler meetings opened here March 31. Meeting slogan is "Cultivate for '48."

First of five meetings thru the South, the Dallas meeting was held at the Hotel Adolphus, opening on the morning of the 31st and closing at noon the following day. Grapette representatives at the meetings are B. T. Fooks, A. Roy Allen, L. C. Moore, W. B. Freddy, J. T. Skinner and William E. Mankin, regional managers and sales-service representatives.

Schedule of the other meetings are: Atlanta, April 14-15; Raleigh, N. C., April 17-18, and Memphis, April 28-29.

Coin Laundries Doing Good Biz For Detroiters

DETROIT, April 5.—Edwards' Self Service Launderette, first coin-operated laundry in this area when it was opened three months ago, is now one of seven similar laundries here, all reported as doing a successful business.

Edward Saperstein, owner of Edwards' Launderette, 12531 Hamilton Avenue, Highland Park, said that altho coin laundries were a bit slower in developing in Detroit than in other key cities, they have been well accepted in the short time they have been operated.

Saperstein has 27 Bendix washers in his laundry, each numbered for quick identification, along two sides and a rear wall of his store. A spare machine is kept in the rear of the store to provide auxiliary service in event of a breakdown of a unit. Settees are provided for customer relaxation while waiting for laundry to be finished.

According to Saperstein, much of the trade has been brought from a distance. One woman regularly comes every two weeks from Pontiac, 25 miles away. In many instances, he says, the man of the family brings in the washing and performs the necessary operations. Heaviest business load of the day comes in the evening and on Saturday when housewives are able to use the family car, Saperstein stated.

An oil-fired boiler with a capacity of 850 gallons per hour of water at 160 degrees is located in the basement of the Launderette. Two water softeners are also placed in the basement.

Saperstein's brother, Meyer, is head of Reliable Vending Service, a cigarette operating firm. Brother has no connection with the coin laundry, however.

Packaging Show Draws Candymen

PHILADELPHIA, April 5. — The candy manufacturing industry is expected to be well represented in attendance at the annual American Management Association Packaging Exposition to be held in Convention Hall here April 8-11.

Confectioners have indicated that packaging will play an increasingly important role in the merchandising and display of candy in months to come, with many manufacturers making plans to re-design their packages and to purchase new packaging machines.

One of the biggest headaches to manufacturers—and the vending machine industry, in turn—now that sugar is becoming more plentiful, is the shortage of wrapping materials. Cellophane and foil are expected to be utilized to a much greater extent in wrapping bar goods as soon as supplies are increased.

A total of 75 exhibitors will take part in the exposition.

Milk Vender Sales Increase Foreseen Thru Ad Campaign

CHICAGO, April 5.—Milk venders, which are being used on an increasingly greater scale, may receive a boost in sales thru American Dairy Association's recent decision to spend \$5,000,000 on advertising during the next three years.

At present, industry spokesmen say, U. S. population is drinking 30 per cent more milk than at any time before. Dairy business therefore, is acting to keep, if not increase, its present annual three billion dollar volume of business. New promotional schedule will about double ADA's present efforts in this direction.

Launch New England NCA Selling Classes

CHICAGO, April 5. — National Confectioners' Association has started classes in training wholesalers' sales personnel in "balanced selling" in the New England area. Boston Confectionery Salesmen's Club is regional sponsor for the initial project in the Northeastern territory.

In connection with the course, NCA distribution committee has, with help of national educators, developed a group of 10 manuals covering basic selling techniques. Within a short time these booklets will be made available for national distribution, at which time the balanced selling program will be expanded on a nationwide basis. Titles of the booklets are *Candy*, *Consumer Consideration*, *Candy Retailing*, *The Use of Consumer Potential*, *Standards of Performance*, *Merchandising an Account*, *Selling Candy Wholesale*, *Creative Retail Selling*, *Measuring Results*, and *Balanced Selling*.

"The importance of such a training program should not be underestimated for it is the aim of NCA's cooperative balanced selling program to improve the retail merchandising of all candy products," H. A. Van Gestel, Walter Baker & Company, Inc., said at the Boston conference, March 21, for New England area liaison representatives. He added: "Wholesale salesmen coached in the use of modern retail merchandising techniques will be in a position to do creative selling of candy. Balanced selling training gives special attention to the formula for determining a retailer's candy sales potential. Retailers and wholesale salesmen will obtain higher volume in day-to-day candy sales because balanced selling helps the retailer to directly sell more to consumers."

Harry Golden Named To Universal Post

ST. LOUIS, April 5.—Harry Golden, former sales manager for the Universal Match Corporation, has rejoined the firm as assistant to S. M. Rosenberg, vice-president and director of sales, according to an announcement this week by Rosenberg.

Golden, who left the St. Louis office to go east because of his wife's health, will have his quarters in the New York office of the firm at 79 Madison Avenue.

Staley To Expand Plant

DECATUR, Ill., April 5.—A. E. Staley Manufacturing Company has a contract for the modernization and expansion of its corn refinery plant here with H. K. Ferguson Company, it was announced recently. Major part of the work is to be construction of additional processing facilities.

Candy Bros. Ships First Vender Bars

Set 64-Cent Price

ST. LOUIS, April 5.—First shipments of Rare Treat, new candy bar designed for and sold only to vending machine operators by the Candy Bros.' Division of Universal Match Corporation, were made this week. A chocolate fudge and peanut bar, Rare Treat will come packed in a 24-count box, sell at wholesale for 64 cents.

The new bar, first announced a month ago, bears a name once owned by the Schutter Candy Company which has since been purchased by Universal and functions as the Schutter Candy Division.

Tho the wholesale price has been established at 64 cents per 24-count box, Rare Treat will only be sold in quantity equal to the number of Schutter bars which an operator buys. The low price makes this necessary, company officials explain.

As an example, an operator who buys a case of Bit-o-Honey will be entitled to purchase a case of Rare Treat. Since the other candies are selling at 80 cents per 24, the price will average out to 72 cents, which the manufacturer believes will enable vending machine operators to make a fair return.

Salesmen for the firm have instructions to sell the new bar only to vending firms, and the "one-for-one" buying plan will limit the number of new bars made available to any one vending machine operation.

Rare Treat is packaged similar to Bit-o-Honey, comes in six bite-size pieces.

Lyhne and Ruggles Elected V.P.'s of F. L. Jacobs Firm

DETROIT, April 5.—William S. Lyhne and E. A. Ruggles have been elected vice-presidents of the F. L. Jacobs Company, manufacturers of Coca-Cola bottle vending machines. Appointments were announced by the firm's president, Rex C. Jacobs, who also announced this week that the board of directors has declared a regular quarterly dividend of 62½ cents on preferred stock. Dividend is payable April 30.

Lyhne, who is general manager of the Jacobs plant in Indianapolis, where the Coca-Cola venders are manufactured, is a graduate of Georgia Tech, has long been a consultant on engineering and management problems. Ruggles is general manager of the Jacobs plant in Danville, Ill.

Eli Witt Leaves Estate of Over \$2,000,000 to Heirs

TAMPA, April 5.—The late Eli Witt, Tampa tobacco man who credited cigarette vending machines with saving his business during the depression, left an estate of over \$2,000,000 according to an appraiser's report filed in court here March 31.

Witt, who died January 31, left among his assets \$5,309.18 in the Duval Vending Company, Ltd., in addition to stock and interests in numerous other concerns. Cash was listed as \$89,829.15. Witt willed half of his estate to his widow, Wilma Lucille Witt, with remainder divided between his daughter, sister and mother-in-law.

**BALL
BUBBLE GUM**
170 to a pound
Limited Quantity.
Write or Wire for Prices

BOSTON BAKED BEANS
33c per lb.
35 pounds per carton.

PISTACHIO NUTS
Red 64c per lb.
White 55c per lb.
25 pounds per carton.

M & M's CHOCOLATE
45¢ per lb.

M & M's MIXED COLORS
50¢ per lb.
25 pounds per carton.

LICORICE PASTELS
42¢ per lb.
40 pounds per carton.

All orders F.O.B.
New York.
1/3 Deposit,
Balance C.O.D.

SUNFLOWER DISTRIBUTING CO., INC.
2125 Amsterdam Ave. New York 32, N. Y.

GOLDEN STATE VENDOR

ASSURES "GOLDEN FLOOD" OF PROFIT



An all-purpose, all-product Vendor of unsurpassed beauty. Ruggedly constructed to give years of service.

Hammerloid Enamel Finish. Trimmed in Stainless Steel. Aluminum Mechanism.

**1c or 5c
Sample
\$12.95**
Quantity Price ...
Write.

Distributors, Contact Us
Some Territories Still Open.

BADGER SALES CO., INC.
2251 W. Pico Blvd. Los Angeles 6, Calif.

"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.

**NEWEST THREE UNIT
HOT NUT MACHINE
NOW Available**

We have found that it is impossible to operate with 1940-41 ideas. Here is a machine with 1947 ideas. A real revenue producer.

Operators • Distributors • Salesmen
Territories now open

TROPICAL TRADING CO.
831 S. Wabash Ave. Chicago 5, Illinois

FAMOUS EPPY

CHARMS

Series #1

\$3.50
per M

SAMUEL EPPY & CO., INC.

113-08 101ST AVENUE
RICHMOND HILL 19, L. I., N. Y.

ABT CHALLENGERS \$49.50 EACH

Brand New in Original Cartons. Challenger Stands, \$7.50.



5c HOT NUT VENDOR
 • Simple Mechanism
 • Blinker Light Cap
 • Highly Polished Aluminum
 • 6-lb. Capacity
\$39.50
 Without Cup Dispenser
 Lots of 5 \$37.50 Ea.

NEW VENDING MACHINES

Advance #11, Either 1¢ or 5¢ ... \$13.75
 VICTOR MODEL V, Cab. Type, 1¢ ... 13.75
 VICTOR MODEL V, Cab. Type, 5¢ ... 14.75
 VICTOR MODEL V, Globe Type, 1¢ ... 11.75
 Silver Kings, 1¢ or 5¢ ... 13.85

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 ... 6.00
 Sassy Picture Buttons, Per M ... 6.00
 New Big Charms, Per M ... 4.50

NEW IMPS Clg. or Fruit, \$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.

Penny Bubbles

NEWARK, N. J., April 5.—Penny bubble gum will be back on the market soon, Louis Mendelson, president of the New Jersey Wholesale Confectioners' Association, predicted here this week.

A deluge of new supplies will be the result of relaxing manufacturers' restrictions, he said, forcing down prices on the 5 and 6-cent packages now on the market.

"When sugar becomes more plentiful," he declared, "the old penny pop-gum will be back on the counter."

Jan., '47 Candy Sales Over '46

WASHINGTON, April 5.—A survey, based on 54 reporting firms and conducted by the Department of Commerce Bureau of Census, revealed this week that candy wholesalers' sales in January totaled \$1,947,000, an increase of 17 per cent over the same month last year. Total, however, was 14 per cent below sales in December.

Largest volume and greatest percentage of increase was noted in the South Atlantic States, where 18 firms totaled \$448,000 for a 20 per cent increase over the same month a year ago. This section also showed a decrease of 8 per cent compared with sales in December.

1-Way Bottles Seen Returning

TOLEDO, April 5.—One-way bottles, which require no deposit and are discarded when empty, are expected to be in production later in the year, Smith L. Rairdon, vice-president and general sales manager of the Owens-Illinois Glass Company, announced this week.

Production of the bottles for civilian use has been delayed by a tremendous demand for glass containers of all types which had to be met before production of the one-way bottles could be started. In addition, shortages of soda ash, a vital ingredient in glass production, created a short supply of returnable bottles, again forcing postponement of one-way production.

However, Rairdon stated, the present situation is expected to be improved to such an extent during the year that manufacture of the single trip bottles will be permitted.

One-way bottles were developed by Owens-Illinois in 1935 and more than 174 breweries used them in regular distribution. War, however, stopped production for domestic use and permitted use only by the armed forces.

Philip Morris Announces Quarterly, Extra Dividend

NEW YORK, April 5.—Philip Morris & Company, Ltd., has announced a quarterly dividend of 37½ cents and an extra dividend of 25 cents on its common stock. Dividends of \$1 per share on firm's 6 per cent preferred and 90 cents per share on its 3.60 preferred stocks were declared in the same announcement.

Common dividends are payable April 15, while preferred dividends will be payable May 1.

Wellons Candy Co. Granted Charter To Begin Business

DUNN, N. C., April 5.—Wellons Candy Company, Inc., here, has been granted a charter by the Secretary of State to manufacture and sell candy. Authorized capital stock is 1,000 shares, no par value. Incorporators are John H. Wellons, Alma R. Wellons and Calvin G. Wellons.

Court Directs Re-Argument of W. Va. Cig Tax

CHARLESTON, W. Va., April 5.—State Supreme Court has ordered re-argument of a case in which the legality of a 2-cents-a-pack cigarette tax, levied by the City of Wheeling, is being contested in the light of a State law forbidding the collection of such taxes by municipalities after June 6.

Opponents of the tax brought the suit originally on the ground that the cigarette tax, in addition to the city's gross sales tax, constituted double taxation.

Supreme Court presiding Justice Fred L. Fox said informally that the case was ordered for re-argument following action of the Legislature this year in levying a 1-cent State tax on cigarettes and prohibiting such levies by municipalities.

General Vending's New Office Opened For Baltimore Biz

BALTIMORE, April 5.—General Vending Sales Corporation's new building and headquarters at Biddle and Howard streets here is now equipped and ready to serve the coin industry, George Goldman, Harry Hoffman and Irv Blumenfeld, firm's heads, have announced.

New building was opened February 23, after being delayed because of construction difficulties after ground was broken March 3, 1946, for the foundations. Building is one story, which provides 12,000 square feet of space, 3,000 of which are devoted to a display room. Entire structure, which is one block deep, is air conditioned.

General Vending, founded in 1925, is one of the pioneer coin firms, and with their new headquarters are able to render more modern service to purchasers of the amusement, vending and automatic phonograph lines they handle, say the three partners.

L. E. Scott Company Making New Lighter Fluid Vend Machine

WARREN, R. I., April 5.—L. E. Scott Company, Inc., here, is in production on a new lighter fluid vending machine, Lesco-Lite dispenser, according to James Small, president.

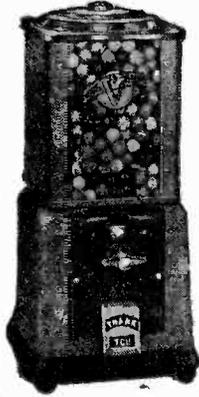
Small said the machine will be shown at the National Association of Tobacco Distributors, Inc., (NATD) annual convention April 14-18 in Chicago.

Firm hopes to produce the new venders at the rate of 500 or more per month by May, Small said.

Curtis Buys Factory

COLUMBUS, O., April 5.—Curtis Candy Company, Chicago, has purchased a factory-type building at 286 South Glenwood Avenue here, ostensibly in an expansion move.

"BUBBLE" BALL GUM



½ inch
 140 Count, 80¢ Lb.
 170 Count, 95¢ Lb.
 210 Count, \$1.05 Lb.

BUBBLE GUM SPECIAL

5 New Model V Cabinet Venders, 100 lbs. 140 count Bubble Gum, all for \$133.75. Full cash with order, F. O. B. factory.

BOSTON BEANS

30¢ lb. 35 lb. cases
 ½ Deposit,
 F. O. B. Brillion

FLOOR STANDS

FOR ANY TYPE VENDER

\$3.00 Each Unfilled (25 or more)
 3.25 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.



BRAND NEW

LATEST factory model Shipman Triplex Stamp Venders. Vends 1¢, 3¢ and New 5¢ Air Mail. Compact size! Fool-proof! Sold ONLY to operators.

Price, \$39.50 each. IMMEDIATE DELIVERY!
 1/3 Dep., Bal. C.O.D.
 Send for free leaflet

R. H. Adair Company
 6924-26 Roosevelt Rd. Oak Park, Ill.
 Folders—New, time saving multiple type only \$18.75 for 25,000 which return gross profit of \$250.00 when sold thru the machines!

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

NORTHWESTERN VENDORS



DeLuxe Merchandisers ... \$25.00
 Model "33" ... 10.95
 Model "40" ... White
 Model "33" Ball Gum ... 9.85
 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.

OPERATORS!

FOR REAL EARNING POWER

See Trojan Laboratories Ad on Page 95



SERVING OPERATORS

In Western Pa., Ohio, West Virginia, and all open territory With the Best in Bulk Vending

Northwestern

DeLuxe Model 33-39-40-33 Ball Gum Vender
 For complete information write
AMERICAN DISTRIBUTORS
 1349 6th Ave., Pittsburgh, Pa.

VENDING MACHINE OPERATORS

We are State distributors for Samuel Eppy's Plastic Charms and have them in stock at the following prices:

Assorted Charms, Per M ... \$4.00
 Alphabet Letters, Per M ... 5.00
 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

"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

Milk Venders' Popularity On Upswing in Factories

CHICAGO, April 5.—Milk vending machines will soon be as familiar in factories as milk route deliveries. Harold Fagerson, assistant general sales manager for Borden Company, one of the largest dairy farms in the country, made this statement March 24 while discussing the future of vending machines in the dairy business.

According to Fagerson, Borden began using vending machines in March, 1939, and now has 172 venders on location in metropolitan Chicago, with additional machines to be installed as new equipment becomes available. Present bottle sales thru venders will give way to cartons when such a change-over is found practical, it was revealed.

Four Servicemen

At present Borden's has a four-man maintenance crew who operate two special trucks and who periodically clean, inside and out, all milk venders on location. A repair shop is maintained by the company for the purpose of repairing and repainting the milk venders.

Fagerson's comments on milk venders indicate greater expansion for automatic milk merchandising in the future. "In 1936," he said, "a survey taken by the National Dairy Council on milk service in industrial plants revealed that there were no milk vending machines in operation. Just before the war a similar survey was again made of the industrial plants, and this survey indicated that milk was being merchandised thru the medium of mechanical vending machines." Of present Borden vending machine locations, Fagerson stated that factories, office buildings, institutions and mercantile houses are major spots. "These locations employ 61,250 persons, representing approximately 60 per cent male and 40 per cent female employees," he said.

Size and Kind Vended

"Our 172 milk venders are dispensing milk in one-third quart glass containers, and sales represent approximately 50 per cent in plain milk, 47 per cent in chocolate drink and 3 per cent in buttermilk," Fagerson stated. "Originally our installation embraced the sale in half-pint containers, but due to increased costs and our inability to secure coin changing devices during the war for the use of multiple coins, we were forced to convert to one-third quart containers. Prior to the introduction of the one-third quart size we were averaging about 100 half-pint containers daily per machine."

Fagerson explained that before any installation of milk venders is made it has been their experience that studies should be made to determine where the heaviest amount of traffic exists so that the machines are properly placed for the greatest sales volume. "Practically no resistance," he said, "will be given by factory or office management on the recommended location for the machine, as they are sold on the definite value to them when their employees drink more milk."

Silent Salesman

Stating that the vending machine is the dairy company's silent salesman, Fagerson expressly stressed the fact that it makes available at all times properly refrigerated milk and milk products to the factory or office worker. He said that this is a more preferable arrangement than the direct routemen service of bench-to-bench or desk-to-desk delivery, as routeman service requires the purchaser to accept milk and then find a way to keep it adequately refrigerated until it is to be used.

"We have experimented since 1939

with approximately six different types of machines," Fagerson claimed. "We find the most practical machine is the automatic type and one that dispenses more than one product."

Fagerson concluded with this statement: "Altho milk vending machines are still in their infancy in our business, and their expansion has been retarded because of limitations during the war period, there is no doubt that tomorrow's thinking in the merchandising of milk must embrace a greater consciousness of milk merchandising thru the use of these machines."

Borden's present battery of vending machines are all pre-war models, and consist of 80 Kirk machines, 37 Jennings, 35 Vendorlators, 14 Dr. Smith, and 2 Kalva venders. Post-war models will be added as soon as delivery can be made, it was claimed.

Among Borden's vender locations

Marshall Coinman Bowls Perfect 300

KANSAS CITY, Mo., April 5.—Marshall Popcorn Company, here has a "hall of fame" bowler in Bob Reust, firm's Louis Marshall and Sam Eddy announced April 2. Reust, who has been with the company for some time, bowled a perfect 300 game at the Plaza Bowl alleys March 28.

Reust is the first Kansas City bowler to hit a perfect 300-game in league competition in four years. Bowling alley awarded him a gold jeweled pin and the American Bowling Congress a gold ring.

are Sears, Roebuck & Company's Homan Avenue store here, in which 21 venders are located for employees' use and one for store's customers, and the Palmer House, where two machines are operated for hotel employees. Vender installation, Fagerson stated, is also being contemplated for public use in Chicago's department stores.

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

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

Lower Prices On "SUN BRAND" Standard PISTACHIOS

Count about 45 per oz. Fresh Roasted and Salted. AMERICAN PISTACHIO CORP. Importers, Roasters, Packers at this address for over 15 years 111 Reade Street, Dept. 15, New York 13, N. Y.

ASCO For All Kinds of Bulk Products 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 products.
- Dispenses accurate portions of pistachio nuts, salted peanuts, mixed nuts, panned confections (with or without charms), almonds, cashews, etc.
- Capacity 6 lbs.
- 1c or 5c Play

IMMEDIATE DELIVERY

\$29.50 Write for Special Operator's Quantity Prices DISTRIBUTORS! TERRITORIES AVAILABLE! WRITE!

\$46.50

ASCO VENDING MACHINE EXCHANGE
55-57-59 BRANFORD ST., NEWARK 5, N. J., BJelow 3-7744-5

CIGARETTE MACHINES

NEW DuGrenier Challenger, 7 Col. \$159.50
NEW UNEEDA, 8 Col., 510 Pack Cap. 159.50
NEW UNEEDA, 6 Col., 380 Pack Cap. 149.50

Rowe Royals, 10 Col. \$100.00
Rowe Royals, 8 Col. 85.00
UNEEDA Model 500, 15 Col. 115.00
UNEEDA Model E, 8 Col. 57.50
DuGrenier Champion, 9 Col. 89.50
DuGrenier W, 9 Col. 60.00
DuGrenier V, 7 Col. 54.50

National 630, 150 Pack Cap. 32.50
Rowe 6 col., 150 Pack Cap. 32.50
DuGrenier 4 col., 100 Pack Cap. 24.00

DUGRENIER MODEL W

CANDY MACHINES

Rowe, 120 Bar Cap. \$ 89.50
Rowe De Luxe Model With Lights, 120 Bar Cap. 110.00
Uneeda, 102 Bar Cap. 70.00
National 9-18 Standard, 162 Bar Cap. 110.00
DuGrenier Candyman, 72 Bar Cap. 62.50

PENNY INSERTING MACHINES. . . \$25.00 and up

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
One-Third Deposit With Orders—Balance C. O. D.
PARTS AND MIRRORS AVAILABLE FOR ALL MODELS!

UNEEDA VENDING SERVICE
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET BROOKLYN 11, NEW YORK

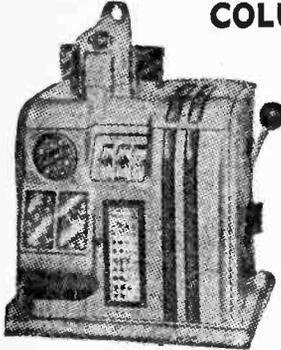
DRINK VENDING MACHINES

FOR SALE—10 THIRST QUENCHER 300 drink cup type machines in excellent condition, all on location, each \$450.00 F. O. B. Syracuse, N. Y.

SYRACUSE BEVERAGE VENDING CO.
611 SOUTH BEECH ST. SYRACUSE 10, N. Y.

★ SEE **RAKE** FOR VENDING MACHINES COUNTER GAMES—SALESBOARDS ★

AUTHORIZED DISTRIBUTOR
COLUMBIA BELLS



Twin Jackpot 1947 Models
\$145.00 EA. Less In Quantity
Changeable to 1¢, 5¢, 10¢, 25¢ Play

Deluxe Model—\$209.50.

IMMEDIATE DELIVERY—NO WAITING!

Authorized Distributor
ABT CHALLENGER
\$65.00

Write for Quantity Prices.
CHALLENGER STANDS—\$7.50 EA.

GOTTLIEB GRIP SCALE
\$39.50

Slightly Used—\$22.50.

ADVANCE ELECTRIC SHOCKER
Sample **\$25.00**
LESS IN QUANTITIES.

FREE—FREE

STAR PICTURE CARD VENDER
\$29.50

1000 Cards Free.

CHAMPION'S BASKET BALL
\$39.50



Without Base, \$15.00 Extra
WITHIN THE PRICE RANGE OF EVERY OPERATOR
Features: 5 or more balls for 1¢ or 5¢. Only 2 feet high—small enough to set on any counter. Attractive, sturdy cabinet—built to take abuse. Trouble free mechanism—saves time and money. Free play "foul ball" gives extra ball.

HEAVY STANDS FOR VENDING MACHINES.....\$4.00 EA.

ALL ORDERS MUST BE ACCOMPANIED BY 1/3 DEPOSIT.
Send for Complete List of Coin Operated Equipment We Accept Trade-Ins.

RAKE COIN MACHINE EXCHANGE

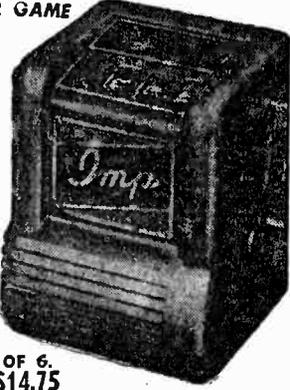
609 SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

WORLD'S SMALLEST 3 REEL COUNTER GAME

NEW IMPS
6"x6"x6"

Cigarette or Fruit
Either 1¢ or 5¢

\$13.75 EA.
LOTS OF 6. SAMPLE, \$14.75



Authorized Distributor

MARVEL'S POP-UP

SAMPLE, \$49.50.

BAKER KICKER & CATCHER
1c—\$49.75

MILLS VEST POCKET BELL
\$74.50

Reconditioned Blue & Gold\$54.50
Reconditioned Green 44.50

NEW SHIPMAN TRIPLEX STAMP VENDERS
\$39.50

Reconditioned Duplexes—\$25.00.

AMUSEMENT WHIRL-A-BALL
\$47.50

NEW Northwestern VENDERS

DELUXE
1¢ and 5¢ With **PLASTIC GLOBE**
\$28.20

Less Than 100, \$27.95.
100 or More, \$27.45.

Write for Prices on Other Models.



Glass Maker Sees Global Slant on Bottle Shortage

TOLEDO, April 5.—Present bottle shortage is not confined to the United States, but appears to be world wide, as indicated by widely separated requests for emergency round-up kits received by Owens-Illinois Glass Company here in its return bottle campaign.

C. C. Concannon, chief of the Chemical Division of the U. S. Department of Commerce, states that a globular shortage of soda ash, one of the principal ingredients used in manufacture of glass, is seriously restricting industrial production in many countries. Lack of coal is chiefly responsible for this situation, Concannon added.

Bottle shortage in Denmark was brought to light in a recent letter to Owens-Illinois from a Copenhagen concern requiring return bottles in the conduct of its business. Letter requested details on the American bottle round-up campaign as they wished to institute a similar movement. Africa was also heard from when the Hansa Braure in Swakopmund, South West Africa, wrote for a large number of emergency round-up kits to help meet their own local bottle shortage. A request for the return bottle program also came from Cossoth, Andre', if Avenue De Saturene, Uccle-Bruxelles, Belgium.

Children Help Too

Measures taken in this country to take off the sharp edge of the bottle shortage include drives via newspaper, radio advertisements and enlisting the aid of school children in collecting forgotten or neglected empties in private homes. In Alexandria, Minn., Boy Scouts made door-to-door collections and trucks were employed to haul away the large stocks of bottles collected. In Los Angeles, billboards carry signs asking purchasers to return bottles or give them to Boy Scouts to be turned in as part of the bottle round-up drive.

Beech-Nut Gum Plans To Increase Capital Stock

NEW YORK, April 5.—Plan to increase authorized capital stock of Beech-Nut Packing Company, chewing gum makers, from the present 475,000 shares to 1,650,000 shares was submitted to stockholders for approval March 25.

Value of stock would be changed from \$20 par to \$10 par. A part of the proposal would involve splitting the common stock 3 1/2 shares for one.

Saxon-Shanks Chartered

COLUMBIA, S. C., April 5.—Secretary of State here has issued a charter to Saxon-Shanks, Inc., a local concern, to engage in merchandise business including automatic merchandise. Sabel L. Shanks is president of the firm, which listed capital stock as \$30,000.

Old Weight!

MOOSE JAW, Sask., April 5.—A coin-operated scale in the rotunda of the local Canadian Pacific Railway station, is well patronized. Only trouble is it's 13 years behind time. The little white cards that give weight figures are stamped 1934.



\$9.95 to \$13.25

- Advance Peanut Mach. . . \$10.50 to \$13.75
- Advance Ball Gum Mach. . . 9.95 to 13.25
- Columbus Peanut Mach. . . 9.50 to 11.50
- Columbus Ball Gum Mach. 10.00 to 12.00
- Master Penny-Nickel Mach.
- Combination Peanut or Ball Gum 15.00
- Northwestern Peanut Mach. 10.50 to 25.00
- Silver King Peanut Mach. . . 10.00 to 13.95
- Silver King Ball Gum Mach. 10.00 to 13.95
- Silver King 5¢ Mach. 10.00 to 13.95
- Victor Globe Type 1¢ Mach.
- Combination Peanut and Ball Gum . . . 11.75
- Victor Cabinet Type Mach. 13.75
- Victor 5¢ Mach. 14.75
- Collection Books. Postpaid, per doz.65
- Coin Wrappers. Per 100085
- 1¢ and 5¢ Coin Counter 1.25
- Blackstone Double Barrel Coin Counter, 1¢, 5¢ or 10¢ 3.00
- 14" Heavy Round Base Stands, 35-Lb. Globes, any make (except Silver King) 1.25
- Silver King Globes 1.50
- Charms, 1000 Assorted. Postpaid 4.00
- Charms, Alphabet, 1000. Postpaid 5.00
- Charms, Wise Crack Buttons, Postpaid 6.00
- New Frantz Aristocrat Scales 115.00
- New Frantz Aristocrat Scales, With Mirror 125.00
- American Astrological Scales 174.50
- Nation Scales 112.50

IF IT IS A VENDING MACHINE—NEW OR USED—ASK US.
BALL GUM—ASK FOR PRICES.
T. O. THOMAS CO.
1572 JEFFERSON PADUCAH, KY.



COLUMBUS VENDERS

IMMEDIATE DELIVERY. 4 MODELS

1. Peanut
 2. All Purpose
 3. Ball Gum
 4. 5¢ All Purpose
- Complete Parts Stock.
WRITE FOR CIRCULARS

Exhibit's Counter Card Vender (With 1000 Cards) \$ 29.50
ARIST-O-SCALE \$115.00
MIR-O-SCALE 125.00

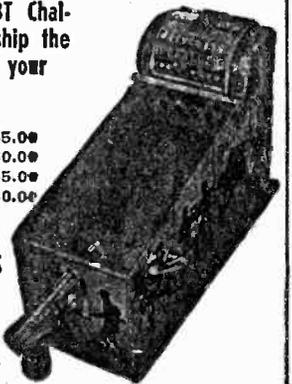
Terms: 1/3 Deposit, Balance C. O. D.
MARKEPP SALES CO.
4310 Carnegie Ave. CLEVELAND, O.

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.



SALESMAN WANTED

With vending machine sales experience to work in Southern California. Must know how to sell clean deals only. **SOBER.** Huge earnings. Model "V" and CASH TRAY.

Adams-Fairfax Corp.
5721 W. Jefferson Blvd., Los Angeles, Calif.

CARL TRIPPE Price Plus Quality and Satisfaction

IDEAL FOOTBALL

★ THE NEWEST SENSATION
★ 2 PLAYER ACTION
★ LEGAL EVERYWHERE
★ FAST PLAY
★ A.B.T. COIN CHUTE
★ SOLID OAK CABINET (Finished on 4 Sides)

\$395.00
(F. O. B. St. Louis)

DISTRIBUTORS: WRITE FOR OPEN TERRITORY.

Trade in your old Chester-Pollard Football for \$50.00.

MEMBER

IDEAL NOVELTY CO.

Phone Franklin 5544
2823 Locust St.
St. Louis 3 Mo.

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 18 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.

Frez-O-Mat Will Resume Coin Chute Experiments

CHICAGO, April 5.—Frez-O-Mat Sales Corporation here intends to resume experiments soon with coin operation of its automatic self-service frozen food dispenser, Milton Rifkin, firm president, announced this week.

Frez-O-Mat has been toying with the idea of coin operation for the cabinets for a long time but engineering along that line has had to be laid aside during the past few months because of other production problems, Rifkin declared.

Rifkin said the Frez-O-Mats are becoming more popular over the country and that all of the approximately 200 installations scattered widely thruout the nation have met with success. This is even true, he added, in New Orleans where humidity conditions are as bad, if not worse, than anywhere else in the United States.

It is constructed of steel inside and out and is finished in white baked enamel.

There are seven vertical rows and five horizontal rows of compartments, each of which has a capacity of 12 to 16 average size packages, giving a total capacity of 420 to 560 packages. Each cabinet has two storage compartments having a total capacity of 440 to 580 packages.

Each vending compartment door bears a facsimile of the packages in the compartment and the price. To select a package, the customer opens the door of the compartment and the package is automatically dispensed into the hand.

A panel of stock indicator and safety lights is across the top of the cabinet, indicating when compartments need refilling or when power has failed.

To Show in California

He indicated the firm is now going after California business, exhibiting a unit at the Frozen Foods Exposition in San Francisco March 19-21. Up to that time there were no Frez-O-Mat installations in California, he stated.

Rifkin said he intends to start working on the coin operation adaptation for the Frez-O-Mat within the next week or two. He said he is particularly interested in the Auto Clerk, a combination changer, computer and vending cabinet control device, developed by A. B. T. Manufacturing Company here. (The Auto Clerk exhibit at the Frozen Foods Institute convention and show in Boston this week was described by the FFI convention exhibit committee as the "trade exhibit that drew the most attention and comment at the exposition.")

Physical Proportions

Frez-O-Mat houses in one cabinet, 80 by 66 by 36 inches, storage space, compressor housing and 35 individual

Riddell Co. Head Takes 6-Week Swing Thru Midwest, South

PASADENA, Calif., April 5.—Arch Riddell, president of the Riddell Company, tobacco and candy jobbers here and in Los Angeles, is making an extended business trip thru the Midwest and Southeast that is expected to take six weeks.

Combining business with pleasure, the trip will also be in the nature of a vacation. Riddell, accompanied by his wife, is traveling by auto.

First place they intend to visit is the Blanke-Baer Extract and Preserving Company in St. Louis, which Riddell represents in Southern California on a franchise basis. Riddell also plans to attend the National Association of Tobacco Distributors' Convention April 14-18, during which time he will visit the Chicago offices of Perfecto Garcia cigars, another Riddell franchise line.

Milwaukee will be the next stop on the itinerary where they will visit the plant of the Robert A. Johnston Company. They will go from there to Tampa, where they will see the Eli Whitt Cigar Company, the Hava Tampa Cigar Company and the Tampa factory of Perfecto Garcia.

After leaving Tampa, the Riddells will go to Miami for a short stay, then up the East Coast to Jacksonville, Fla., from there they will return to California.

Butler Heads New Dr. Pepper Dep't

DALLAS, April 5.—Dr. Pepper Bottling Company this week announced the formation of a new department under which all purchases will be consolidated. Department will be headed by Glen Butler, working directly under W. S. Kilborn, vice-president and treasurer of the company.

Butler has been in charge of purchases in the advertising department of the firm for a number of years and will continue to handle this phase of the business in addition to the direction of the over-all purchasing program.

Founder of the company's monthly magazine, *News and Views*, and editor until 1940, Butler first became associated with Dr. Pepper in 1938. Prior to that time he had worked in the Dallas office of Tracy-Locke Company, Inc., and on various Texas newspapers.

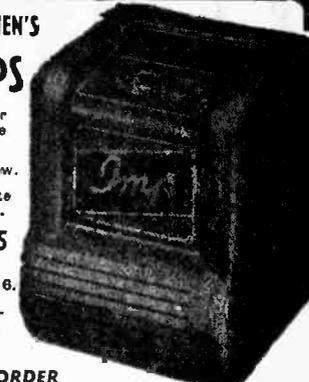
Joseph Shapiro in New Universal Post

ST. LOUIS, April 5.—S. M. Rosenberg, vice-president and director of sales of Universal Match Corporation, announced April 3 the promotion of Joseph Shapiro as his assistant.

Shapiro, who will have headquarters here, will be in charge of sales for the company's central and Midwest area and will continue to conduct Universal's sales training schools.

GROETCHEN'S

1¢ or 5¢ **IMPS**
 Fruit or Cigarette Reels.
 Brand New.
 Immediate Delivery.
\$13.75
 Lots of 6.
 Single—\$14.75



RUSH ORDER

SHIPMAN

Triplex Stamp Machine. Brand new! Vends 1¢, 3¢ and new 5¢ airmail postage stamps. Sluggproof, compact, foolproof. Immediate delivery.
 Operator's Price
\$39.50

Jobbers interested in selling our Shipman Stamp Machine, write for details.



STAMP FOLDERS

For Shipman, Schermack, N. Y.
 10,000 \$ 5.75
 25,000 13.95

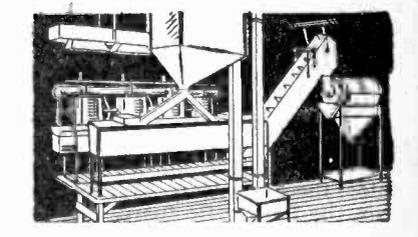
VICTORY

Duplex Stamp Machine. Brand new! Vends 1¢ and 3¢ postage stamps. Can be used inside or outside. Guaranteed weather proof. Returns slugs and fool-proof. 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.
 823X W. North Ave. Baltimore 17, Md.



SATISFIED USERS REPORT: "EXTRA POPCORN PROFITS From SPEEDWAY POPPERS!"



Write for details of complete popcorn production equipment. Revolutionary design by Chas. E. Page, foremost Food Plant Expert. Makes tender, crisp popcorn, caramel and cheese corn, Fully guaranteed, easily installed. Designed to fit YOUR needs! Immediate delivery. Write NOW for information.

POPCORN EQUIPMENT CO.
 458 SOUTH SPRING STREET
 DEPT. B-1
 LOS ANGELES 13, CALIFORNIA

BALL GUM

5/8" 140 Count, 25 Lbs.,
 3500 Balls Per Case.

1 to 4 Cases \$22.75
 5 or More 21.00
 Barrel, approximately 220 lbs. Per lb. .80

CASH WITH ORDER

THOMAS NOVELTY CO.
 1572 JEFFERSON ST. PADUCAH, KY.

SHIPMAN STAMP MACHINE FOLDERS

With national advertisement, non-competitive with any location. 38¢ thousand. Offer only the amount you will use up in 30 days. Offer on this particular lot expires April 12. Brand new Victory machines, \$12.50. Slightly used Triplex, \$27.50.

K. HUNTINGTON, 312 Asbury, Evanston, Ill.

GROETCHEN'S

1¢ or 5¢ **IMPS**
 Fruit or Cigarette Reels.
 Brand New! Immediate Delivery!
\$13.75
 Lots of 6.
 Single—\$14.75.



RUSH ORDER HARD TO GET

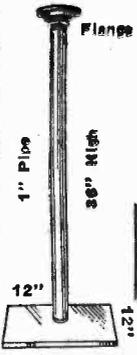
STANDS

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.



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.

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.

Launderettes on Increase in Chi

CHICAGO, April 5.—Telecoin Corporation, continuing its advertising campaign promoting Bendix-equipped coin laundries thru *Life*, *Saturday Evening Post* and various local newspapers, reports an increase in the number of such establishments in the Chicago area.

Telecoin's Midwest regional office here now lists 42 launderettes as operating in this area; 32 in Chicago and 10 in surrounding suburbs and towns.

Bunte Reports 1946 Income

CHICAGO, April 5.—Bunte Bros., candy manufacturers here, have reported a net income of \$1,007,937 for the year ended December 31, 1946. Report stated \$400,000 was set aside for contingencies and \$861,000 was paid in federal taxes.

21 TO SHOW AT WISCONSIN

Speakers Set For Meetings

Wisconsin phono ops will see products of 21 firms at convention April 14

MILWAUKEE, April 5.—Final plans are being rounded into shape for the equipment exhibit and convention of Wisconsin Phonograph Operators' Association April 14, according to the arrangements committee which this week announced the names of three speakers and a list of 21 exhibitors.

Leroy Stein, of Newark, N. J., executive director of the Music Guild of America, has been chosen as speaker at the banquet, which like all other activities of the day will be in the Pfister Hotel. Stein's topic will be *The Advantages To Be Gained Thru Forming Associations*.

Luncheon speakers will be James A. Gilmore, secretary-manager of Coin Machine Industries, Inc., who will discuss *The Future of the Coin Machine Business*, and James T. Mangan, director of the CMI public relations bureau, who will speak on *Personal Public Relations*.

C. S. Pierce To Preside

Presiding at the luncheon, the banquet and business session will be C. S. Pierce, president of the association. Members of the arrangements committee are George Gessert, Packard Distributing Company; Doug Opitz, Hilltop Coin Machine Company, and Sam Hastings, Hastings Distributing Company.

A total of \$300 in cash attendance prizes will be awarded, the committee announced. First prize will be \$100, second prize \$50 and 10 prizes of \$15 each. In addition, exhibitors will donate certain of their products to be distributed as prizes.

Floorshow, as arranged by the Owen & Elliott Talent Agency, consists of Sid Blake, master of ceremonies; the Mary Taft Dancers, Dick Burns, the Parker Brothers, and Paul and Pettit Duchow. Steve Swedish's orchestra will play for the show and for a dance afterward.

A number of recording artists will be present, including Two-Ton Baker, Rex Allen, the Prairie Ramblers, Romy Gosz, Tiny Hill, Monica Lewis, Lawrence Duchow, Swiss Family Frauenfelder and Little Eddie, the Mercury trade-mark.

List Exhibitors

Two entire floors of the Pfister will be occupied by exhibitors, which will include:

Coven Distributing Company, Chicago; Paster Distributing Company, Milwaukee; Packard Distributing Company, Milwaukee; Pierce Distributing Company, Brodhead, Wis.; Mercury Records Distributors, Milwaukee; Aeropoint Needle Company, Milwaukee; Taylor Electric Company, Milwaukee; Permo Point Needle Company, Chicago; Wisconsin Phonograph Company, Milwaukee; Mitchell Novelty Company, Milwaukee; General Music Company, Fond du Lac, Wis.; Aireon Manufacturing Company, Kansas City, Mo.; Wisconsin Vogue Company, Milwaukee; Ken Ferguson, Stillwater, Minn.; Zenith Radio Distributing Company, Chicago; General Electric Company, Milwaukee; James H. Martin Record



CLEVELAND Phonograph Merchants' Association (CPMA) officials award RCA Victor table model radio-phonograph to winner of musical quiz at Hit Tune Preview, sponsored by CPMA and Cleveland Press. Left to right: James Ross, association vice-president; Harold Tuttle, contest winner, and CPMA President Jack Cohen.

Last of Wurlitzer Meets On Point-of-Sale Program Convenes in Chi April 11

Milwaukee, Detroit Meetings Draw Large Op Crowds

CHICAGO, April 5.—The Bismarck Hotel here will be the scene next Friday (11) of the final meeting in a series which started four weeks ago, sponsored by the Rudolph Wurlitzer Company, to acquaint operators with the firm's national consumer advertising program and to point up point-of-sale music merchandising ideas designed to help the operator bolster play. Chicago Simplex Distributing Company will be host for the Friday night meeting.

Following a pattern set at other meetings, the Chicago affair will start with cocktails at 6:30 at parlors A, B, C and D. Dinner and business meeting will follow, according to Gordon Sutton, head of Chicago Simplex. Sutton said that invitations have been mailed to operators in Chicago and the State of Illinois, as far as Danville, and to operators in the three Northern counties of Indiana.

To Show New Film

During the business meeting, the company's new sound film, featuring point of contact sales idea, will be shown, and the dime, three-for-a-quarter play price will be discussed. Sutton pointed out this week that Wurlitzer is still advocating the play price hike, not as the whole answer to the operator's problems, but at least as an idea worthy of trial.

Meantime, two other meetings, similar to the one which will be staged in Chicago, were held in Milwaukee and Detroit this week. Mil-

waukee meeting, April 2, drew approximately 100 music machine operators to the Schroeder Hotel, where the principal speakers were Cy Peck, of the Wurlitzer factory; Harris Porter, of the sales department, and Hermann Paster, head of the Wurlitzer Milwaukee Distributing Company which bears his name.

Thursday night (3), Detroit's Leland Hotel was the scene of another meeting at which Bilvin Distributing Company, Michigan distributors for Wurlitzer, were hosts to 75 operators, including the largest number of Upstate music operators gathered in Detroit for years.

William E. Bufalino, head of Bilvin, acted as toastmaster and explained the objective of the meeting. Bufalino said the prime reason for the meeting was to discuss operators' problems and to suggest ways which will make the music operating business more profitable. Commenting that "we know your costs have increased and your collections have gone down," Bufalino reviewed the history of Wurlitzer's consumer advertising program, launched a year ago and aimed at both increasing play per machine and increasing the number of locations.

Says Criticism Untimely

Bufalino cited criticism of the firm's dime-quarter play, spoke of local objections to the plan as untimely, since operators have complained of location jumping and high commission rates to locations. But, Bufalino said, the dime-quarter plan will work in selected locations, especially in dance halls and restaurants.

Harris Porter, assistant sales manager for Wurlitzer, covered the his-

Rose City Buys Multnomah Music In Ore. Merger

PORTLAND, Ore., April 5.—Ownership of Multnomah Music Company was recently acquired by the newly incorporated Rose City Music Company.

Multnomah, started with \$500,000 worth of music machines in the summer of 1946, was originally headed by Hollis H. Beckett, formerly of Pendleton, Ore., where he had been in real estate and club operation. Almost from its inception, firm began closing down its routes in outlying towns in order to concentrate on Portland locations.

In January the operation was taken over by the Music Management Company, with M. A. Montie, Fresno, Calif., in charge of straightening out the Multnomah firm's affairs.

Rose City Music Company is headed by John H. Schwartz, who was San Francisco manager of the American Phonograph Company of Chicago, an exporting concern. Before joining this firm, Schwartz had been with the Rudolph Wurlitzer Company.

Doc Eaton Resigns From Post on CMI's Board of Directors

CHICAGO, April 5.—At a meeting of officers and directors of Coin Machine Industries, DeWitt (Doc) Eaton announced his resignation as a director of the association. He had served as a director for one year, representing the music division of the industry.

Eaton, who previously had announced his resignation as vice-president in charge of sales of AMI, Inc., has been a well-known figure in the coin machine business for the past 15 years. Entering the trade as a phonograph operator in Chicago, he successively became president of Bert-Slone Company, a large music operating firm, and Eastern sales manager for Buckley Music System before joining AMI in 1945.

The Eaton was recently appointed treasurer and general sales manager of Mannington Pottery Works, Mannington, W. Va., and executive vice-president and general sales manager of American Ceramics Company, Washington, he plans to establish a firm that will distribute AMI products in Maryland and the District of Columbia.

Griffin Named AMI Distributor in La. And Miss. Section

CHICAGO, April 5.—AMI, Inc., announced here this week the appointment of the Griffin Distributing Company as distributor for its products in Louisiana and Mississippi.

Distributing firm was recently established by Lester Griffin, who formerly was a well-known operator in Mississippi and is an officer in both the Louisiana and Mississippi operator associations.

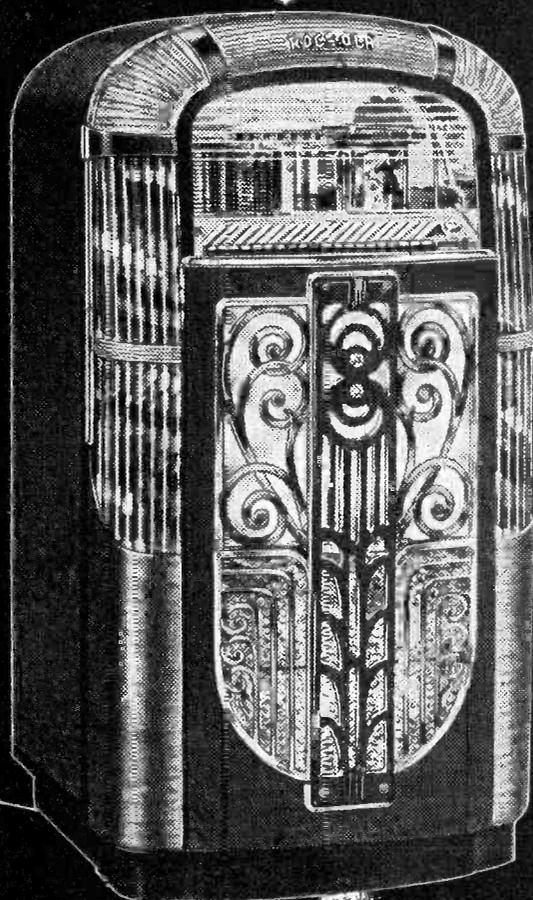
Headquarters for the new firm is located at 3604 Tulane Avenue, New Orleans, with a branch office at 607 West Capitol, Jackson, Miss.

**THE PERFECT MACHINE
FOR MY LOCATION
AND CUSTOMERS**

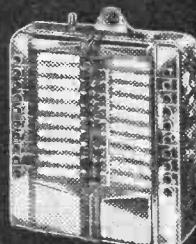
**ROCK-OLA
TROUBLE-FREE
PERFORMANCE
MEANS MORE MONEY
FOR ME**

**LOCATION
OWNER**

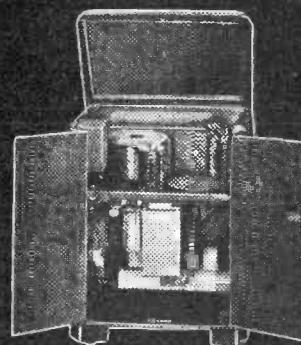
OPERATOR



**WALL
BOX
Model
1530**



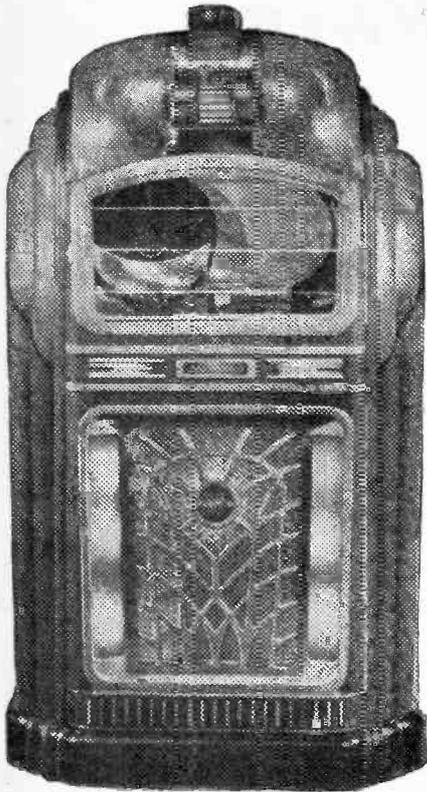
**PLAYMASTER
Model 1424**



ROCK-OLA
THE PHONOGRAPH THAT Sells MUSIC

ROCK-OLA Manufacturing Corp.
800 N. KEDZIE AVE., CHICAGO 51, ILL.

**"WITH OPERATORS WHO KNOW
THEIR MUSIC BEST . . . IT'S
PACKARD
TWO TO ONE"**



Unanimously acclaimed —
**THE PHONOGRAPH FOR
1947**

At the Annual CMI Show!

**PACKARD
PLA-MOR**

MODEL 7 AUTOMATIC
PHONOGRAPH

WE ARE NOW MAKING
IMMEDIATE DELIVERY

ON ALL PACKARD
PRODUCTS

**SCHEDULE YOUR
DELIVERIES TODAY!**

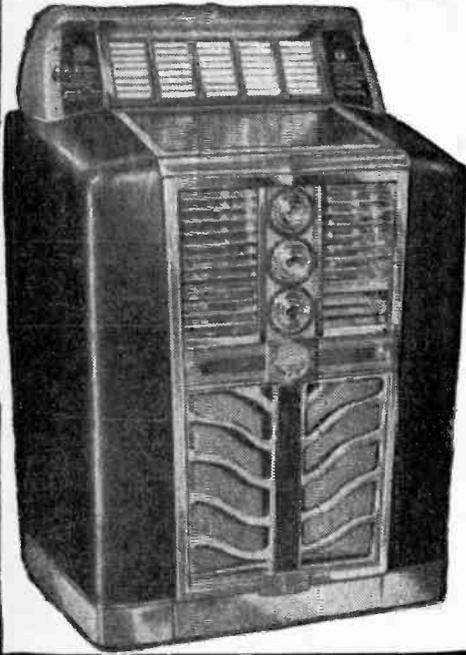
WHITEHEAD MUSIC CO.

PACKARD DISTRIBUTORS FOR NORTH CAROLINA

106 N. 2D STREET

WILMINGTON, N. C.

MILLS CONSTELLATION SHOWING



for Operators of
EASTERN WISCONSIN

**SATURDAY-SUNDAY
APRIL 12-13, 1947**

In the Showrooms of
**VIC MANHARDT
COMPANY, INC.**
**547 N. 16TH ST.
MILWAUKEE 3, WIS.**

**Come Early—
And Stay Late**

MAKE **HIGHER** JUKE BOX PROFITS
WITH **"MIRACLE POINT"** NEEDLES

Longer record life—more records played between needle changes—clearer and truer tones—lower over-all needle costs . . . These are benefits you enjoy with "MIRACLE-POINT," the needle with the famous precious metal alloy round tip. Choose **MIRACLE POINT** for your finest machines . . . Price, 1 to 12, 30c each at your record jobber.



M. A. GERETT CORP.

722-724 W. Winnebago St., Milwaukee 5, Wis.

ADVANCE RECORD RELEASES

(Continued from page 31)

HOT JAZZ

- CHELSEA BRIDGE** Johnny Bothwell Swingtet (DEAR MAX) Signature 15085
- CONCERTO TO END ALL CON-
CERTOS, Part I and II** Stan Kenton Capitol 382
- DEAR MAX** Johnny Bothwell Swingtet (CHELSEA BRIDGE) Signature 15085
- GEORGE WASHINGTON** Frisco Jass Band (GETTIN' MY) Pacific 631
- GETTIN' MY BOOTS** Frisco Jass Band (GEORGE WASHINGTON) Pacific 631
- EDMOND HALL QUARTETTE WITH
TEDDY WILSON ALBUM** Edmond Hall Commodore CR-5
- I Want to Be Happy** Commodore 580
- It Had to Be You** Commodore 581
- Night and Day** Commodore 579
- SHOW PEECE** Commodore 580
- Sleepy Time Gal** Commodore 581
- Where or When** Commodore 579
- FRIENDLESS BLUES** Lu Watters' Yerba Buena Jazz Band (I'M GOIN') West Coast 109
- IF I HAD YOU** The Charlie Shavers Quintet (MUSICOMANIA) Vogue 756
- I'M GOIN' HUNTING** Lu Watters' Yerba Buena Jazz Band (FRIENDLESS BLUES) West Coast 109
- JACQUET BOUNCE** Illinois Jacquet and His All Stars (JUMPIN' AT) Apollo 766
- JUMPIN' AT APOLLO** Illinois Jacquet and His All Stars (JACQUET BOUNCE) Apollo 766
- JUST A RIFF** Sid Catlett Ork (MOP DE) Super Disc 1022
- MINSTRELS OF ANNIE STREET** Lu Watters' Yerba Buena Jazz Band (PINEAPPLE RAG) West Coast 110
- MOP DE MP MOP** Sid Catlett Ork (JUST A) Super Disc 1022
- MUSICOMANIA** The Charlie Shavers Quintet (IF I) Vogue 756
- NEW ORLEANS JAZZ ALBUM** Kid Ory Creole Jazz Band Columbia C-126
- Bill Bailey, Won't You Please Come Home?** Columbia 37276
- Bucket Got a Hole in It** Columbia 37274
- Creole Bo Bo (Kid Ory)** Columbia 37276
- Eh, La Bas (Kid Ory)** Columbia 37275
- Farewell to Storyville (Helen Andrews)** Columbia 37277
- Joshua Fit De Battle of Jericho (Helen Andrews-Bud Scott)** Columbia 37275
- The World's Jazz Crazy, Lawdy, So Am I** Columbia 37277
- Tiger Rag** Columbia 37274
- 1919 RAG** Lu Watters' Yerba Buena Jazz Band (OSTRICH WALK) West Coast 111
- OSTRICH WALK** Lu Watters' Yerba Buena Jazz Band (1919 RAG) West Coast 111
- PINEAPPLE RAG** Lu Watters' Yerba Buena Jazz Band (MINSTRELS OF) West Coast 110
- SONNY BOY** Leo Watson (Vic Dickenson Quintet) (TIGHT AND) Signature 1007
- TIGHT AND GAY** Leo Watson (Vic Dickenson Quintet) (SONNY BOY) Signature 1007
- TRUMPET NO END (Blue Skies)** Duke Ellington (IT SHOULDN'T) Musicraft 484

INTERNATIONAL

- AP' TIS DY O S TIS THEIS** A. Yeoryiathou Ork (DIO PRASINA) Decca 31149
- APOPSE MELANCHOLISA** Odeon Ork (PIOS SE) Decca 31148
- ASPRO YIASEMI** Greek Ork (TOCHO MARAZI) Standard International F-9026
- ATOMIC POLKA** Bernard Witkowski Ork (HELENA POLKA) Standard International T-117
- BACIO FATALE (Fatal Kiss)** Julia Morina (NINA MIA) Standard International F-6024
- BLADA EONER (Happy Tunes)** Ted Johnson and His Midnight Song (PAA BEJARON) Victor 26-0005
- BRIGHT STAR** V. Gergek Ork (HOLLYWOOD POLKA) Standard International F-7007
- CHERRY POLKA** Frank Yankovic Ork (GOLDEN STARS) Continental C-1206
- CLARINET POLKA** V. Gergek Ork (EMILIA POLKA) Standard International T-119
- DIO PRASINA MATIA** A. Yeoryiathou Ork (AP' TIS) Decca 31149
- EMILIA POLKA** V. Gergek Ork (CLARINET POLKA) Standard International T-119
- GOLDEN STARS POLKA** Frank Yankovic Ork (CHERRY POLKA) Continental C-1206
- HELENA POLKA** Bernard Witkowski Ork (ATOMIC POLKA) Standard International T-117
- HOLLYWOOD POLKA** V. Gergek Ork (BRIGHT STAR) Standard International F-7007
- IN THE FUN HOUSE** The Polish Bell Ork (TIMES SQUARE) Continental C-765
- JOE AND PAUL, Parts I and II** Barton Bros. Apollo 139
- JOHAN PA SNIPPEN PENINSULA** The Six Fat Dutchmen (SCHMALTZ) Victor 25-1078
- KAN MOU TO HATIRI** A. Yeoryiathou Ork (PES MOU) Decca 31150
- KAN PANES** S. Iouanithou (TA 18) Decca 31151
- LA LEZZONE** Quartetto Eccelsior (RAMONTI) Standard International F-6022
- LAMENT PIJAKA (Drinker's Lament)** J. Lazarz Ork (Frank Curylo) (NA OKOLO) Standard International F-3019
- ME KOURASAN TA FILLA SOU** George Katsaros (Y SALTADORI) Standard International F-9025
- MIDSUMMER FESTIVAL** Ivor Peterson (SKAGERACK POLKA) Standard International F-5007
- 'NA MUGLIERA SORDA (A Deaf Wife)** Anna and Roberto Ciarabella ('O CIUC-CIO) Standard International F-6021
- NA OKOLO CZARNY LAS (Dark Woods)** J. Lazarz Ork (Frank Curylo) (LAMENT PIJAKA) Standard International F-3019
- NINA MIA (My Nina)** Julia Morino (BACIO FATALE) Standard International F-6024
- 'O CIUCCIO, 'O PAULANO, E 'A SIGNORA (The Donkey, The Peddler and the Lady)** Anna and Roberto Ciarabella ('NA MUGLIERA) Standard International G-8021
- O PENINTARIS** D. Benetos-Anestopoulos (VASILIKOS) Standard International F-9016
- PAA BEJARON (By Request)** Ted Johnson and His Midnight Song (BLADA EONER) Victor 26-0005
- PAUL JONES** Louis and His Old-Time Band (RED HANDKERCHIEF) Mercury 12006
- PES MON POS THA BORESO NA SE XEHASO** A. Yeoryiathou Ork (KAN MOU) Decca 31150
- PIOS SE PIRE KE MOY' FYGES** A. Yeoryiathou Ork (APOPSE MELANCHOLISA) Decca 31148
- PITALE ME DJEVOJCICE** Tamborice Zbor Yavor Ork (RADIKALKA) Continental C-216
- POLO POLKA** Ernest Benedict Quartet (PRETTY BROWN) Standard International T-118
- PRETTY BROWN EYES** Vitalic Accordion Ork (POLO POLKA) Standard International T-118
- PYZYJEMNA (Pleasant)** J. Lazarz Ork (TIPSI TOPSI) Standard International F-3020
- QUAND L' AMOUR MEURT (When Love Dies)** Henri Rene Ork (SOUS LES) Victor 25-0079
- RADIKALKA** Tamborice Zbor Yavor Ork (PITALE ME) Continental C-216
- RAMONTI** Quartetto Eccelsior (LA LEZZONE) Standard International F-6022



YOUR drive for increased phonograph profits will GET RESULTS through BOTH "more play per phonograph" and "more pay per play." Wurlitzer is backing up both profit-producing methods for the benefit of Wurlitzer Music Merchants.

To stimulate "more play per phonograph" we're conducting the greatest national consumer magazine, billboard and point-of-purchase advertising program this industry has ever seen.

To promote "more pay per play" we launched and have consistently promoted QUARTER-DIME PLAY to the public, to the location owner and his employees, and to the entire commercial phonograph business.

Remember who paved the way and is actively supporting your drive for EXTRA PROFITS. It's WURLITZER. The Rudolph Wurlitzer Company, North Tonawanda, New York.

FOR TOP PROFITS TODAY . . .



MAPE'S BETTER BUYS!

Lyndon C. Force Succeeds Eaton as AMI Sales Mgr.

PHONOGRAPH

Replacement Plastics

for all popular Phonograph

Models. Guaranteed perfect

fit. Write for prices.

KEENEY

Super Bonus Bells

Singles, two-ways, three-

ways. Slightly used, refin-

ished. Write for prices.

TERMS: 1/4 deposit with order, balance C.O.D. F.O.B. Los Angeles or San Francisco.

SAN FRANCISCO, General Office:
284 Turk Street - Phone PR 2700

STOCKTON:
21 N. Aurora Street - Phone 7-7903

LOS ANGELES:
1701 W. Pice Boulevard - Phone DR. 2314

SPECIALS

- SEEBURG Baromatics, 5, 10, 25¢. Wireless ... \$34.50
- SEEBURG Baromatics, 5, 10, 25¢. 3-Wire ... 29.50
- SEEBURG Wallomatics, 5¢. Wireless ... 27.50
- SEEBURG Wallomatics, 5¢. 3-Wire ... 24.50
- PACKARD Wallboxes (used) ... 24.50
- BUCKLEY Chrome Boxes ... 17.50
- BUCKLEY Chrome Boxes ... 15.00

FEATURE ITEMS

- PICKUP COILS (for all Seeburgs exc. Hitones) ... \$ 1.50
- FIBRE INSERTS (for Seeburg Wall Boxes) Sets each, 25¢—Minimum Order, 10 sets ... 2.50
- SEEBURG Wall Box Covers. Cream or Brown ... 4.95
- FIBRE Main Gears (Wurlitzer or Seeburg) ... 3.25
- Lots of 10, \$2.75. Quantity Lots ... 2.50
- B-3 CRYSTAL PICKUPS. Dated. Rock or Mills ... 2.75
- FLOCKING KITS (Includes Gun, Ivory and Brown Felt Flock, Undercoats, Thinner, Brush, Instructions). Dealers' Net ... 6.45
- STAPLE DRIVER (Walsco). Dealers' Net ... 4.25

REPLACEMENT MOTORS

For Wurlitzer-Seeburg Phonos. Ea. \$22.50
110V, 60-Cycle, Reconditioned Motors. Will Give Excellent Service—30-Day Guarantee.

PLASTIC SHEETS

20"x50" (Red), 60-Gauge. Ea. \$ 9.50

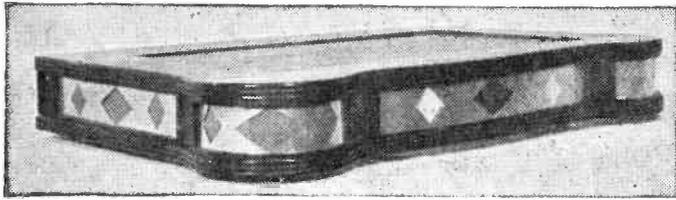
E. T. MAPE Distributing Co.
INCORPORATED

SAN FRANCISCO
STOCKTON
LOS ANGELES

All Merchandise TRIPLE-WARRANTED by Pacific Coast's Largest Distributor of Coin Operated Equipment

ADD BEAUTY TO YOUR MACHINES WITH THE NEW

PHONOGRAPH LITE-UP THRONE



Illustrated for Wurlitzer No. 1015.

- ★ Sturdily constructed to fasten to base of phonograph.
- ★ Made to fit all machines.
- ★ Protects phonograph from mops and shoe marks.
- ★ Improves appearance by adding height and color.

Distributors Wanted—Write for Information
1/2 Deposit With All Orders.

H & H DISTRIBUTING CO.

2172 WILSON AVE., CHICAGO 25, ILLINOIS

300 BROADWAY, MACON, GEORGIA

CHICAGO, April 5.—J. N. Rolston, vice-president and general manager of AMI, Inc., April 2 announced the appointment of Lyndon C. Force as manager of the general sales department and the resignation of DeWitt (Doc) Eaton, effective March 31, as the firm's vice-president in charge of sales.

Force, born in Three Rivers, Mich., began his career in the coin machine business when he joined the phonograph division of Mills Industries, Inc., in 1931, an affiliation that continued until 1940, with the exception of the year 1935, when he was advertising manager for the O. D. Jennings Company. During the war years he was new products development engineer for the Do All Company, machine tool manufacturing concern. In February, 1946, Force joined AMI as assistant sales manager.

Issues Statement

In his first statement after being appointed to his new post, Force said: "It is quite apparent that the coin machine business is embarking on a new era during which a higher type of salesmanship will be necessary to meet the test of keener competition. It will be up to the manufacturer to give his distributors whole-hearted co-operation, to know their needs and problems. The distributor in turn will have to maintain similarly close co-operation with the operators he deals with. Thus the organization will have unity and loyalty right down the line. In a sense, you might call this a period of shaking down, in which the well-managed firms will survive while the weaker ones fall by the wayside."

Eaton Veteran Coinman

Eaton, who also resigned as a director of Coin Machine Industries, Inc., after having served a one-year term as representative of the music division, has been affiliated with the coin machine business for the past 15 years. He was at one time a phonograph operator in Chicago and for several years was president of the Slone-Berts Company, a large Chicago music operating concern. Prior to joining AMI he was Eastern sales manager for Buckley Music System.

Future plans of Eaton are to organize a distributing company in the Washington-Baltimore area, where he will handle AMI products. He recently acquired an interest in the Mannington Pottery Company, Mannington, W. Va., manufacturers of plumbing fixtures, and has been

elected treasurer and general sales manager of that firm. Eaton has also been elected executive vice-president and general sales manager of the American Ceramics Company, of Washington, where he plans to establish future headquarters.

Cin'ti Music Ass'n Meets Twice Apr. 8

CINCINNATI, April 5.—Cincinnati Automatic Phonograph Owners' Association has announced it will hold its regular executive board meeting April 8 at 2 p.m. in the association offices. Regular monthly meeting will be held at 9 p.m. same date, Hotel Gibson.

IN WISCONSIN

Aireon

KLEIN

DISTRIBUTING CO.

2606 W. Fond Du Lac Ave.
MILWAUKEE 6, WISC.
KILBOURN 7037-3

FOR SALE

2 AMI AUTOMATIC HOSTESS UNITS
TEN EACH

(Telephone Music)
COMPLETE—IN PERFECT CONDITION
(And 1 Remote)
Also 10 Hostess Wall Boxes. Very reasonable. Write or phone after 6 p.m.

S. MAURER

107 WEST 86TH ST. NEW YORK CITY
Phone: Endicott 2-2601

FOR BIGGER PROFITS



... it's
PERSONAL MUSIC

PERSONAL MUSIC CORPORATION

U. S. Highway No. 1, Newark, New Jersey
Telephone: Bigelow 8-2204

9¢ Each

FOR YOUR USED RECORDS.
F. O. B. Boston, Mass.
Not more than 5% Blues or Race Records.
Any Quantity—No Limit.
Let us know what you have. Wire or write
Sheldon's Record Centre
19 LaGrange St. Boston 16, Mass.

HERE'S A SCOOP!

Music Machine Amplifiers rebuilt for \$28.95; all burnt or worn out parts replaced. 10 days' service. Satisfaction guaranteed. Speaker reconing service available.

ELKINS RADIO
ELKINS, W. VA.

ATTENTION Seeburg & Wurlitzer Operators

TUBES AND PARTS

Standard Brands in Factory-Sealed Cartons, with 90-Day Guarantee.

- 2A4G \$1.95 6SN7 \$.69
- 2A3 2.00 6SC799
- 5U469 #3069
- 6C469 #4559
- 6I799 #5660
- 6L6 1.55 #205095

and many others.

12" P. M. Speaker with 20 oz. slug, individually packed \$8.90

ALL KINDS OF CONDENSERS AT MANUFACTURER'S PRICE.

PAUL'S RADIO ACCESSORIES

4425 DREXEL BLVD.
CHICAGO 15, ILL.

Invitation

TO WIDE-AWAKE
DISTRIBUTORS WITH A SENSE OF "KNOW-HOW"

A splendid and sure-fire opportunity, available by The AMER-CAN CORPORATION. Offer of a Franchise Distributorship in something new and offering great profit making possibilities with Coin-Operating Radios.

Write or wire
IN THE U. S. A.:

Amer-Can Industries, Inc.

Rm. 301—Dept. BB
608 S. Dearborn St. CHICAGO 5, ILL.
In Canada: E. C. WEAVER, Fergus, Ontario.

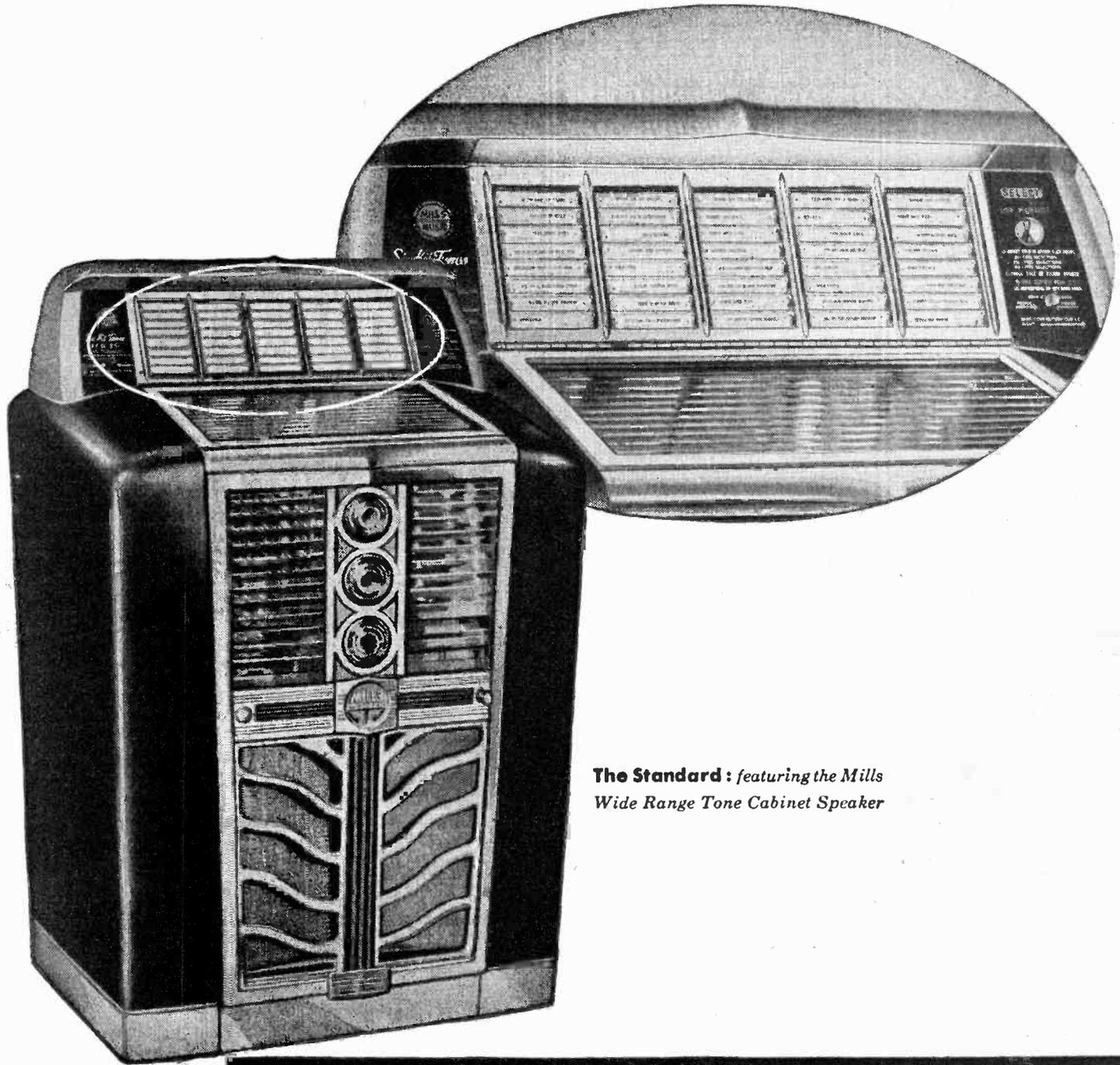
Child Delinquency Wiped Out by Juke Boxes, Pin Games

DARBY, Pa., April 5.—A juke box and two pinball games, added to a reconverted lodge-hall basement with soft lights and booths, soda fountain and modern kitchen to cook snacks, knocks that old devil juvenile delinquency right off its feet, according to Jack J. Da Lonzo, ex-G.I., who opened just such a teen-agers' night club here.

Police Chief Robert Thornton, one of the club's biggest boosters, agrees with Da Lonzo, saying there has not been a juvenile delinquency court case since the club opened last August.

Club was subject of a recent article in *The American Weekly*, which praised the accomplishments of the teen club.

Tip-touch program selector



The Standard : featuring the Mills Wide Range Tone Cabinet Speaker

Convenient, fast, efficient . . . that's the program selector board of the Constellation. No fumbling, no numbers to match to titles—simply *press the title itself!* That's all . . . that's fast . . . and it's practically at eye level.

Mills Industries, Incorporated, 4100 Fullerton Avenue, Chicago 39, Illinois

the **MILLS**
Constellation

AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

Ribbon Disks

Blue Ribbon Music Company, Staunton, Ill., has several numbers that are reportedly going well over the airwaves. These include one that has been recorded by Skeets Yaney and will be disked for another company by Marty Licklider, *Before You Break My Heart*. Song is being used by such artists as Big Slim, the Lone Cowboy; Hawkshaw Hawkins, Al Rogers, Skeets Yaney, Marty Licklider, Jim Boyd and others. The number, *Down in Nashville, Tenn.*, sung on the *Grand Ole Opry* by Cowboy Copas and aired by several other leading artists will also be waxed soon. Other songs published by Blue Ribbon and getting airings over different stations include *The Little White Church*, *My Yesterdays*, *You'll Be Sorry Some Sweet Day*, *Weary-Hearted Over You* and *Nothing More To Say*.

Recently the Down Homers, heard over the New England Regional Network, had as their guest Lee Thomas, well-known singer-composer who has written songs in collaboration with such well-known artists as Doye O'Dell, Jimmie Wakely, Guy Campbell, etc. Lee's numbers on the programs included Buddy Starcher's ever-popular *Rag Doll* and the song *Old Buckaroo*.

The Mayse Brothers, Budge and Fudge, who are now heard over Station WWVA, Wheeling, W. Va., and with Red Belcher's Kentucky Ridge Runners, recently did some waxing for the Dixie label. Mac and Bob and the Franklin Brothers recently recorded for the same label.

Shug Fisher is now working on his latest movie and soon will cut one of his own numbers, *It Wasn't Fair*.

WWVA's big Jamboree is now on tour each week and back at the station for the broadcast on Saturday nights. Show is packing them in according to reports. Entertainers on tour include Big Slim, the Lone Cowboy, singing and guitar; Hawkshaw Hawkins, singing and guitar; Budge and Fudge, the Mayse Brothers, singing, fiddle and guitar; the Davis Twins, singing, guitar and dancing; Curly Reynolds, singing and fiddle; Roy Parks, singing and guitar; Monty Blake, accordion; Marion Martin, blind accordionist; Smilie Sutter, singing and yodeling; Red Belcher, singing and banjo; Blaine Smith, singing and guitar; the Newcomer Twins, singing and guitar; Hallie Miller, singing and comedy; Sunflower Williams, singing, guitar and comedy. Curly Miller is emcee on this tour as well as on the Jamboree. The Jamboree is one of the largest folk artist shows ever to tour the States in which it will appear.

Eddie McMullen is now playing at the Village Barn, New York. He has a seven-piece cowboy band, using special arrangements of Western music. Band is on the Mutual network twice weekly.

Bennet Sings

Richard Dyer-Bennet, one of the world's foremost folk singers, gave a concert in Chicago at the Harris Theater on March 30, which was well received by an enthusiastic audience.

Bennet leans to old English, Scotch and Irish songs instead of the American folk songs of today, but it is beneficial for folk music in general that such a competent singer has chosen to perpetuate the music of our ancestors—otherwise they would be lost.

Bennet makes use of his rich tenor in a style reminiscent of the wandering minstrels of a by-gone era. Both by voice and gesture, he takes full advantage of the dramatic action which is latent in many of those old songs. Such songs as the *Quaker Lover*, *Lord Rendal*, *Two Maids*

Went Milking received a hearty reaction from the audience.

Bill Nettle's recording of *Too Many Blues* and *High Falootin' Mama* for the Bullet label were released this week.

Sweet Helen Lou, penned by Bob Smith, the Blue Ridge Troubadour, is fast becoming a favorite ballad among radio artists and fans, according to reports. Other songs by Smith are *I'll Always Love You*, *You're Just One Tear Too Late* and *Could I Find Another?*

Max Raney is opening his Bar-M Ranch at East Bloomfield, N. Y. The Bar-M has signed the following folk artists: Lulu Belle and Scotty, June 8; WWVA Jamboree, June 22; the Duke of Paducah, July 13, and Smiley Burnette, August 10.

National Sales and Supply Co. New Coin Radio Distrib

KANSAS CITY, Mo., April 5.—A new distributing company, National Sales & Supply Company, has opened offices and showrooms at 25th and Troost Avenue, to handle coin-operated radios. Firm has received distributorship appointments from Karola Company, of St. Paul, and the Consolette Company, of Los Angeles.

Associated in the new company are Michael Licausi, president; Samuel A. Rice, vice-president, and Edward Thompson, secretary-treasurer.

This is the first venture into the coin machine business for us, Rice said, but we feel it is a growing business. Too, there are very few coin-operated radios on location in this territory.

Prior to the formation of the company, Licausi was in the restaurant business, Rice operated a furniture store, and Thompson was a salesman.

Last of Wurlitzer Point-Sale Meets In Chi April 11

(Continued from page 108)

tory of the firm's advertising campaigns. He referred to the dime-quarter plan and asked individual operators to give it a fair test for at least 60 days, first assuring the co-operation of location owners. He said that the success of the plan depended upon its presentation.

Summing up the purpose of the meeting, Porter said: "We can no longer do business as usual. We're going to show you a number of ways to increase your revenue by smart merchandising. Altho these ideas may be new to you, they have been proven many times by other businesses. The Wurlitzer Company is carrying on an advertising campaign that reaches thousands of people in your community. It has made you part of the only sound merchandising program this industry has ever known."

Cy Peck, of the Wurlitzer advertising department, explained the company's four-point selling program. (1) Increased outdoor and magazine advertising; (2) permanent wall frames for every location with an attractive series of changeable cards; (3) complete sales kits to secure and retain locations; (4) complete and diversified point of sale advertising campaign. Peck pointed up his talk with the firm's color movie showing details and actual application of the selling campaign.

Also on the speakers' stand at Detroit, and introduced, were Ed Wurgler, Larry Cooper and Sam Tocco.

OPERATORS, ATTENTION!

TOP PRICES PAID FOR USED RECORDS

SELL TO Chicago's Largest Distributor of Used Records. WE PAY THE FREIGHT

WRITE, CALL OR SHIP TO

USED RECORD EXCHANGE

1736 N. Keeler CHICAGO 39, ILL. Telephone: CAPitol 7852 Will Pick Up Within 100 Mile Radius

WE BUY

USED RECORDS

WE PAY HIGHEST PRICE CASH FOR ANY QUANTITY

WE PAY FREIGHT

CALL, WRITE OR WIRE

SEYMOUR SCHWARTZ & CO.

2117 S. LaSalle St. Chicago, Illinois Phone: MONroe 3064

WANTED

Used Popular Records

Not over a year old. We'll buy any quantity. 9 cents freight prepaid. 8 cents we pay freight.

TELAUDIO CORP.

106 South Oxford Street Brooklyn, N. Y.



WE BUY USED PHONO RECORDS

MERVIS TRUCKING COMPANY
7026 LEXINGTON AVENUE
CLEVELAND 3, OHIO

RECORD TRAYS

For 61, 71 and all other Wurlitzer Counter Models, reconditioned. I will make your old trays the same dimensions as when new and guarantee them to give satisfaction. Price \$7.50 for set of 12, or \$6.00 a set in lots of 5.

HUGO JOERIS

3208 Jackson St., Amarillo, Texas

MAKE US AN OFFER

First reasonable offer takes these Music Machines and Boxes:
30 1940 SEEBURG 5c 3-WIRE
ONE SEEBURG 9800—REMOTE CONTROL
ONE SEEBURG 8800—REMOTE CONTROL
ONE SEEBURG 8200—MECHANICAL
ONE WURLITZER 600—ROTARY
ONE WURLITZER 600—KEYBOARD
ONE 750 F-3 PLAYMORE BOXES
ONE SEEBURG GEM—IN NEW CABINET
These Machines Rebuilt, Clean, Ready for Location.

MUSIC MACHINE CO.
630 BROAD ST. AUGUSTA, GA.



SYLVANIA ELECTRIC

ALL SIZES *but* ONLY THE BEST QUALITY RADIO TUBES *and* PANEL LAMPS *for* REPLACEMENT IN JUKE-BOXES AND PIN-BALL MACHINES



SYLVANIA ELECTRIC

EMPORIUM, PA.

MAKERS OF RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES; FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; ELECTRIC LIGHT BULBS

**YOU GET NEW STEP-AHEAD STYLING!
BEAUTIFUL TONE!...AND SENSATIONAL
PERFORMANCE IN PACKARD'S...**

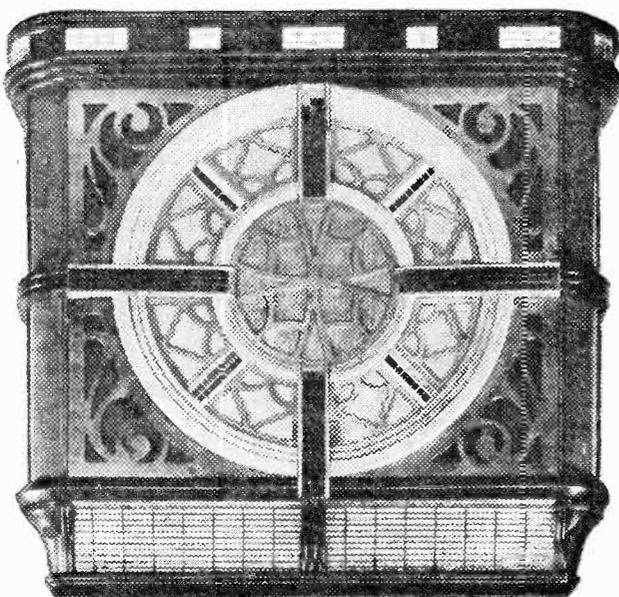
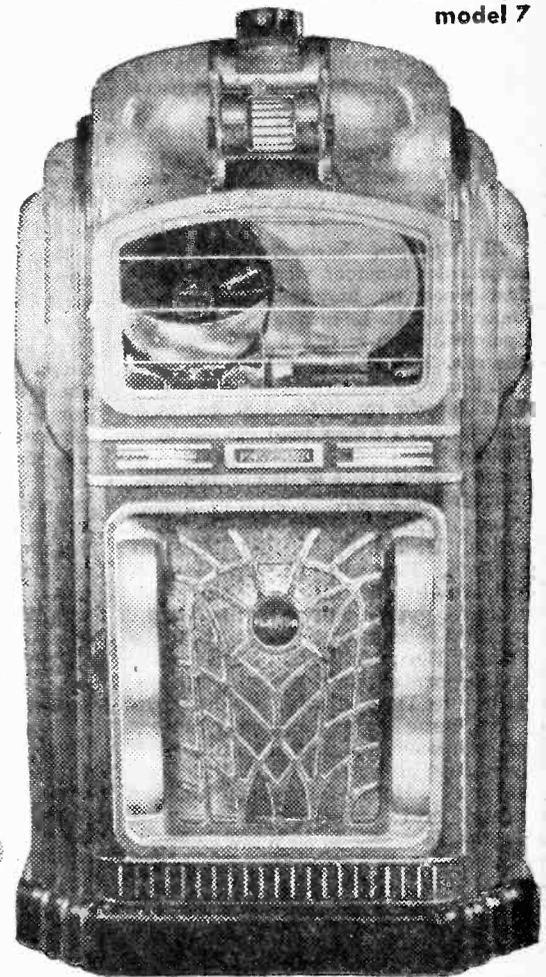
Pace Setters!

PACKARD moves ahead—in appearance, in tone quality . . . and in performance! Setting the pace are these two leaders, Packard's Phonograph model 7, and the illuminated wall speaker, the "Orchid."

You'll approve PACKARD'S style! Speakers provide a matchless pattern of polished woods artfully decorated. A shining walnut finish cabinet that's tastefully designed, with distinctive metal front and crown of glowing red plexi-glass, makes the Model 7 attractive in any location.

You'll like PACKARD'S rich, resonant tone! In speakers it's made possible by a dominant use of wood. And in the phonograph, Packard's new acoustical chamber brings your patrons new listening enjoyment—music in all its glorious, natural tonal color!

Floor Phonograph model 7



Speaker "Orchid" model 1200

PACKARD'S outstanding performance points up their leadership in mechanical design. Packard's simple, faultless mechanisms are the result of years of experience in engineering phonographs and music equipment. See your Packard distributor . . . have him demonstrate the new **PACKARD** music system.

PACKARD
(PLA-MOR)

PIONEER OF THE INSTRUMENTS

POLICY-MAKERS OF THE INDUSTRY

SELECTIVE REMOTE CONTROL WALL BOXES
• ADAPTERS • BAR BRACKETS •

AUTOMATIC PHONOGRAPHS

CEILING AND WALL AUXILIARY SPEAKERS
• ACCESSORIES • 30-WIRE CABLE •

New York:

H. F. Dennison, recently resigned president of Personal Music Corporation, has obtained 10th Avenue show-room space for his new distributing business. He reportedly has national distribution for several well-known lines. . . . Leo Knebel, former manager of the Manhattan Phonograph Company, has resigned to devote full time to his duties as vice-president and treasurer of Musical Minutes, Inc. . . . Al Pasternack, coin machine man, is the new head of Manhattan, Aireon distributors. William Larsen, who previously operated his own repair business on coin row, has been named service manager.

Genial Frank Rooney, BAC Corporation, a frequent visitor on the Avenue. . . . Active Amusements' Joe Ash, Philadelphia, off to Chicago again last week. . . . Steve Quinn, assistant sales manager of Square Amusement Company, is dividing his time between the Poughkeepsie plant and the New York office of the firm. Jack Fitzgibbons, same company, reports heavy operator interest in their new roll-down, Sportsman Roll.

F. W. Wageman, pre-war operator of drink vending machine, is kept busy as assistant to President Basil A. Needham, at Thirst-Aid, Inc., 521 Fifth Avenue. The firm has exclusive national distribution rights to the new Bradley dispenser. . . . Art Seager, Asbury Park, N. J.; Frank Thompson, Corona, L. I., and Howard Felsing, Union City, N. J., were among operators spotted last week making the rounds of local distributors.

Al Blendow, International Muto-scope sales manager, went to Chicago last week on business. H. Bettl, Union City, N. J., arcade owner and operator, is on a trip to Venezuela. His son, Bert, is a New York visitor. . . . Cameo Vending's Ed Barnett and Fred Pergola report business on the upswing. . . . Wilbur (Bill) Bye, Embury Distributing Company, Philadelphia, made business trips to New York and Chicago last week.

George Hoblan, Kingston, Pa.; Lee Kardos, Peekskill, N. Y.; William Capehart, Raleigh, N. C.; Joseph Ratti, Newton, N. Y., and John Lowe, Syracuse, were among out-of-town operators who visited the new home of Harry Berger's Westside Distributing Corporation last week. . . . According to Dave Lowy, of the firm of the same name, export business has increased so rapidly in recent weeks that he must hire another secretary. . . . Henry Cooper, of Nassau County, and Earl Backe, National Novelty, Merrick, L. I., were a couple of the coinmen who visited the Lowy showrooms last week. . . . Jack Zac- (See NEW YORK on opp. page)

Detroit:

John P. Kelly, of the Batter-Up Company, is still suffering from leg injuries received in an accident. . . . Victor L. Kotwicki and Vincent P. Fisher have formed the Mutual Music Company, operating a route of music machines on the East Side.

L. James Dunne, former office manager of the Marquette Music Company, who was recently released from the army, has established his own music route, operating as the Dunne Music Company. . . . Michael Weinberger, of the S & W Coin Machine Exchange, returned to his desk last week after a three-week absence caused by a serious attack of pneumonia. Business was handled during his absence by his son and partner, Leo. . . . Idessa Malone, record distributor, left Tuesday (1) for a five-day business trip to New York.

Record department of the Radio Distributing Company has been moved to 1910 Alfred Street, about a mile from the former location on Selden Street. David Burke Jr., is manager of the department, which now handles MGM records.

COINMEN YOU KNOW

Kansas City:

Nathaniel Leverone, chairman of the board of Automatic Canteen Company, was down from Chicago last week to speak at the Advertising Sales Executive Club luncheon. The club has a number of vending operation executives among the membership. Francis H. Allen, president of Canteen, of Kansas City, is on a business trip thru the East, stopping off this week in Philadelphia. G. W. Francis, general manager, returned this week from a business trip to Springfield.

H. W. McEwen, vice-president of American Vending Corporation, is spending this week in Dallas conferring with the management of General Distributing Company, American Vending's outlet there. J. J. Grum, the firm's president, and his family have returned to Detroit until the housing shortage eases. Grum's three-month lease on the house here expired and he has been unable to find another vacancy.

Bill Shankman, salesman for Advance Music Company, back from a trip thru Kansas and Missouri, reports that business is good with the music and pin men and seems to be on the upgrade. Advance was robbed again last week, the second time in the past six months. This time the thieves pried open a rear window, found the safe keys in a desk drawer and departed with \$300.

Numerous Kansas and Missouri operators are again circulating thru the local coin machine show rooms after the slack caused by bad weather. Paul Mazeli, music operator of Frontenac, Kan., who operates under the name Pittsburg Tavern Supply Company, was in hunting parts for his machines. . . . William Turner and son, Charles, of the Turner Amusement Company, Topeka, Kan., were in on a business trip. . . . M. C. Mueller and Walt Baade, music men from Wichita, were calling on the trade together. . . . Harry Jones, of Universal Sales Company, St. Joseph, was in on a quick trip, as was R. C. Boles, of Springfield. . . . Pat Houston, (See KANSAS CITY on opp. page)

Buffalo:

Jame F. Niederpruem, salesman at the Redd Distributing Company, was married to Ilse Beyer at an informal ceremony at Park Lane Hotel here March 29. Vincent McCabe, head of Redd Distributing, was best man and Mrs. McCabe acted as matron of honor.

Another wedding among coin circles here the same week-end was that of Sanford Kulick, son of Ben Kulick, head of Mills Amusement Company and Fay-San Distributing Corporation, to Diana Ganson at Temple Beth El March 30. Young Kulick also is active in his father's business.

The mother of Mrs. James D. Blakeslee, wife of a local coinman, died recently. She was over 80 years old and died after a short illness. . . . Giff Jackson, of the radio trio, Three Treys, is now promotional consultant for Niagara Midland, Inc. This was the only record store in town for a week recently which had *Open the Door*, Richard in stock and it was the scene of great activity.

Joe Mollen was host to Walter Gross, musical director of Musicraft, when the latter performed with the Buffalo Philharmonic Orchestra a week or so ago. Bernie Simon, well-known in music and coin circles, entertained, as did Darwin Martin and Jack Grood, night club operators. . . . Mrs. Norma Perkins is a new office employee at Redd Distributing Company. . . . Jerry Kertman and Jack Ryan, of Kertman Sales, Inc., Rochester, were visitors here recently.

Milwaukee:

Harry Jacobs Sr. and Jr., of United Coin Machine Company, have returned from Chicago where they reported looking over new Filbens and Williams' Tornado game. Harry Sr. has been ill for the past week with the flu that has laid low so many of local coinmen. Richard Jacobs is well on the way to becoming a concert pianist. Though only 18, Dick has studied under many outstanding teachers and hopes to make a career of his music.

Betty Tracey, of the United office staff, has been ill with the flu also, so Pauline Skender has taken over Betty's duties during the emergency. Harry's brother, Donald Jacobs, is in the family's line of work, having a juke and game route of his own. Harold Stark has gone on the road for the firm and covers rural Wisconsin. Harry also reports that Casper Reda is back from a stay in California.

Recent Wisconsin visitors to the Jacobs office were Paul Mancheski, Stevens Point; Mr. and Mrs. Charles Franzke, East Troy; Roy Kramer, Elkhart Lake; Lou Albofonte, Kenosha; Jack Hardin, Lake Geneva, and Jacob Schaller and Anthony Hurt, Sheboygan.

Carl Happel is back at Badger Novelty after a siege of illness. Wednesday (2) was his wife's birthday and he had plans for a surprise gift and a large evening for Catherine. . . . At L & R Distributing, Chuck Story has been taking care of his ailing wife and daughter. . . . Les Reder also is ill.

Vic Manhardt Company, Inc., will move about May 1 from 547 W. 16th Street to 1705 Clybourne Avenue, which is just around the corner from their present location.

Mike Cudahy has gone to Florida for some sunshine. Before he left, he made a recording of his voice which answers the telephone and gives his present address. This clever gadget, turned out by Mike's own recording firm, has brought interested queries from many local business men who see other possibilities in this recorded novelty.

Frank Barca, of Advance Novelty, is always willing to try new fields. He is installing a roller bike race at his Roof Rink in Kenosha for the night of April 10. Four top-notch pros, as well as many outstanding amateurs, will race and several Milwaukee coin- (See MILWAUKEE on page 118)

Portland, Ore.:

J. E. Cusson, Portland manager for Jack R. Moore Company, has been installed as commander of a new Catholic war veterans' post, No. 1209, at St. Cecilia Parish. . . . Budge Wright, local manager for Western Distributors, is back from a week's visit in Seattle and Yakima, Wash. . . . Ernie Shoemaker has sold his music, pinball and arcade equipment route in Columbia River towns between here and Hood River to the Oregon Pla-Mor Amusement Company, which is under management of Bud Thompson.

Ernie McGee, Newport, Ore., was in Portland recently looking over new equipment. Other out-of-town visitors were Asa Goddard, Bend, and Vern Raw, Seaside. . . . Asa Arnsberg, after a winter in Palm Springs, was here recently to handle a few details of his partnership in Northwest Amusement Company, then returned to the resort. He says he will be back again later in the spring. His brother, Harry, is operating the partnership as a solo in the meantime. Bill Goble, operator, is giving more time to his rose garden, but is definitely not neglecting his route. . . . Bob Emphke is now manager of the Clark Distributing Company, Seattle.

Chicago:

Atlas Novelty Company thru Harold Schwartz reports that recent Atlas Seeburg service school for operators and servicemen at the firm's Des Moines office drew 170 students. Refreshments and food were a part of the one-day event and the general opinion of all attending was that the schools are really valuable. Joe Kline, Atlas' road man, is going to extend his trip because he claims business is really picking up. Firm visitors during the week included Mel Burt, Coal City, Ill.; George Alberts, Cedar Rapids, Ia.; William Morris, Rockford, Ill.; William Goussett, Kankakee, Ill.; Gus Ondrus and Emil Churan, Union Pier, Mich.; A. R. McDonald, Ottawa, Ill.; Harold Brown, Mattoon, Ill.

Over at the D. Gottlieb & Company offices the big news was that Dave's son, Alvin, was married to Evelyn Lieberman April 2 at the Blackstone Hotel. The newlyweds will honeymoon in South America, and with the very best wishes of the coin machine industry.

R. E. Smith, over at Buckley Manufacturing Company, says business is on the pick-up and new numbers are going to distributors this month. Visitors this week included Bill Cohen, Silent Sales Company, Minneapolis; Charles E. Rowlette, Baughn Amusement Company, Warsaw, Ind.; Morris Hankin, Atlanta, and Willie Blatz, who resides in Florida but came in with Hankin.

Marvel Manufacturing Company's Bill Perry says firm's new game is coming out April 23, which date is also son Arnold's birthday. Bill tells us Sally Gelfand, secretary, feels much better now that her mother, who had been hospitalized, is well again. Perry lists as visitors this week Norwood Veeth, St. Louis, and Bob Warner, Columbus, O.

Ben Coven, of Coven Distributing Company, is driving up to Milwaukee for the Wisconsin Phonograph Operators' Association meeting this week-end. Ben's wife, Tom Callahan (of Bally) and his wife and Art Cady, Coven salesman, are to be passengers. Visitors here this week included Harold Miller, McHenry, Ill., and Vaillen (See CHICAGO on page 119)

Los Angeles:

Bill Happel, of Badger Sales Company, in Las Vegas, Nev., on business. Joseph Duarte, export manager for Badger, is getting his files together, preparatory to the firm's campaign for increased foreign business. Rosita Miranda has been added to the export secretarial force. She is a native of Puerto Rico. . . . Bill Wolf, of M. S. Wolf Distributing Company, is in Chicago calling on the Windy City's coin row.

Music Operators' Association of Southern California is mailing out invitations to its open meeting on April 14 at 8 p.m. The session, according to Mollie G. Simon, business co-ordinator, will be held in the association's new office on West Pico. . . . Solotone has moved into new quarters at 2281 West Pico. . . . Bud Parr's Doberman Pinscher was killed by a hit-and-run driver. Bud had had her for nine years. The last batch of puppies were distributed among friends in the coin machine fraternity and all were named after wines. . . . Al Bettelman, of C. A. Robinson Company, is putting plenty of miles on his new car calling on operators along the Coast from Los Angeles to San Luis Obispo and inland Los Angeles to Fresno. He also called on operators in Nevada in the interest of the Jennings line.

Jack Gutshall, of Jack Gutshall Distributing Company, back in town following a trip to San Diego. . . . Fred Gaunt, of General Music, ducking out of the office Wednesday afternoon to take the twins, Richard and Frederick, to the Clyde Beatty Circus.

New Orleans:

Advent of summer temperatures seems to be attracting many coinmen from the North. . . . Bob Breither, chief engineer for Bally Manufacturing Company, was scheduled to arrive here this week to lecture and answer questions of operators and mechanics. . . . A. J. Gottlieb, who was married Tuesday (1) in Chicago, was expected to visit here with his new bride on his way to South America. A. J. is the son of Dave Gottlieb, of Dave Gottlieb & Company, Chicago manufacturer.

Dixie Coin Machine Company reports that interest in the export of coin machines is increasing. A Senor Martinez is now in New Orleans from Brazil looking over the American market and Dixie already has shipped one order for him. Dixie also has a repeat order on new and used pin games for Buenos Aires.

Dixie has inaugurated a new pinball service and repair department for Orleans Parish, adding a couple of new men to handle the work. Joe Valenti is in charge of the department and working under him are Rosario Pepitone, Adrian P. Martin, Numa Goutierrez and Anthony Virgillio. Dixie employees helped Marion J. Matranga celebrate his 38th birthday recently by giving him a party in a local night spot. "Papa" Pace has been ill with a cold. Operators visiting here recently included John J. Bertuci, Biloxi, Miss.; E. C. Gascon, Addis, La., and E. J. Thoman, Slidell, La.

Some distributors and jobbers here report machines seem to be getting short again, possibly due to a gauged production policy of some manufacturers. However, other distributors say they are getting new equipment in fairly good quantity. All of them are looking for an increase in play after Easter.

Great Southern Novelty & Music Company is looking for new ideas to stimulate play and has been using *The Billboard* for inspiration, according to M. Richardson, who works there for Buster Clesi. Richardson thinks more point-of-sale advertising of music boxes might help. For example, he said, a picture window on wallbox machines might attract attention and considerably more play. He suggests that the pictures be in color and illustrate one of the songs on the machine. Great Southern also is considering going into the pinball business along with jukes.

John Bosch, Avalon Amusement Company, expects an increase in play after Easter and has a good word to say for new equipment, both games and jukes, which he says he has been receiving in good quantity. He was especially pleased with Kenny's new free-play one-ball, Big Parlay, which he said has been successful in New Orleans locations. Bosch has been doing some fishing at North Shore and plans to fly to Grand Isle on the Gulf for an Easter reunion with his sons. The family has a plane and one of the sons flew active submarine patrol duty early in the war before joining the navy.

Steve Borrelli, at Dan Cohen's Crescent Cigarette Service, says a few machines have been received but that many more are needed. Cigarettes are now 24 cents a pack in machines here. . . . Regular meeting of the New Orleans Pinball Operators' Association was postponed until after Easter.

Kansas City:

Continued from opposite page)
of Cassco Amusement Company, Garden City; John Plumb, of Topeka Music Company; John Williams, of General Novelty Company, Chanute, and L. Frazier, of Abilene, were among the Kansans putting in an appearance.
National Sales & Supply Company is the name of the new distributing company here for coin-operated Karola and Consolette radios. Firm is located at 25th and Troost Avenue. Victor Roos, of Automatic Coin Machine Company, is back at his desk full time now after a severe bout with the flu. . . . Clarence Owens, service man for the firm, is out getting acquainted with operators in Kansas and Western Missouri.

J. Renz Edwards, of the Edwards Tobacco Company, has returned from Arizona where he sojourned for several weeks to regain his health, and feeling much better, will not take an active part in the business for several months. . . . R. I. McBee, manager of Cigarette Service, reports the recently lowered cut rate prices on cigarettes at the chain drugstores is hurting the vending business a little.

Tom Dunfee has joined with his brother, Bill, in the operation of Bill's radio outlet. Tom is setting up a music and pin route of his own. Bill, who has operated a music and pin route here for a number of years, is thinking very strongly of expanding his activities into the coin radio business as an operator. . . . In the recent fire at Rooney's Corral, night spot on Highway 71, Dunfee lost an Aireon juke, eight Packard wall boxes, a Keeney Air-Raider, two marble game tables, and the Solotone mechanism and five wall boxes which were installed on the second floor. There's a bright spot though—they were all covered by insurance.

E. H. Wakefield, Joplin, Mo., U-Select-It distributor, has also become the distributor for the machine at Springfield. . . . L. P. Donohue, of Confection Service Company, reports confection merchandise easier to get. Not always the wanted brand, he says, but it is all more plentiful. G. E. Talmadge and R. M. Hellestead, of Fairway Distributing Company, have not selected a new president, as yet, to replace Ben A. Butler, who recently resigned. . . . F. D. Wilson, president of Solotone Corporation, Los Angeles, was in for a conference at Fairway last week.

Irwin Newburg has bought out Bert Smith's Ace Music Company. Newburg is new to the music business. Smith is devoting all of his time to Modern Music, Inc., the new telephone music system. Bernard Bitterman, who has operated bulk peanut, ball gum, and Wrigley gum machines here for 12 years, says he still can't get enough gum, and that inflation has hit the peanut again.

Self Service Sales is the name of a new vending operation here. Jack Brot, former lieutenant in the army transportation corps, heads the firm. Company distributes the Asco peanut vander and operates a route of candy machines. Peerless Weighing and Vending Machine Corporation, of New York, has moved its offices from 4114 East 18th Street to 1405 Central. The move puts them into the downtown area and gives them larger quarters. Harper Button is their district representative here.

New York:

Continued from opposite page)
harias, Tri-State Vending Company, spent last week-end and the previous one in Atlantic City.

A. Harold Sallis is now selling for Scott-Crosse Company, Philadelphia, handling the Williams, Evans and Daval lines. He was formerly with Seacoast Distributors, working out of their Newark, N. J., office.

Look To The **GENERAL** *For* **LEADERSHIP**

IT'S HERE . . . IT'S TERRIFIC . . . IT'S
"MAISIE"
Gottlieb's New 5-Ball Sensation

Count on Gottlieb to make the game with proven features . . . and count on GENERAL to bring them to you.

NOW DELIVERING!
Gottlieb's
DAILY RACES

The pick of the One-Balls . . . features that promote profitable play and assure top earnings.



Gottlieb's Deluxe
GRIP SCALE

A consistent money-maker, this improved 3-way strength tester is No. 1 in popular appeal.

Exclusive Gottlieb Distributors
in Maryland, Virginia and D. C.

Established 1925  Growing Steadily Ever Since!

GENERAL *Vending Sales Corp.*
BIDDLE & HOWARD STS Phone: Vernon 4119 BALTIMORE 1, MD

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 . . . \$289.50
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 \$85.00

USED FIVE BALL FREE PLAY

<p>AIR CIRCUS \$ 75.00</p> <p>ARIZONA 105.00</p> <p>ARMY & NAVY (Knockout) 75.00</p> <p>BASEBALL (Seven Up) 45.00</p> <p>BELLE HOP 45.00</p> <p>BIG LEAGUE (Genco) 27.50</p> <p>BOLAWAY 65.00</p> <p>BOMBARDIER (Victory) 55.00</p> <p>BRAZIL 105.00</p> <p>BUBBLES 60.00</p> <p>CANTEEN (New Style) 135.00</p> <p>CATALINA 60.00</p> <p>DIXIE 37.50</p> <p>FIVE-TEN-TWENTY 75.00</p> <p>FOUR ACES 75.00</p> <p>G. I. JOE (Jungle) 55.00</p> <p>GLAMOUR GIRL (Sp. Parade) 37.50</p> <p>GRAND CANYON 105.00</p> <p>HOLLYWOOD 60.00</p> <p>HI HAT 50.00</p> <p>HOME RUN '42 50.00</p> <p>JEEP 60.00</p>	<p>KEEP 'EM FLYING \$ 75.00</p> <p>KNOCKOUT 75.00</p> <p>LAURA 85.00</p> <p>MARINES 50.00</p> <p>MIDGET RACER 165.00</p> <p>MIDWAY 65.00</p> <p>OKLAHOMA 105.00</p> <p>SEA HAWK 37.50</p> <p>SHANGRI LA (Gottlieb) 75.00</p> <p>SKY CHIEF 75.00</p> <p>SKY RAIDER (Big Parade) 75.00</p> <p>STEP UP 195.00</p> <p>STREAMLINER 105.00</p> <p>SUN VALLEY 75.00</p> <p>TAIL GUNNER (Ten Spot) 40.00</p> <p>TEN SPOT 40.00</p> <p>TOPIC 55.00</p> <p>VICTORY 65.00</p> <p>WILD FIRE 37.50</p> <p>YANKEE DOODLE 60.00</p>
---	--

WRITE FOR OUR COMPLETE PRICE LIST.

OLIVE NOVELTY CO.
2625 LUCAS AVE., ST. LOUIS 3, MO.
(Phone: Franklin 3620)

NOW DELIVERING
WILLIAMS "TORNADO"

"DOUBLE BARREL"	BALLY	"SPECIAL ENTRY"
"SPORTSMAN ROLL" (Roll Down Game)	ALSO	GENCO
		"ADVANCE ROLL"

DISTRIBUTORS FOR MICHIGAN

King Pin **EQUIPMENT COMPANY**
KALAMAZOO 21, MICH. Phone 2-0021
826 Mills Street
DISTRIBUTING COMPANY
DETROIT 1, MICH.
3004 Grand River Phone Temple 2-5788

FOR SALE
A.B.T. SHOOTING GALLERY, 4 Guns,
Counter, 15M Pellets, \$1150.00.
IDEAL NOVELTY CO.
2823 Locust ST. LOUIS, MO.
Phone: FR. 5544

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**

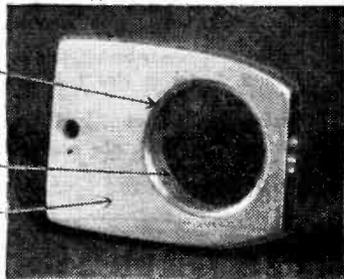
★ IMPROVED SLIDE ACTION



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
Seattle 99, Washington
EXCLUSIVE NATIONAL DISTRIBUTORS



COINMEN YOU KNOW

Milwaukee:

(Continued from page 116)

men plan to go to Kenosha for the event. Herb Geiger and 30 other tobacco vending men were planning a trip to Madison this week to put up a fight against the S-10 bill which is up for a hearing. Sponsored by State Senator Reuther, the bill would forbid the sale of cigarettes thru vending machines. . . . Geiger's firm is operating with a skeleton crew with these people on the sick list: Charlie Geiger, chief mechanic; Lorraine Irhke, secretary; Ed Bishop, route man, and Herb's wife, Sydella. Al Brusky, navy vet, has joined Herb's staff as stockroom clerk.

Louis and Andy Pesick are looking forward to going up to Krivitz, Wis., soon to fish for smelt. Kenneth Pesick, Louis's son, intends to be a mimic when he grows up. . . . Ed Brede, who handles the magazine the Wisconsin Phonograph Operators Association is sponsoring, has been on the move recently, taking care of business and his wife, Marie, who has been ill.

Jerome Jacomet, Red's Novelty Company, attends business school once a week to study public speaking. . . . Nick Novasic is mighty proud of his new neon sign, which bears the legend "West Allis Vendors" and which is visible for miles around. . . . Mrs. Charlie Opitz is about the only one up and around at Uptown Amusements, with Charlie ill with the flu and young Charles and Nancy suffering from a toothache and laryngitis, respectively.

Jack (Bud) Price is back at work at the Wisconsin Automatic Phonograph Company after a short illness and has taken over the reins while his dad, John M. Price, goes up to Kenosha to help with some engineering work on a new radio station there. Price plans to have an exhibit at the April 14 juke operator meeting at the Hotel Pfister. Adolph Linden, of the Linden Vinlyte Company, Seattle, will be their guest at the show. Frank Duryk has joined the Price staff as a routeman. Bud is sweating out delivery on two more new cars to complete their first fleet of five.

At the Ziegler Wired Music firm, Jack Ziegler and his two young sons, Kip and Ned, are in bed with the flu. Jack's case turned into pneumonia but his doctor says he should be up and around in less than a week. Two of the girls on Jack's staff have been absent because of illness. They are Kay Van Cleave and Jill Blaine, who act as telephone operators for the wired music.

Coinmen visiting the Gesserts recently at the Packard office included Ed Pankonen, Midwest Novelty; Otto Hadrian and Ed Tarman, and C. E. De Melle. De Melle and his wife, Blanche had a double celebration the other night: 23 years of married life and De Melle's 23d year in the coin machine business. Ed Gessert Jr. is on the ailing list at the Packard office but expects to be back on his feet soon.

Sam Hasting's secretary, Toni Molik, plays professionally on the clarinet, violin and sax. Richard Saulig, and air force vet, has been added to Sam's staff, working along with Paul Nadolny and Bob Harding. . . . Vivian Gardner, formerly on Morry Zenoff's arcade sales staff was married March 29 to Jack Duffy, an artist. Wedding was performed by Judge Floyd Gonyea, who previously worked with Viv on *The Milwaukee Sentinel*. . . . Ray Jordon is partner with Bob Roehl in new Universal Supply Company.

Allen Nilva, Paster Distributing Company executive, is looking forward to being an uncle to Sammy and Harriet Nilva's coming addition.

. . . Red Wiskerchen recently returned from a trip thru Cuba. . . . John M. Price, of Wisconsin Automatic Phonograph Company, is helping William Lippman with technical and practical engineering know-how on latter's new Kenosha station, WLIP.

At the April 2 Paster Distributing Company and Wurlitzer affair at Hotel Schroeder following prominent out-of-town coinmen appeared: Frank Davison, Peerless Novelty, Spooner, Wis.; Joe Blenker, Junction City; Burton Lyle, Shawano; Mel Irish, Central Music and Games; L. Powell, Powell's Music, Antigo; John Barros, Merrill; Frank Saeger, Ahmeek, Mich.; Al Radloff and Buck Pladger, Radloff Music, Madison; John Sachtgen and Art Gaukel, of Vet's Coin Machines, Madison; Bill Cleary, Sault Ste. Marie, Mich.; W. Sawyer, Lake Beulah; Herb Graunke and Peter Smythe, Pittsburgh, and Emil J. Pfister, Sheboygan. . . . Dinner and movies shown at the get-together were enjoyed by all.

Others present, connected with Wurlitzer, were: Paul and Louis Jacobs, Stevens Point; Joe De Modico, Madison; Irv Graunke, Watertown; Charles and Frieda Opitz; Carl Staska, Les Reder, Vince Waters, Doug Lovett, of Interstate Finance Corporation, Des Moines; Len G. and Donald Casper; Larry Cooper, manager for Wurlitzer; Casper Reda, Ed and Joe Beck, Alex Donar, Mitchell novelty firm; G. C. Gaedtker, South Milwaukee; Arnold Jost, Hilltop Coin Company; Jay Albrent, Russ Barker and Joe Bowsky, East Town Coin Company; Gordon Sutton, Chicago; Elliott Berkwit, Music Acceptance Corporation, Chicago, and Ted Groll.

Indianapolis:

Sam Weinberger, Southern Automatic Music Company, visited the Cincinnati branch Monday on business. . . . Geraldine Taylor, typist at Southern, visited her sister and family in Detroit over the week-end. . . . Henry Binnie, Ft. Wayne, Ind., has been appointed distributor for Packard phonos. He will organize his own company under name of Binco Music Company and is now looking for a suitable salesroom here.

Kile Herder, manager of Brandt Distributing Company, entertained local and State operators at a get-together meeting Monday night in the Hotel Antlers. Entertainment, refreshments and a luncheon were served. . . . John Thompson and Robert Lee have formed a new company here known as Melody Masters. They will operate juke locally. . . . Hal Carver, Anderson, Ind., operator was on coin row buying and looking over new equipment.

Peter Stone, Indiana Automatic Sales Company, visited operators in the Ft. Wayne district last week. . . . Roy Bane, Oxford Music Company, Oxford, Ind., was seen on coin row buying parts and new equipment. . . . Jim and Jack Miller have entered the operator field with a route in and about Columbus, Ind. . . . May Anna Banister, of Banister Distributing Company, is on the sick list.

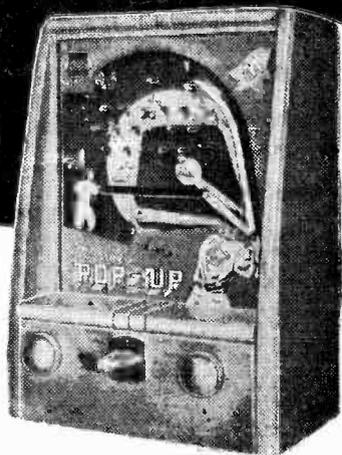
Marvels
POP-UP

THE COUNTER GAME THAT IS LEGAL EVERYWHERE!

POP-UP will 'score' every time in ANY location EVERYWHERE! POP-UP will out-earn any game of its kind.

ACCURATE, COMPETITIVE,
SKILL SCORING

POP-UP WILL TRIPLE YOUR PROFIT!
FULLY METERED—NO COIN COUNTING NECESSARY



PRICE
\$49.50

F. O. B. Factory

MARVEL
MANUFACTURING CO.
2847 FULLERTON AVE. EVERGLADE 0230 CHICAGO 47



ORDER FROM YOUR
NEAREST DISTRIBUTOR

**MOVING!
SALE!**

We've SLASHED our prices on ALL our COIN MACHINE PARTS shown in our LATEST price list to ease our moving burden on May 1st.

EVERYTHING REDUCED FOR QUICK CLEARANCE FOR A LIMITED TIME . . . AND BROTHER, WE MEAN EVERYTHING!

COIN MACHINE SERVICE CO.
PARTS FOR EVERY OPERATOR'S NEED
2307 N. WESTERN AVE. Phone HUMBoldt 3476 CHICAGO 47

**BUY YOUR
BUCKLEY DAILY DOUBLE
AND
PARLAY LONG SHOTS**

Consoles direct from us. We stock the complete Buckley line of parts, cabinets and machines. We rebuild your old model machines. We deliver and set the machines up on your locations. Factory prices maintained.

CONSOLE DISTRIBUTING CO., INC.
S. J. TRIDICO R. G. BUCKLEY
1006 Poydras Street—New Orleans, La.
Phone: RAYmond 3811

IMMEDIATE DELIVERY

Bally
VICTORY SPECIAL

With Chrome End Rail and Instant Action **\$349.50**

Bally
VICTORY DERBY

With Chrome End Rail **\$335**

1/3 Deposit With Order, Balance C. O. D. F. O. B. Baltimore.

CALVERT NOVELTY COMPANY
COIN OPERATED EQUIPMENT
708 N. Howard St. Baltimore 1, Md. Vernon 3034

Chicago:

(Continued from page 116)

Court, Racine, Wis. . . . Sally Goldstein, well-known Coven secretary with the effervescent phone voice, calmly admits she had a birthday April 4. We're sure the coin machine boys wish her the best.

Out at Empire Coin Machine Exchange visitors this past week included Ben Robinson, of Robinson Distributing, New Orleans. Empire's Paul Glaser reports Gill Kilt threw a big party at his home April 1, entertaining local coinmen and several well-known radio and show people, including Erwin Corey, Larry Storch and Dave Bacal. Howard Freer, it appears, is nursing a cold. First signs of spring, Empire folks say.

American Amusement Company, via Helene Sawyer, informs us that two new people have been added to the office staff recently; they are Ardine Vandendergh and Nick Stein. A visitor was welcomed from Los Angeles in the person of Bill Wolf, of the M. S. Wolf Distributing Company. Helene also says Harry Brown, who just returned from a business trip across the country, is back at home but intends going out again to cover California.

Harry Salat, Bell Products Company, reports as visitors Clarence Camp, Memphis, and Abe Stept, Johnstown, Pa. Marie Peterson, firm secretary, has been ill recently. Business is moving up, is Harry's good-to-hear comment. . . . Murray Rosenthal, of Coinex Corporation, reports a visitor A. F. Winters, boss of Gus Winters, Ltd.

Jimmy Martin, James H. Martin & Company, will fly to New York April 6 on a business trip and be back at the office Wednesday (9). Martin was appointed distributor for Pfanstiehl juke and home phono needles this week. . . . Clayton Nemeroff, of Monarch Coin Machine Company, is home with an unwelcome visitor—the flu. Ruth Slutsky, firm bookkeeper and secretary, says she hopes to be back at the office soon. . . . Amusematic Corporation's Ted Kruse is doing his own cooking these days as Mrs. Kruse is visiting her mother in South Dakota until latter part of this week.

Coin Amusement Games, thru Bernard Schultz, tells us that Morris and Cornelius Saltzberg, brothers operating the Playland Arcade, Waukeegan, Ill., were in and carried off some new Bag-a-Bunnys. . . . Other visitors along Chicago coin row this week included Joe Ash, Active Amusement Company, Philadelphia; Joe and Sam Weinberger, Southern Automatic Amusement Company; Ben Axelrod and Al Henaklou, Olive Novelty Company, St. Louis, and B. D. Lazar, B. D. Lazar Company, Pittsburgh.

Dave Lovitz, O. D. Jennings, tells us Bill Lipscomb, firm's sales manager for Eastern division, and his wife, celebrated their wedding anniversary March 31. Bill is now on a business trip to Texas. John Neise, sales manager for Western division, is a victim of the flu. Dave says Irv Blumenfeld, Baltimore, was a visitor last week-end.

Mid-State Company's Phil Rubey said that the firm was appointed distributor of F. H. Roelke Company's Score-a-Barrel, skee game, this week. Phil also says Marvel's Pop-Ups continue going strong. . . . Bob Gnarro, over at ABC Music Service Corporation, finds things pretty quiet these days.

AMI had a host of out-of-town well-known coinmen making business calls. Among them were Barney Sugarman, Runyon Sales, New York; Jack Lovelady and Willie Blatt, Supreme Distributors, Miami, and Morris Hankin, H & L Distributors, Atlanta.

Mac Churvis, whose Churvis Advertising Agency handles many coin machine accounts, and his wife will celebrate their 25th wedding anniversary April 9.

Eagle
REPLACEMENT PLASTICS

SOLID COLOR
TOUGH CONSTRUCTION
PERFECT FIT
TOP QUALITY
LOW COST

SHEET PLASTICS
20"x50" — Pliable — Per Sheet **\$12.50**
50 gauge, red, yellow, green or clear

PLASTIC WINDOWS
New, clear, transparent . . . for your model 850 program holder. **\$5.00**
Per Set

WURLITZER

800 Top Corners	Each \$16.50
800 Lower Sides	15.00
800 Middle Sides	3.00
800 Top Centers (Right or Left, Red)	9.50
800 Back Sides (Green)	9.50
800 Top Centers (Onyx)	5.50
600, 500 Top Corners	5.50
700 Top Corners	8.50
700 Lower Sides	9.50
700 Back Sides	8.50
750 Top Corners	9.75
750 Lower Sides	9.75
750 Top Center	5.50
750 Middle Sides	2.00
850 Top Corners	12.50
850 Lower Sides	8.75
850 Top Center	12.50
850 Peacock Glasses	4.75
950 Lower Sides	12.50
24 Top Corners	1.25
24 Lower Sides	5.50
41, 61, 71 Top Corners	5.60

ROCK-OLA

Each
Standard, Master, DeLuxe or Super:
Top Corners (Solid Red, Yellow or Green) **\$12.75**
Lower Sides (Red or Yellow) 12.75

SEEBURG

"Hi-Tone" Model 9800, 8800, 8200:
Lower Sides (Solid Red, Yellow or Green) **\$14.50**
"Hi-Tone" Grille Pillasters (Solid Red, Yellow, Green or Onyx) 2.25
"Classic"—"Colonel":
Top Corners (Solid Red, Yellow or Green) 6.00
Lower Sides 9.50

MONEY-BACK GUARANTEE

Eagle Coin Machine Co.
1514 NORTH FREMONT AVENUE • CHICAGO 22, ILLINOIS
PHONE MICHIGAN 1247

Still Producing
ROCK-A-BARREL
By far the best skill roll with revolving barrel and free ball return. Write for particulars.

Rebuilt Ten Strikes
All worn parts replaced, new pins and strings, and completely refinished to look like NEW—\$160.00.

PHONOGRAPHS

950 Wurlitzer (Refinished)	\$500.00
750E Wurlitzer	425.00
600 Wurlitzer K	285.00
500 Wurlitzer	285.00
71 Wur. Counter Model & Stand	150.00
24 Wurlitzer	189.50
Rock-Ola Master	285.00
Rock-Ola Spec. & Playmaster	225.00
Rock-Ola Standard	250.00
Singing Tower	185.00

USED ARCADE

Jennings Roll in the Barrel	\$149.50
Evans In the Barrel	139.50
Chicken Sam Converted to Target	89.50
9' Rock-o-Ball (Refinished)	150.00
12' Rock-o-Ball (Refinished)	175.00
14' Wurlitzer	185.00
10' Genco Bank Roll	150.00
Exhibit Baseball	89.50

Many more used Arcade Games—Write.

USED FIVE BALLS

Hollywood	\$ 75.00
Yankee Doodle	75.00
Keep 'Em Flying	89.50
Argentine	59.50
Hi Dive	59.50
Ten Spot	29.50

Many more used Five Ball Games in stock. Also all NEW Five Balls and Arcades—WRITE.

WISCONSIN NOVELTY CO. of Milwaukee
3734 N. Green Bay Ave. Milwaukee 6, Wis.

OPORTUNIDAD EN HISPANO AMERICA Y LAS INDIAS OCCIDENTALES BRITANICAS

El mas grande distribuidor y almacen de eptipos y maquinas funcionadas por monedas, especializandose en todo tipo y clase de fonografos nuevos y usados, maquinas vendedoras, y maquinas de musica o de diversiona solieita casas comerciales o individuos responsables que deseen encargarse de su venta en Centro y Sud America, y en las islas Indias Occidentales Britanicas. Nuestra reputacion es la mas alta, y tendremos mucho gusto en cambiar referencias bancarias y de integridad. Un representante autorizado de nuestra compania se entrevistara en cada ciudad con aquellos cuyas referencias sean satisfactorias. Si esta interesada dirijase a The Billboard, Box 824, 155 N. Clark St., Chicago 1, Illinois, U. S. A.

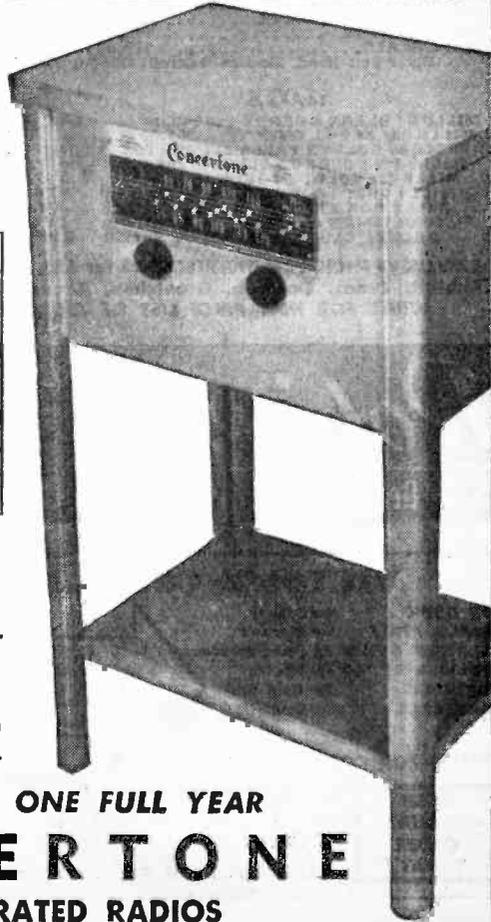
I Hereby Guarantee the following:

1. YOU CAN'T JAM SLOT WITH ANY COIN OR SLUG.
2. DELIVERY NOW ON ANY ORDER.
3. A BETTER DEAL. A LOWER PRICE.
4. GETS MORE STATIONS.
5. TONE IS MORE MELLOW.

than any other
COIN RADIO
in the field

signed:
GOTT RADIO MFG. CO.
6517 WEST BLVD., INGLEWOOD, CALIF.

GUARANTEED ONE FULL YEAR
CONCERTONE
COIN OPERATED RADIOS



BOUNCER! BOUNCER! BOUNCER!

The Catchiest 5-Ball
Counter Game in
Years

HEAVYWEIGHT PUNCH
IN LIGHTWEIGHT SIZE



Can't go
out of
order,
double
score balls,
5-color
playing
field,
penny or
nickel
chute.

ORDER
NOW
\$44.50

1/2 Dep.
Bal. C. O. D.

J. SCHOENBACH

EXCLUSIVE
NEW YORK STATE
DISTRIBUTOR

1647 Bedford Ave. Brooklyn 25, N. Y.

1947 DODGE 1 1/2 TON TRUCK

BRAND NEW

12 1/2' All Steel Panel Body

\$3550.00

PHONE BILL PERRY

EVERGLADE 0230
CHICAGO

FIRESTONE GAMES

Top-Flight Machines

FIRESTONE GAMES

Top Money Makers

FIRESTONE
ENTERPRISES, INC.

1604 Chestnut St.
Brooklyn 30, N. Y.
ESplanade 5-5700



FOR SALE

- 1 NEW RED BALL
- 1 GROETCHEN TYPER (Practically New)
- 1 SKY FIGHTER
- 1 BOWLING LEAGUE SKEE BALL GAME

All machines in excellent condition and guaranteed.

\$500.00 TAKES ALL.

ONE-THIRD DEPOSIT, BAL. C. O. D.

MERCURY MUSIC CO., INC.

Burke & James Sts. Mechanicville, N. Y.

New Mills, Jennings, Columbia Slots
Bally and Keeney Consoles
Pin Games—1 Ball and 5 Ball
Salesboards

FOR BETTER VALUES TRY
GENERAL COIN MACHINE CO.

227 N. 10th Street Philadelphia, Pa.
Phone: Wa 2-4378

Washington To Tax Payout On Gross Per Cent

OLYMPIA, Wash., April 5.—A bill has been passed by the State Legislature levying 20 and 40 per cent taxes on the respective gross incomes of payout amusement games and bells, regardless of the legality of such machines in the State.

Concerning the legality of operations, the bill states: "Nothing in this act shall be construed to legalize any activity now or hereafter declared to be in violation of the laws of this State or any subdivision thereof, but the illegality of any such activity shall not be a defense or bar to the collection of any tax imposed thereon by this act."

Bill provides for a tax of 20 per cent of the gross income on pinball games, iron claw machines, diggers or cranes or on any game wherein the element of skill is combined with the element of chance in determining payouts to the player.

Tax of 40 per cent of the gross income is placed on all machines in which only the element of chance determines payouts to the player.

Speed-Up Planned For Oregon Assn. Organizing Drive

PORTLAND, Ore., April 5.—Progress on the launching of a local coin machine association, for which initial plans were made at a dinner attended by 64 Oregon coinmen last month, is reported slow. But Harry Arnsberg, Premier Sales Company, who at the dinner was named temporary chairman of a committee to form the association, says the delay is temporary since his own business activities have slowed down the work of organization. Arnsberg says he will undertake a round-up of coinmen as soon as his business permits.

Nominated to serve with Arnsberg as committee members were Lou Dunis, W. O. Molone and Stan Terry, all of Portland; P. A. Crandall, Carlton, Ore., and Percy Hargood, Tillamook, Ore.

Carey Elected to National Ass'n of Public Relations

CHICAGO, April 5.—Robert P. Carey, of William R. Harshe Associates, Inc., has been elected a member of the National Association of Public Relations Counsel, Inc., it was announced last week.

He was formerly director of public relations department of Burton Browne Advertising and prior to that a Chicago newspaperman. Carey is also chairman of the advertising and publishers group in the current Red Cross drive.

Parking Meter Bill Up For Finals in Orlando

ORLANDO, Fla., April 5. — City Council here passed an ordinance on first reading calling for installation of parking meters in town's business section. Ordinance is scheduled for final adoption at council meeting this week.

Number of meters to be installed was not specified, but recent survey by city engineer's office for the city traffic committee estimated that about 500 parking meters would be required. Meters would be set for 12, 24, 36, 48 and 60-minute periods, each 12-minute period costing 1-cent.

MILLS NEW POST-WAR MACHINES

ORDER TODAY
IMMEDIATE
SHIPMENT



BLACK CHERRY BELL

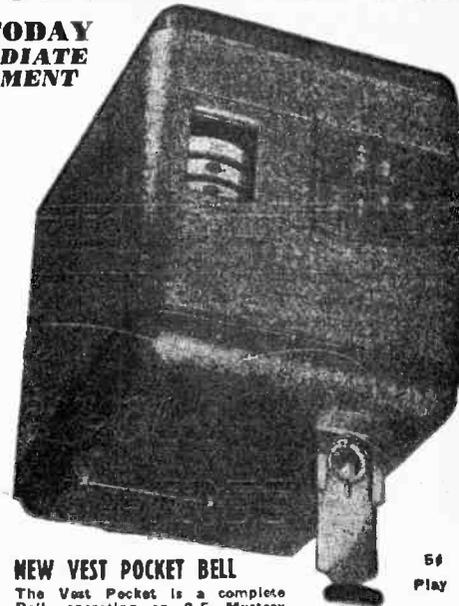
This wonderful new Bell is now ready for delivery in 54, 104, 254 and 504 Play. This machine actually glows and sparkles with brilliant dashes of Silver, Black, Red and Green.

Write For Prices

NEW SAFE STANDS \$27.50

Send 1/3 Deposit With Order.

SICKING, INC.



NEW VEST POCKET BELL

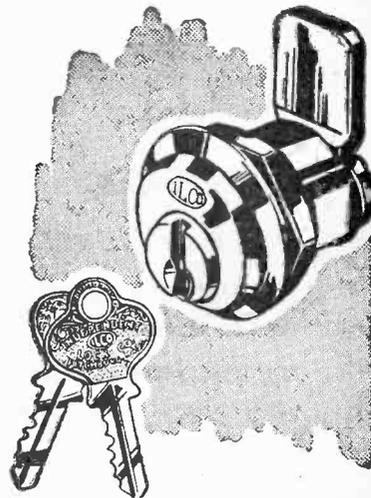
The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Rools can also be instantly covered, automatically removing the reward plate from sight. BLUE & SILVER or GOLD & SILVER.

54
Play

\$74.50

1401 CENTRAL PARKWAY, CINCINNATI 14, O.

What's Yours
stays
Yours



With dependable ILCO Coin Machine Locks on duty there's never a question about who'll bank the take from your vending machines. Carefully designed and engineered, pick-resisting, shock-resisting, ILCO locks offer plenty of trouble for the light finger boys —but no trouble for your collectors.

Installing ILCO Coin Machine Locks on all your equipment is the best kind of collection insurance you can have.

No. 4082S Coin Machine Lock, 5 Pin tumbler type. Solid Brass Cylinder. Cam movement 90 degrees. A high quality lock that insures safety and protection. An ILCO pick-resisting lock. Thousands of key changes.



INDEPENDENT LOCK COMPANY Fitchburg, Massachusetts

MONARCH . . Home of Worthwhile BUYS!

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 . . . 129.50	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

THESE ARCADE PIECES ARE REALLY IN BEAUTIFUL SHAPE!

(TAKE OUR WORD FOR IT!)

Drivemobile \$179.50	Williams Zingo \$139.50
Sky Fighter 169.50	Williams Periscope 99.50
Rapid Fire 119.50	Keeney Submarine 99.50
Chicago Coin Hockey 129.50	Batting Practice 99.50
Keeney Air Raider 119.50	Rock-Ola World Series 129.50
Exh. Card Vender & Stand 39.50	Seeburg Rifle Range 149.50

WRITE FOR OUR LIST AND PRICES

ON THOROUGHLY REBUILT FREE PLAY AND PAYOUT CONSOLES

FOREIGN TRADE: We are prepared to serve you now. Write in your own language for information. We make all coin chute adaptations; are experts in special packing and crating. Send for our illustrated catalog. CABLE: MOCOIN.

Terms: 1/3 Deposit, Balance C. O. D. or Sight Draft.

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE., (PHONE ARMITAGE 1434) CHICAGO 22, ILL.

TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—

PRICES SLASHED

ON
"TALKING GOLD"

NEW CUT-TO-ORDER SIZES NOW AVAILABLE

YOU SAVE TWO WAYS—by lower prices and by our new technique of making "Talking Gold" grille cloth tailor-cut to fit any make or model. Our increased production caused by the sensation-ally increasing popularity of "TALKING GOLD" PLASTIC GRILLE CLOTH has resulted in lower costs per unit. We pass this savings on to you plus the added savings of "Talking Gold" strips cut to the size of your particular machine. Lower price—no waste.

"TALKING GOLD" Grille Cloth Prices			
WURLITZER		SEEBURG	
616	\$2.40	Casino	\$3.30
24	1.20	Plaza	4.05
600	3.90	Gem	3.00
500	3.90	Regal	3.00
700	3.90	Crown	3.90
750	1.80	Cadet	3.00
800	3.90	Classic	3.00
950	2.25	Vogue	3.00
		Envoy	3.00
		8200	5.40
		8800	7.20
		9800	7.95
ROCK-OLA			
Standord	\$2.55		

If your model is not listed above, write for further information.

TALKING GOLD—TALKING GOLD—TALKING GOLD—

The quickest, most inexpensive way of transforming shabby juke boxes into attractive machines with appeal and new life!

SPEEDWAY PRODUCTS, INC.
502 W. 45th ST.
N. Y. 19, N. Y.

AL BLOOM
President

Tel. LOngacre 5-0371

Service Business Shows Feb. Slump

WASHINGTON, April 5.—U. S. Census Bureau has reported that 10 out of 11 service businesses showed a February slump. Bureau's survey covered 6,036 establishments scattered over the country.

Study revealed that February business dropped 8 to 12 per cent under January for such service establishments as barber and beauty shops, cleaning, pressing and dyeing businesses, laundry and linen supply services, shoe repair shops and automobile repair shops. Single service business reporting an increase was that of photographic studios.

Veeder-Root Votes To Increase Stock

HARTFORD, Conn., April 5.—Stockholders of Veeder-Root, Inc., makers of counting devices, have voted to increase authorized shares of stock from 400,000 to 500,000 and to split outstanding shares on a two-for-one basis.

Capitalization was continued at \$2,591,250, increasing the outstanding 207,300 shares of \$12.50 stated par value to 414,600 shares of \$6.25 stated par value. New stock will be issued to stockholders of record April 1.

John H. Chaplin, president; his associate officers and members of the board of directors were all re-elected and three promotions were made. Arthur E. Kallinich and David J. Post Jr. were elected vice-presidents and Andrew J. Rebmann was elected assistant treasurer.

SENSATIONAL VALUES! EVERY PIECE GUARANTEED!

- Laura \$ 74.50
- STAGEDOOR CANTEN 94.50
- BIG TOP 69.50
- EAGLE SQUADRON 35.00
- BOSCO 30.00
- HOME RUN, '42 30.00
- YANKEE DOODLE 49.50
- ZIG-ZAG 25.00
- GUN CLUB 25.00
- SKY RAY 25.00
- JUNGLE 25.00
- SPOT-A-CARD 250.00
- AMERICAN BEAUTIES 25.00
- GIRLS AHOY 25.00
- PLAY BALL 25.00
- MONICKER 25.00
- TOPIC 25.00
- MILLS PUNCHING BAG 65.00
- GOALEE 190.00
- BATTING PRACTICE 55.00
- SET OF 3 LOVE METERS 50.00
- 2 BALLY RAPID FIRES. Ea. 40.00

BEN RODINS MARLIN AMUSEMENT CORPORATION

412 Ninth St., N. W., Washington 4, D. C.
District 1625

NEW GAMES — WRITE NOW!!

CARNIVAL
KILROY - OPPORTUNITY
FRISCO - BIG HIT
SURF QUEENS

BELL MACHINES
Mills Brown Ham-merloid, 5-10-25g (Matched Set) . . \$550.00
Mills Chrome, 5c . . 175.00

CONSOLES
Keeney Super Bell, 5c Comb. . . . \$215.00
Keeney Super Bell, Twin 5c-5c, P.O. 275.00

ARCADE
Periscope \$134.50
Hellcats 89.50
Chicoin Hockey (2 Men) 139.50

SPECIALS FOR THIS WEEK
EACH—\$44.50—EACH
Thoroughly cleaned and reconditioned
Star Attraction, Ten Spot.

EACH—\$84.50—EACH
5-10-20 Marvel's Baseball, Torpedo Patrol.

EACH—\$99.50—EACH
Air Circus, Hollywood, Knockout, Yankee Doodle.

1/3 DEPOSIT WITH ORDER, F. O. B. CHICAGO

MARVELS 'POP-UP' . \$49.50

Score-a-Barrel, Brand New "Shorty," 7 Ft. . . \$369.50
10 Ft. 6 In. . . . 399.50

COUNTER GAMES PRACTICALLY NEW

Baby Puritan, F. R. \$17.50
1c Amer. Eagle, F. R. 19.50
5c Bally Reserve (Cig. Reel) . . . 10.50

Pitney-Bowes To Increase Common Shares by 50%

STAMFORD, Conn., April 5.—Walter H. Wheeler Jr., president of Pitney-Bowes, Inc., manufacturer of Mail-O-Mat machines and postage meters, announced this week that stockholders had authorized creation of 75,000 shares of cumulative preferred \$50 par stock and an increase in the authorized common from the present 1,000,000 shares to 1,500,000.

In explaining the action, Wheeler said that the move was necessary to permit the directors to issue approximately 46,000 shares of convertible preferred stock about the middle of April, market conditions being satisfactory.

In the same announcement, Wheeler revealed firm's net income for the 10-months period ended January 31 totaled \$732,501, or 80 cents a common share.

ECONOMY SUPPLY OFFERS SUPER VALUES

- ★ Wurlitzer 850s \$349.50
- ★ Wurlitzer 750E 349.50
- ★ Wurlitzer 750M 349.50
- ★ Wurlitzer 700 & 800 335.00
- ★ Wurlitzer 600R 165.00
- ★ Wurlitzer 600K 175.00
- ★ Rock-Ola Commandos 225.00
- ★ Standards 175.00
- ★ Seeburg 8200, R.C. . . . 225.00

All Machines in Good Condition
ECONOMY SUPPLY COMPANY
2015 Maryland Ave. Baltimore 13, Md.
Phone: Chesapeake 6612

SPECIALS BY STEWART

SLOTS

- 1 5c Watling Rolatop, '46 . . . \$155.00
- 1 10c Watling Rolatop, '46 . . . 171.00
- 2 5c Watling Rolatop 62.00
- 1 5c Watling Blue Seal 36.00
- 1 10c Watling Blue Seal 67.00
- 1 10c Watling Rolatop 68.00

STEWART NOVELTY CO.
1361 S. Main St., Salt Lake City, Utah

Mid State Co. 2369 MILWAUKEE AVE., CHICAGO 47, ILL.
Phone: Everglade 2545

COIN MACHINE ROUTE FOR SALE

30 units all on location and doing about \$900.00 per month. Consists of Juke Boxes, Total Rolls, Ray Guns and Pinballs. This route has been established for seven years in Chippewa and Eau Claire Counties in Central Wisconsin. Route located all within a radius of 12 miles. Should pay out in one year. Price, \$14,500.00 cash. Write

CARL B. ANDREJESKI, Chippewa Falls, Wis.

Fla. Town Ups Pinball Tax

SANFORD, Fla., April 5. — City commissioners here have adopted an ordinance increasing the license tax on all amusement games from the present \$10 to \$25 per quarter.

Wire Recording!

• COIN OPERATED • AUTOMATIC
PROVEN LOCATION TESTS

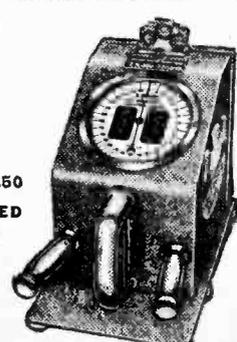
RECOGRAM RECORDERS CO.
11338 BURBANK BLVD. NORTH HOLLYWOOD, CALIF.

BRAND NEW ORIGINAL GOTTLIEB THREE-WAY GRIPPERS

Single . . . \$39.50

ORDERS FILLED Day received.

T. O. THOMAS CO.
1572 Jeff. Paducah, Ky.



The Famous, Patented Chicago "Ace" Lock

insures
"UTMOST Security!"

U. S. PAT. No. 2141 748

Only the Ace ROUND Key Opens it.

Note patented 7-pin Tumbler construction. Only the properly notched "Ace" ROUND Key will properly engage ALL 7 tumblers to open this "ACE" of all locks. Can be keyed alike. Remember—There's a Chicago Lock for Every Need—and ALL insure—"UTMOST Security." Write for catalog complete line.

CHICAGO LOCK CO.
2024 N. Racine Ave., Dept. 68, CHICAGO



RECORD REVIEWS

(Continued from page 29)

FIRST PIANO QUARTET (Victor 46-0005)
Polonaise Militaire—Parts I & II.

The ever-popular "Polonaise Militaire" written by Chopin for the piano, spins over both sides of a 12-incher. But instead of the single piano, the performance is by a chamber group of four pianos. While there is perfect balance in the blend of four Steinway squatters, the spinning is without the brilliance and tonal resonance that the Chopin composition calls for.

For chamber music enthusiasts.

AL GOODMAN (Victor 46-0008)
Undercurrent—FT.
Traumerei—FT.

Al Goodman, conducting a large orchestra rich in sweeping strings, gives a beautiful reading for both of these classical melodies that have been adapted for the screen. For the picture title music, *Undercurrent*, it's poignant mood music, weaving the basic themes from Brahms' Third Symphony, with Vladimir Sokoloff contributing beautiful piano interludes. Just as exquisite is Goodman's transcription, which spotlight's Oscar Shumsky's rich fiddle tone, for *Traumerei*, which will be featured in *Love Story*, movie based on the life of composer Robert Schumann. Disk is a 12-incher.

A dandy for the record library shelf at home.

LECUONA CUBAN BOYS (Majestic 1115)
Rumba-Bomba—FT; VC.
Maracas—FT; VC.

The Lecuona Cuban Boys, playing in the spirit of the Latin Americas, give a good account for both of these attractive rumba melodies. It's hip-swaying music at a lively clip for a riotous *Rumba-Bomba*, a Lecuona melody from the movie *Carnival in Costa Rica*, with Manyo Lopez giving a spirited reading of the Spanish lyrics. Backside, *Maracas*, also from the same screen score, is an attractive ballad lullaby to which the Cuban Boys apply the slow bolero rhythms, with Ernesto Ojea a sweet tenor singer for the lyrical refrain.

Movie association will highlight both sides where the rumba enthusiasts gather.

JOSIE CURBELO (Victor 26-9015)
Managua, Nicaragua—FT; VC.
The Breeze and I—FT.

The authentic and colorful rumba rhythms expounded by Jose Curbelo's band spin to best advantage for Ernesto Lecuona's *The Breeze and I* melody, playing it as a slow rumba and the waxing falling as easy on the ear as on the hoof. Not nearly as effective is the chop-chop cutting for *Managua, Nicaragua*, taken at a lively tempo. Moreover, the singing of Bobby Ramos, giving the lyric in Spanish and in English, falls flat on both counts.

For the rumba dancers, *The Breeze and I*.

LIBERTAD LAMARQUE (Victor 60-0853)
Maria—FT; V.
Adios! Pampa Mia!—FT; V.

The dramatic singing of Libertad Lamarque, gal displaying wide range in her lyrical pipes, makes it a pleasant plattering for both of these tango melodies. String orchestra, with push fiddling, conducted by Alfredo Mallerba, frames her expressive singing. Most effective for the more melodic *Adios! Pampa Mia*, for which the gal keeps a strict slow tempo. Waxing is an import from Argentine.

Spanish set will take these sides home.

CAROLINA PLAYBOYS (Sonora 7026)
Divorce Me C. O. D.—FT; V.
I Love You, Mary Lou—FT; V.

The trio harmonies of the Carolina Playboys, getting toe-tapping support from a small accompanying band, are easier to take for the familiar *Divorce* novelty ditty. But with much weaker song material as

in *Mary Lou*, their rustic harmonies grate the wax.

Divorce Me C. O. D. faces strong competition in coin circuits, with this entry a weakie.

THE BLUE SKY BOYS (Victor 20-2151)
I Love Her More, Now Mother's Old—FT; V.
Have You Seen My Daddy Here?—FT; V.

There's an authentic backwoods twang in the harmonies of Bill and

Eari Bolick, as the Blue Sky Boys, for both of these mountain ballads. Express tender sentiments in their singing with fiddle, mandolin and guitar keeping the tempo bright.

For the old folks at home.

ART LUND (MGM 10011)
Mam'selle—FT; V.
Sleepy Time Gal—FT; V.

Art Lund makes his first wax as a single, faring particularly well with the evergreen *Sleepy Time Gal*. Lund lends rhythmic appeal to the revived oldie's lyric, while arranger Johnny Thompson's ork spins out a neat, light medium jump background. Lund's warbling of the *Mam'selle* ballad, an excerpt from the *Razor's*

Edge flick score, is an only fair rendition of a pretty melody and plaintive lyric. With tune getting heavy pub plug, and Lund getting build-up as a single, side may go on strength of duo promotion and the lovelines of the song.

Sleepy Time should keep juke ops plenty awake, tho strength of *Mam'selle* tune makes it palatable box fare.

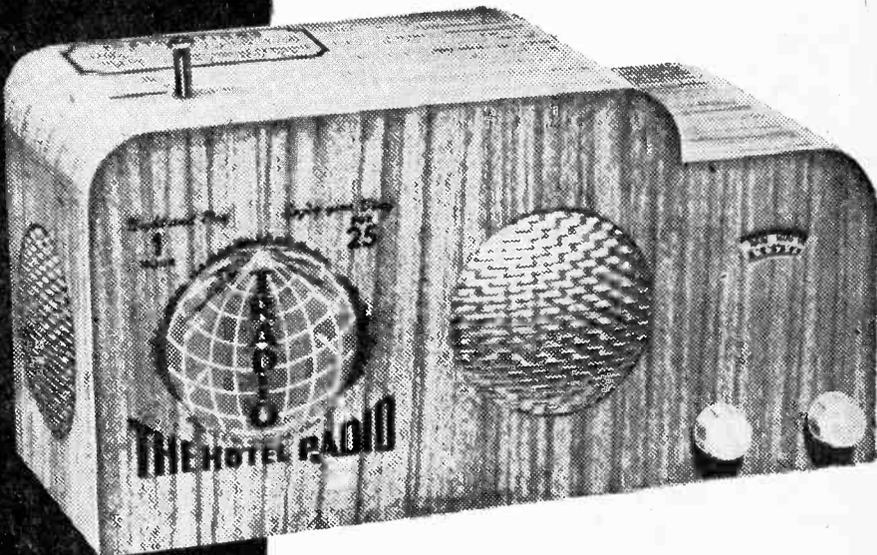
FLOYD TILLMAN (Columbia 37221)
Sign On the Dotted Line—FT; V.
Go Out and Find Somebody New—FT; V.

Floyd Tillman's heart-warming singing, with the accompanying string band providing a pert rhythm background, makes it a brighter spin- (See Record Reviews on page 124)

TRADIO PLAYS AND PAYS

TRADIO — TRIED, TESTED AND PROVEN THE BEST

Operators know that when they install Tradjo it plays and pays off because TRADIO is functionally designed as a coin operated radio. A TRADIO always plays when 25c is inserted. That's why there are more Tradios installed in hotels throughout the country than any other coin operated radio. TRADIO stands up. TRADIO makes money.



NOW DELIVERING DAILY IN QUANTITIES —TRADIO — THE PIONEER COIN OPERATED RADIO

Unconditionally guaranteed for one year — tubes guaranteed for 90 days. Approved by the National Board of Fire Underwriters!

Manufacturers of:

TRADIO-ETTE—

the first coin operated intimate music restaurant radio.

TRADIOVISION—

the first coin operated television set.



Tradjo, Inc. sells only to operators through qualified Tradjo distributors...never direct to locations. Only by protecting its own integrity can Tradjo protect you.

TRADIO, INC.

ASBURY PARK, N. J.

PHONE:

ASBURY PARK 2-7447-8-9

RECORD REVIEWS

(Continued from page 123)

ner for both of these cowboy chants. *Sign On the Dotted Line* refers to the getting of a divorce and being set free. Far better is the backside, Tillman singing it with deep sincerity. *Go Out and Find Somebody New*, an admonition to his gal if he fails to make her happy.

The singer's personal Western following will attract attention in phonos to both sides.

HENRI RENE (Victor 25-1077)
Siamese Patrol—FT.
Mamma—FT.

Pacing the band with his musette accordion squeezings, Henri Rene applies pert polka rhythms to both of these international melodies. Most effective is the tuneful *Mamma*, Italian folk melody. And it's spirited march music, which doesn't lend itself so well to the polka rhythms for Paul Linke's *Siamese Patrol*.

Music ops will make the most of *Mamma* at the nationality locations.

ILLINOIS JACQUET (Appolo 766)
Jumpin' at Apollo—FT.
Jacquet Bounce—FT.

Plenty of tenor sax meat in this spinning for the cats to lick their chops. Rounding up a jam-bent unit, Illinois Jacquet rides it high and low and dirty all the way for both his *Jumpin' at Apollo*, spinning at speed tempo, and for his *Jacquet Bounce* that jumps. The figured and unison riffing of the hot horns pierce the entire platter with the *Apollo* side sandwiching in a stanza of Trummy Young's trombone slides, as exciting as Jacquet's wild tenor sax improvings.

For the hot jazz cult.

JIMMY DORSEY (MGM 10010)
Quien Sabe? (Who Knows?)—FT; VC.
Time After Time—FT; VC.

Jimmy Dorsey's second MGM pairing turns out to be the new diskery's strongest entry thus far. Pairing a top tune from the *It Happened in Brooklyn* flick score, *Time After Time*, with the Latin-flavored *Quien Sabe?* ballad, this disk bids well to hype Dorsey's dwindling platter popularity. Bob Carroll and Dee Parker team up to lend vocal enchantment to *Quien Sabe?* in a slow rumba arrangement which spots a pretty flute-clary-alto intro. Carroll solos on *Time*, showing off his bary pipes to good advantage, with Dorsey's mellow sax phrasing lending some instrumental sparkle to the side.

Quien Sabe? should draw a solid juke reception.

DAVID ROSE (MGM 30007)
Misirlou—Rumba.
California Melodies—W.

Talented arranger-conductor David Rose unlooses a flock of lush fiddles on the haunting melody of Roubanis' *Misirlou* and comes up with a beautiful disk. Done at a rapid rumba tempo, Rose's simple, yet striking, arrangement gives full vent to all the eerie loveliness of the piece. Rose's own composition and air theme, *California Melodies*, makes for a highly listenable flip, with the strings scored beautifully at waltz tempo. Ork performance on both sides is superlative.

A must for home libraries, the *Misirlou* may draw some juke coin.

HELEN FORREST (MGM 10009)
Who Cares What People Say? FT; V.
The Egg and I—FT; V.

Helen Forrest debuts on MGM wax with a couple of movie tunes done in a pleasing manner. Chirp does some fetching vocalizing with the mediocre lyrics of the book-flick title tune, *The Egg and I*, but fails to inject the warmth that the beautiful *Nora Prentiss* song, *Who Cares What People Say?* requires to make it a

top-notch rendition. Musical backing by an unbilled studio ork is only adequate.

Both sides, with aid of movie promotions, should draw light flow of coin.

OKLAHOMA WRANGLERS (Sterling 203)
I'm Sorry If That's the Way You Feel—FT; VC.
Farther and Farther Apart—FT; VC.

Plenty of folk flavor in the music making of these Oklahoma Wranglers, combining fiddle, accordion, guitar, bass and piano. Boys beat out a peppery torch in Fred Rose's *Farther and Farther Apart*, with Guy Willis selling the song lyrically. Of lesser flavor, both the song and its selling, is the *I'm Sorry* torch on the backside.

Some coin attraction in *Farther and Farther Apart* if the song itself makes any stride.

BUSTER BENNETT (Columbia 37273)
Jersey Cow Bounce—FT.
Got Too Much Insurance—FT; VC.

The alto sax, trumpet and rhythm instruments pound out rugged music of the low-down variety, rich in backroom flavor, for a lively eight-beat blues that comes out as *Jersey Cow Bounce*. Maestro Bennett raises his voice for *Got Too Much Insurance*, shouting the slow race blues in earthy fashion that he's getting suspicious of his wife.

For the backrooms at the race spots.

BOSTON (POPS) ORCHESTRA
(Victor 11-9261)

Fatinitza Overture—Parts I & II

A perennial fave among the pop overtures, Arthur Fiedler, conducting the Boston Pops Symphony Orchestra, gives a sparkling performance for Von Suppe's gay and sprightly *Fatinitza Overture*, spinning over both sides of a 12-inch disk. Scoring is rich in musical humor and melody, including the familiar *Where*

For the home library.

MARIAN ANDERSON (Victor 10-1260)
Lullaby—FT; V.
Hear the Wind Whispering—FT; V.

From the recital repertoire, Marian Anderson spins two tender ballads, singing in a slow tempo and bringing a breath-taking lyrical charm to each as she chants it softly and expressively for both Cyril Scott's *Lullaby* and *Hear the Wind Whispering*. Franz Rupp at the piano provides the concert accompaniment. Disk is a 10-incher.

For the home library.

FRED WARING—"SONGS OF DEVOTION"
(Decca 489)

The eight hymns offered here by the Fred Waring Glee Club, accompanied by the orchestra, were included in a similar set of 10 devotional selections packaged not so long ago by the label. To this set is added a "Vol. 1," indicating that more repressings in package form are to come. With Jane Wilson, Gordon Goodman, Gordon Berger and Walter Scheff the solo voices, the glee club gives a rich vocal color to the Waring interpretation of *Ave Maria*, *Now the Day Is Over*; *Holy, Holy, Holy*; *This Is My Father's World*, *Nobody Knows the Trouble I've Seen*, *Sometimes I Feel Like a Motherless Child* and a spirited *Onward, Christian Soldier* and *Battle Hymn of the Republic*. Cover design is the same as in the original set, a title page with photo of the maestro. A descriptive booklet accompanies.

THE PIED PIPERS OF HAMELIN—GENE KELLY (Columbia MJ-34)

The famous tale of how Hamelin town rid itself of its plague of rats (See Record Reviews on page 128)

Slots, One Balls and Consoles RECONDITIONED

Chrome Club Columbia	\$ 85.00
Mills Vest Pocket Bells	40.00
Pace All-Star Comet, 5c	65.00
Columbia, Red	50.00
5 and 25c Play Bally Twin	150.00

Bally Club Bell	\$125.00
Bally High Hand, F.P.	95.00
Jennings Good Luck, C.P.	75.00
Jennings Silver Moon, F.P.	65.00
Jennings Bobtail, F.P.	50.00
Paces Reels, Comb.	75.00
Keeney Single Super Bonus Bell	500.00
Keeney Triple Super Bonus Bell	1000.00
Jumbo Parade, C.P.	65.00

Victory Specials	\$350.00
Club Trophy	125.00
Fortune	85.00
Longacres	185.00

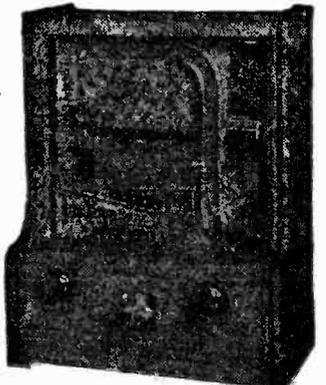
Wire 25% deposit, balance C. O. D.

Interstate Coin Machine Co., Inc.

314 Locust St. Springfield, Mass.
Phone 3-9088

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.

FOR SALE

A.B.T. Target Skill 1c or 5c play. Brand new, each \$65.00 or 5 for \$250.00.



Also have brand new Mills Black Cherry Bells, 5c, 10c, 25c & 50c play. Can ship same day order received.

A. L. KROPP

3106 8th St. Meridian, Miss.

IT'S OPEN HOUSE AT BRANSON APRIL 10-11-12

SEE THE NEW 1947 MODEL

JENNINGS MACHINES

- STANDARD CHIEF
- SUPER DELUXE CLUB CHIEF
- DELUXE CHALLENGER
- HALF DOLLAR STANDARD CHIEF
- ALSO PREVIEW OF SILVER EAGLE
- DOLLAR BELL — SUPER DELUXE CHALLENGER

If You Can't Be There Write for Particulars

H. M. BRANSON DISTRIBUTING CO.

514-16-18 SO. 2ND STREET LOUISVILLE 1, KY. PHONE: WABASH 1501

BOUNCER! BOUNCER!



The Tantalizing 5-Ball Counter Game

Terrific Penny or Nickel Harvester

SAMPLE \$44.50 See Your Nearest Distributor OR WRITE TO

OPERATED MACHINES 1143 DE KALE AVENUE, BROOKLYN 21, N. Y. GLENMORE 2-5450

Practically NEW

Keeney Super Bells—Bally Draw Bells
Jennings Challengers—Bally Victory Derbys—Mills and Jennings Slots
CALL OR WRITE FOR CLOSE-OUT PRICE!

5c Big Games P. O.
5c Jennings Silver Moons P. O.
Ref. LIKE NEW \$85.00
FIVE CENT, TEN CENT & QUARTER

Brown Fr., Blue Fr., Bonus Bells, Refinished, K.A., C.H., D.P., \$135.00
5c-10c-25c-50c Black Cherries and Golden Falls—

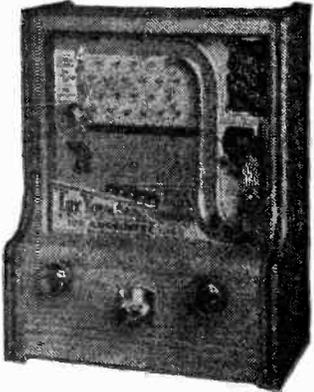
WRITE FOR SPECIAL PRICES!
TWIN PORTS SALES CO.
280 Lake Ave., So., Duluth, Minn.
2027 Washington Ave., So., Minneapolis, Minn.

WANTED MECHANIC

For Arcade. Must be experienced on all kinds of machines. Good salary to right party.
BOX D-474, The Billboard, Cincinnati 22, O.

KICKER and CATCHER

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 Anti-Slug Law Passed In Nebraska Helps Trade

LINCOLN, Neb., April 5.—A bill passed by the Nebraska Legislature March 15 prohibits the manufacture, sale, advertising for sale or possession of coin machine slugs, tokens, or counterfeit coins.

Act provides for a fine of not more than \$200 and imprisonment for not more than 60 days, or both, for persons convicted of operating any coin machine by means of slugs or false coins. Punishment for manufacture and sale of slugs is stiffer, providing fines of \$500 or six months imprisonment, or both.

Complete text of the bill follows:

For an act relating to crimes and punishments; to prohibit the use, or manufacture, sale, offering for sale, advertising for sale, distribution or possession of slugs, tokens, false or counterfeited coins for use, in lieu of lawful coin in parking meters, vending machines, coin-box telephone or other receptacle designed to receive or to be operated by lawful coin of the United States, except when used in the operation and equipment of electric street railways, urban motor bus companies, interurban bus companies, or motor transportation companies; to define prima facie evidence of violation; to provide penalties; and to repeal sections 86-332 and 86-333, revised Statutes of Nebraska, 1943.

Be it enacted by the people of the State of Nebraska.

Section 1. Whoever, by means of any token, slug, false or counterfeited coin, or by any other means, method, trick or device whatsoever not lawfully authorized by the owner, lessee, or licensee of any parking meter, vending machine, coin-box telephone or other receptacle designed to receive or be operated by lawful coin of the United States of America in furtherance of or connection with the sale, use or enjoyment of property or service, knowingly shall operate or cause to be operated, or shall attempt to operate or attempt to cause to be operated, any parking meter, vending machine, coin-box telephone or other receptacle designed to receive or be operated by lawful coin of the United States of America, or whoever shall take, obtain, accept or receive, from or by means of any such meter, machine, coin-box telephone or other receptacle, any article of value or service or the use or enjoyment of any telephone, telegraph or other facility or service, without depositing in, delivering to and payment into such meter, machine, coin-box telephone or receptacle the amount of lawful coin of the United States of America required therefor by the owner, lessee or licensee of such meter, machine, coin-box telephone or other receptacle, shall be fined in a sum not more than \$200, or imprisoned in the county jail not more than 60 days, or both.

Section 2. Whoever, with intent to cheat or defraud the owner, lessee, licensee or other person entitled to the contents of any parking meter, vending machine, coin-box telephone or other receptacle designed to receive or be operated by lawful coin of the United States of America in furtherance of or connection with the sale, use or enjoyment of property or service on the use or enjoyment of any telephone, telegraph or other facilities or service, or whoever, knowingly or having cause to believe that the same is intended for fraudulent or unlawful use on the part of the purchaser, donee or user thereof, shall sell, offer for sale, advertise for sale, possess or give away any token, slug, false or counterfeited coin or any device or substance, whatsoever which, when

placed, deposited or used in any such parking meter, vending machine, coin-box telephone, or other receptacle, will cause the same to operate or function, shall be fined in a sum not more than \$500, or imprisonment in the county jail not more than six months, or both.

Section 3. The sale, offer for sale, advertising for sale, possession or giving away of any token, slug, false or counterfeited coin or any device or substance whatsoever which, when placed, deposited or used in any parking meter, vending machine, coin-box telephone or other receptacle designed to receive or be operated by lawful coin of the United States of America, will cause the same to operate or function, shall be prima facie evidence, within the meaning of Section 2 of this act, of an intent to cheat or defraud or of knowing or having cause to believe that any such token, slug, false or counterfeited coin, device or substance whatsoever is intended for fraudulent or unlawful use.

Section 4. The manufacture, sale, offering for sale, advertising for sale or distribution, of a token, disk, blank, washer, check, slug, false coin or other device, whether solid or perforated, with knowledge or reason to believe that such token, disk, blank, washer, check, slug, false coin or other device may be used in substitution for any lawful coin of the United States of America in any parking meter, vending machine, service meter, coin-box telephone or other coin receptacle designed to receive or be operated by lawful coin of the United States of America in connection with the sale, use or enjoyment of property, privilege or service, is hereby prohibited.

Section 5. In the trial of a defendant for violation of the provisions of Section 4 of this act, knowledge or reason to believe, within the meaning of this section, shall be deemed to exist upon the presentation of proof that any city or county attorney, sheriff, deputy sheriff, mayor, chief of police, marshal or constable, or deputy of any such official, has given written notice to the defendant that tokens, disks, blanks, washers, checks, slugs, false coins or other devices, whether solid or perforated, of the kind manufactured, sold, offered for sale, advertised for sale or distributed by the defendant are being used in substitution for lawful coin of the United States of America in the operation of any such parking meter, vending machine, service meter, coin-box telephone, or coin receptacle; provided, that such notice shall have been given prior to the time of the manufacture, sale, offering for sale, advertising for sale or distribution of such tokens, disks, blanks washers, checks, slugs, false coins or other devices for which the defendant is being tried.

Section 6. Whoever violate section 4 of this act shall upon conviction, be fined in a sum not more than \$500, or imprisoned in the county jail not more than six months, or both.

Section 7. The provisions of this act shall in no manner limit or restrict the manufacture, sale, offering for sale, advertising for sale, or prohibit the possessing, distributing or giving away of tokens for use in operation of the facilities or equipment of any electric street railway, urban motor bus company, interurban motor bus company or motor transportation company operating in the State of Nebraska.

Section 8. That sections 86-332 and 86-333, revised Statutes of Nebraska, 1943, are repealed.

CLEAN SWEEP SALE!

Thoroughly Reconditioned—
Ready for Location

Texas Leaguer	\$ 29.50
Rocket Buster	49.50
Submarine	49.50
Tail Gunner	49.50
Air Raider	59.50
Tommy Gun	59.50
Love Teller	69.50
Chicago Coin Hockey ..	99.50
Liberator	99.50
Periscope	99.50
Ace Bomber	129.50
Sky Fighter	129.50
Drivemobile	139.50
Undersea Raider	169.50
Stewart-McGuire Coca-Cola Machine	195.00
Groetchen Typers	215.00

1/3 with order, balance C. O. D.

MAX GLASS
DISTRIBUTING COMPANY

914 DIVERSEY • CHICAGO 14, ILL.

CHALLENGER

1¢ Play

IMMEDIATE DELIVERY

1/2 Deposit With Order

5¢ Play

\$65.00 EACH

Write for quantity prices.

The VENDING MACHINE CO.
FAYETTEVILLE, NORTH CAROLINA
U. S. A.

ARCADE OUTFITTERS SINCE 1912

GET YOUR SHARE OF THE LARGE PROFITS FROM PENNY WEIGHING SCALES

NEW
ARIST-O-SCALE
\$115.00

We have the biggest assortment of new and factory reconditioned equipment that look and work like new. Send today for free complete list of machines, parts and supplies and start the season off right!

New or Rebuilt Amusement Machines—Any Make or Model—Munves Has Them All.



MIKEMUNVES
610-514 W. 34th St.
N.Y., 1, N.Y. (Bryant 9-6877)

Brand New, Post War

PACE DELUXE CHROME SLOTS

5c-10c-25c-50c-\$1

GET OUR PRICES!
Write Today!

IMMEDIATE DELIVERY

1/3 Dep. with order, Balance C. O. D.
F. O. B. Baltimore

CALVERT NOVELTY CO.

708 N. Howard St.
Baltimore 1, Md.
Vernon 3034

BLOCK SPECIALS!

SERVICE? ECONOMY? QUALITY?
ASK ANY OPERATOR!

2 WIRE RUBBER ZIP CORD—UNDERWRITERS APPROVED, 250 FT. Per Spool.

	Reg. Pc.	Special Pc.
Per Spool	\$ 5.65	\$ 4.75
8 Spools		4.38 Each
20 Spools		4.20 Each

28 VOLT BULBS FOR KEENEY EQUIPMENT

	Reg. Pc.	Special Pc.
Per 100	\$18.00	\$15.00
Lots 500		13.50 P. 100

MAPLE SKEE BALLS
Finest Quality—Highly Polished

	Reg. Pc.	Special Pc.
3 3/4" P. 100	\$50.00	\$45.00
2 3/4" P. 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.

Coin Laws Still Pending; Action in 16 Legislatures

(Continued from page 99)

quickly, since there is indication that adjournment of the Legislature will come April 9.

LOUISIANA—First special session of the Legislature adjourned March 29, after considering legislation appropriating funds for schools and old-age assistance.

Maine's Gaming Bill

MAINE—April 2 was the hearing date for House Bill 1590, which would license gaming devices in certain types of clubs at \$100 per machine, provided that the club produces evidence that it made charitable donations in an amount equal to two and one-half times the amount of license fees paid to the State assessor. Bill would also provide that municipal and county authorities may impose another license fee not to exceed \$50 for each machine. The same proposal would place a tax on soft drinks and on soft drink sirups. Sirups would be taxed at 76 cents per gallon, while bottled drinks would be taxed at 1 cent for each 5 cents or fraction thereof of the retail selling price. Measure also provides that stamps would be affixed to each bottle of soft drinks. Bottled drinks taxable are listed: soda water, ginger ale, Nu Grape, Coca-Cola, Lime-Cola, Pepsi-Cola, Budwine, beer, near beer, fruit juice, milk drinks when flavoring or sirup is added, and all other bottled drinks "commonly referred to as soft drinks."

MARYLAND—Regular session, convened January 1, adjourned April 1. Prior to adjournment, the Legislature passed several measures affecting coin-operated machines, including House Bill 548 (*The Billboard*, April 5). House Bill 389, placing a \$10 annual tax on juke boxes and \$1 tax on each individually coin-operated speaker—such as the low-level telephone systems—passed the House and then passed the Senate on third reading. House Bill 618, licensing free-play pin games in Alleghany County at \$30 annually, has passed in the Senate.

NEBRASKA—Bill 220, outlawing the use of slugs in coin machines and pay telephones, passed (*The Billboard*, April 5) and has been signed by the governor.

NEW HAMPSHIRE—Justices of the New Hampshire Supreme Court, petitioned to decide on the constitutionality of a tax on soft drinks (H. B. 80) have handed down a decision that soft drinks may be taxed in the same manner that tobacco is taxed.

N. C.'s Scale Bill Passed

NORTH CAROLINA—House Bill 198 has been approved. This measure provides that all scale mechanics must register with the State and be bonded for \$1,000, that a scale may not be removed from location without notification of the weights and measures commission, and that a secondhand scale cannot be put in use without having been first tested and approved.

OKLAHOMA—House Bill 165, proposing a tax of \$10 on juke boxes, has been substituted for a similar measure in the Senate and is awaiting action.

OREGON—New tax schedules for all types of coin machines are contained in House Bill 272 which passed the House and passed the Senate March 31. Schedule of privilege taxes is as follows: \$50 on each amusement game; \$10 on each coin-operated radio and juke box, plus \$1 for each individual coin slot used "to produce music from the same source"; \$1 tax on each amusement game operated for not more than a penny; \$10 on each amusement game which can be completely operated by

insertion of two pennies; \$25 tax on each target gun; \$25 on each skeeball or bowling-type machine. House Bill 505, outlining the uses for receipts from privilege taxes on coin machines, passed the House March 28 and was referred to the Senate. According to this measure, the State general fund would receive 60 per cent of the receipts, with 40 per cent being remitted to the county treasuries.

Pa. Has Juke, Pin Bill

PENNSYLVANIA—March 31 saw the introduction of House Bill 1131 which would impose an annual license fee of \$10 on each juke box, pinball game and individual bowling alley. Both the tobacco and soft drink tax measures have been passed by the House and are now being considered by the Senate Finance Committee.

SOUTH CAROLINA—House Bill 274, proposing a \$15 annual fee on music and games and \$10 on vendors (*The Billboard*, April 15), passed the House on its third reading and has been referred to the Senate Finance Committee.

TEXAS—The House has reported unfavorably on H. B. 211, proposal to place a fee of \$15 on each juke box and \$3.50 on each merchandise vending machine. House also reported unfavorably H.B. 381, another general bill to regulate the licensing and operation of all types of coin machines.

WISCONSIN—Senate Bill 328, which would forbid the sale or possession of gaming devices, has been reported favorably in the Senate.

10% Increase in Earnings Shown by American Chicle

CHICAGO, April 5.—American Chicle Company earnings for the first two months of 1947 were about 10 per cent above the same period in 1946, the firm's president, Thomas H. Blodgett, stated at the recent annual meeting of stockholders.

Blodgett said that altho present sales and production are running at a high rate, further expansion in both instances is expected this year. Such increases will depend on supplies of sugar and other essential ingredients, he added. But the supply picture is favorable, too, according to all reports, Blodgett said, and commented on the fact that the sugar allotment will be increased 25 per cent for the second quarter of this year and supplies of other basic ingredients are more than enough for production for one year.

Blodgett said company directors had considered a stock split, but as yet no action had been taken. Improved prospects for the future may result in their taking action along this line, he said.

Pitney-Bowes Planning New Stock Issue for Expansion

HARTFORD, Conn., April 5.—Pitney-Bowes, Inc., maker of postage meters and the coin-operated Mail-o-Mat, is seeking approval of its stockholders for a new stock issue to finance expansion plans.

Walter H. Wheeler Jr., in a letter to stockholders, said that expanding business of the company requires additional permanent capital. Proposal, on which vote will be taken at a special meeting March 31, calls for authorization of 75,000 shares of cumulative preferred stock at \$50 par and 500,000 shares of common stock in addition to the 1,000,000 shares now authorized.

HEY, FELLAS!
HERE'S
MAISIE!



**GOTTLIEB'S GREAT
NEW 5-BALL HIT!**
COME IN AND MEET
TANTALIZING, TERRIFIC
MAISIE NOW AT
H. Z. VENDING & SALES CO.
1205-07 Douglas St. Omaha 2, Neb.

ONCE UPON A TIME

There was a man with a half dozen grown-up sons, and these sons had separated from each other and each one worked alone. One day the old man called them all together and said, "Get together, my sons," but they couldn't see why they should. So he collected six sticks, tied them together and asked all his sons to break the sticks. They tried and they tried, but the bundle was too strong. Then he untied them, took each stick separately and easily broke them, one at a time.

In other words—JOIN NAAMO—It's Your Organization. Get in It!

Fill in and mail this application today

**NATIONAL ASSOCIATION
OF AMUSEMENT MACHINE OWNERS**
Department BB

National Headquarters
1400 Boardwalk, Atlantic City, N. J.
Application for Membership

....., 194

Trade Name

Address

City State

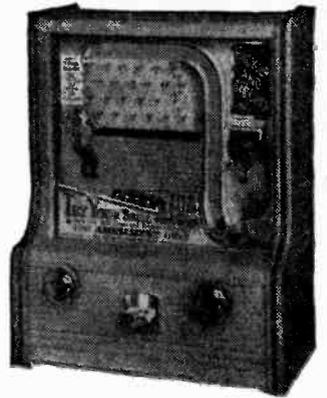
Arcade Operator of Amusement Machines
 Jobber Distributor Manufacturer
1947 dues (\$25.00) must accompany this application. Jobbers, distributors and manufacturers of amusement machines and allied interests are eligible as Associate Members.

DECAL TRANSFER NAMEPLATES

Inexpensive method of putting your firm name, service phone number and instructions plate on your machines. Colorful, easy-to-apply printed message of any design, which when transferred becomes a permanent part of any surface. Designed, manufactured to your specifications. Immediate delivery.

CLEVELAND DECALS, INC.
2516 CANAL RD. CLEVELAND 13, O.

KICKER and CATCHER



1¢ Play
\$49.50
100% Skill! Takes in more money per dollar invested than any Game made!
5¢ Play
Add \$3.75

TERMS: 1/3 Deposit, Balance C. O. D.

**SOUTHERN AUTOMATIC
MUSIC COMPANY**

634 S. Third St. Louisville 2, Ky.

30 WIRE CABLE

28 #22 Gauge
2 #16 Gauge
Color Coded
25¢
Per Foot

2 WIRE TWISTED #22
VINYLITE SPEAKER WIRE

\$3.95 Per Thousand Ft.
3000 Ft. Minimum
Terms: C. O. D.

**COLEMAN
CABLE & WIRE CORP.**
4515 W. Addison St. Chicago, Ill.

ACE FEATHER-LITE COIN COUNTER

\$139.50

Complete Carrying Case and Tubes

SEE IT NOW



At Your Distributor
ACE COIN COUNTING MACHINE CO.
3715 N. Southport CHICAGO

C-L-E-A-R-A-N-C-E

We're making room for new equipment, clearing out perfectly reconditioned

**WURLITZERS, SEEBURGS
ROCK-OLAS**

Ready for location. Make your best offer for makes and models you need! You can depend on Lion for Quality and Delivery!

Also available: All leading makes Pin Games, Consoles, Arcade Machines, Etc.

Exclusive Factory Distributor for **ROCK-OLA**. The Phonograph That Sells Music!



LION
DISTRIBUTING COMPANY
Phone Wabash 7689

726 So. Fourth St. Louisville 2, Ky.

Christian Buehler Opens Ad Campaign on Changers

CHICAGO, April 5.—Christian Buehler & Company, Chicago distributor for Vendo coin changers, has initiated a local advertising campaign stressing the customer and employee service rendered by the changers.

Grant Anderson, sales manager, said units will be leased out directly to location owners by Buehler and will also be leased to individual coinmen who in turn, wishing to provide their own established locations with such a service, will rent the changers to such spots. By way of explanation he said that in no case will the machines be sold to either locations or operators and pointed out that it is the national policy of Vendo to sell the equipment to their distributors only, who in turn retain ownership of the machines and rent or lease separate units in the manner described.

Same Retail Fees

Rental fees, amounting to a few cents a day, will be the same whether the changer is leased directly from Buehler or thru an operator. In the latter instance, Anderson said, the machine will not be used by the operator as a direct profit-making idea thru the rental fee, but will be installed by him as a good will gesture on his part toward location management and also to increase the use of vending or amusement machines he may have on the location. There will be no preference by Buehler in the matter of direct leasing of the units to locations or to operators, Anderson explained, but operators will be required to inform the distributor as to the location of each changer they place. This is neces-

sary, he said, because of the advertising which will appear on the face of each unit. "Obviously certain advertisements will not be in keeping with certain locations, so we must know where the machines are and if they are moved to new spots," Anderson stated.

Changers To Carry Ads

To date, no contracts have been signed with firms for the advertising space on the changer front. More locations must be obtained and additional study of the various problems involved must be considered before this is done, Anderson said. Operators will not control the advertising space on the changers, this being done by the distributing firm, which will make and hold contracts for such ads.

According to Anderson, Buehler will retain engineering firms to conduct surveys on time and motion saved in industrial locations where the changers are installed in the near future. Such surveys, he said, will show the value of the unit to both employer and employee as a service feature.

To date, Buehler has placed coin changers in several prominent Loop locations. First of these was Mandel Brothers department store, where

Frozen Food Men Cast Eye on Vender

(Continued from page 102) plained that the Auto Clerk could be used in the frozen-food department of a store or one in each department, thus making an entire coin-operated super market.

Price of Auto Clerk

Price of the Auto Clerk will be about the same as that of a good cash register, Budde declared. The A. B. T. booth was labeled the "trade exhibit that drew the most attention and comment at the exposition" by the FFI convention exhibit committee.

Thomas F. Brooks, vice-president of Remco Food Products, Inc., stated at the convention that his firm will have a coin-operated pre-cooked frozen-food vending machine on the market in about a year. Weber Show Case Company, Los Angeles., was revealed at the exposition as having a coin-operated frozen-food cabinet in the works.

Also on view at the Horticultural Hall was the Spir-o-Freez cabinet that vends a frozen-food package from a gravity fed chute at a 45 degree angle. This machine could easily be converted to coin operation, according to officials. Other exhibits included FriDinner, Hygrade Frozen Foods, Southland Frozen Foods; Pratt's Frozen Foods; Frost, Cooked Foods, Inc., and an exhibit by the Department of Interior on wild life frozen foods.

An estimated 40,000 persons visited the five-day gathering, according to George S. Wallace, FFI president.

Samuel Sandomirsky Dies in Vancouver

REGINA, Sask., April 5.—President of Regina Bottlers, Ltd., Samuel Sandomirsky, 64, died in Vancouver, B. C., March 22.

Sandomirsky established the Regina bottling firm in 1920 and was president until his death. He retired from active business in 1944 because of ill health and moved to Vancouver last September.

five changers were installed, Marshall Field & Company recently installed two units; Sears department store, Chicago Public Library, one; Chicago Theater, one; and Sentinel Radio Corporation, Evanston, Ill., two.

Anderson feels that industrial locations will be biggest potential users of coin changing units, with public spots such as phone booths and coin-operated equipment a close second.

Pioneer Distributing Co.
Chartered in N. Carolina
RALEIGH, N. C., April 5.—Pioneer Distributing Company, Inc., here, has been issued a charter by the Secretary of State. Firm generally deals in coin-operated machines of all kinds. Authorized capital stock, \$100,000; subscribed stock, \$300, by W. H. Richardson, O. L. Crabtree and Stanley H. Laird.

CLEAN UP SALE

ANABEL BROADCAST	\$29.50
FLEET	EA.
DUPLEX	or 4 for
SCHOOL DAYS	\$100.00
SKY RAY	
SPORT PARADE	
TWIN SIX	
UP & UP	
SCORE-A-LINE	
RED, WHITE & BLUE	METRO
MYSTIC	NEW CHAMP
ALERT	TEN SPOT
FOUR ROSES	MAJORS
FOX HUNT	ZIG ZAG
VICTORY	\$39.50 ea.
BOLAWAY	or
GUN CLUB	5 for \$150.00
MONICKER	TOPIC
FIVE-TEN-TWENTY	\$49.50 ea.
PIN UP GIRL	or
YANKS	5 for \$200.00
ARMY & NAVY	SKY CHIEF
(KNOCKOUT)	
MIDWAY	\$59.50 ea.
KEEP EM FLYING	or
LIBERTY	4 for \$200.00
YANKEE DOODLE	
ARIZONA	\$99.50 ea.
FLAT TOP	or
GRAND CANYON	5 for \$450.00
OKLAHOMA	SANTA FE
BRAZIL	\$119.50 ea.
IDAHO	or
TRADE WINDS	3 for \$300.00
BIG HIT	\$139.50 ea.
SUSPENSE	2 for \$250.00

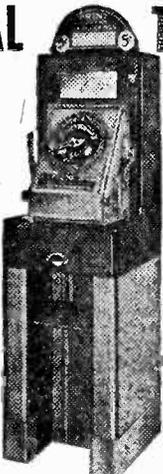
CONSOLES	
JUMBO PARADES, F.P. or P.O.	\$ 69.50
SILVER MOONS, F.P.	69.50
BOBTAILS, F.P.	69.50
BIG GAMES, F.P.	69.50
BIG TOP P.O.	69.50
PACE REELS, Comb.	99.50
PACE SARATOGAS, Comb.	99.50
WURLITZER P12	\$ 79.50
WURLITZER 412	99.50
WURLITZER 616A	119.50
WURLITZER 61 (stand)	99.50
WURLITZER 600	185.00
WURLITZER 850	350.00
ROCK-OLA DeLuxe	225.00
ROCK-OLA Master	225.00
ROCK-OLA Super	250.00
PACKARD PLA-MOR EQUIPMENT	
COUNTER MACHINES	
New	
DAVAL AMER. EAGLE	\$ 14.50
DAVAL "21"	9.50
KLIX	9.50
SMILEY	12.50
A.B.T. CHALLENGERS	52.50
BAT-A-BALL	WRITE
WHIRL-A-BALL	WRITE
ARCADE	
GOALEE (used 2 weeks)	\$275.00
TOKYO RAIDER (Drivemobile)	109.50
BALLY DEFENDER	99.50
EXHIBIT BICYCLE	39.50
KIRK ASTROSCOPE SCALE (5000 Tickets)	89.50
SLOTS	
100 NEW AND USED — ALL MAKES	\$35.00 UP
1/3 DEPOSIT	

OHIO SPECIALTY CO., INC.

539 S. 2ND

LOUISVILLE 2, KY.

STANDARD METAL TYPERS



NEW AND USED MACHINES

MACHINE PARTS AND SUPPLIES

EXPERT REPAIR SERVICE

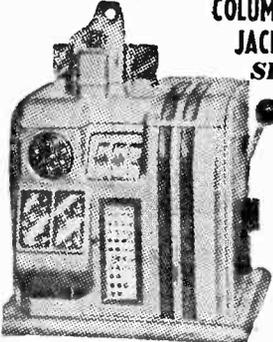
FINEST QUALITY METAL TYPER DISCS
Priced from **\$7.50** Per 1,000

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.

COLUMBIA DOUBLE JACKPOT BELL SPECIAL



\$85.00 Ea.

MEMBER
Factory re-conditioned like new.

Changeable right on location in a few moments' time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 18 3/4" high, 14 1/2" wide, 12" deep. 50 lbs. wt.

1/3 DEPOSIT—BALANCE C. O. D.—F. O. B. CHICAGO—Send for complete list of Coin Operated Equipment and Counter Games. Complete line of Salesboards and Tickets. We Repair Machines.

SPARKS Complete Automatic

Token payout machine. Cigarette reels. Same features as any high price slot machine. Spits tokens. Free play or Cig. token supplied. Factory re-conditioned like new! Specially priced at . . .

\$12.50 Each

MERCURY

Cig. slot reels. Can be used with free play tokens or cig. tokens. Supplied with tube of tokens. 1¢ or 5¢ play. Factory re-conditioned like new.

\$14.50 Each

Special: 5 for \$60.00

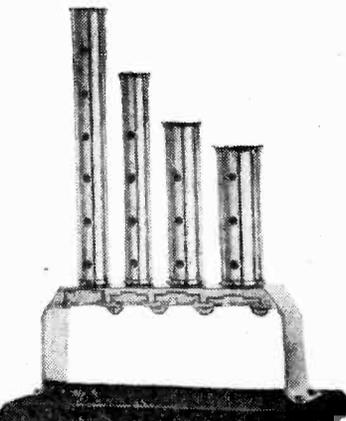



WRITE FOR FREE CATALOG!
WE BUY USED SLOTS AND COUNTER MACHINES—WRITE US!



Abco NOVELTY Co.

823 W. RANDOLPH ST. HAYMARKET 9076 CHICAGO 7, ILLINOIS



A Flick of the Finger Automatically Dispenses

- 5 NICKELS
- 4 QUARTERS
- 5 DIMES
- 2 HALVES

Tested and Proved for Split-Second Accuracy

Master Changer

Highly polished chrome finish—Solid die cast and precision machined coin slides—Fully balanced on weighted non-slip base.

\$27.50

Northwest Sales Co.

3144 ELLIOTT AVENUE **SEATTLE 1, WASHINGTON**

EXCLUSIVE DISTRIBUTORS FOR WISCONSIN & UPPER MICHIGAN

- PERSONAL MUSIC CORP.
MEASURED MUSIC
- DAVAL PRODUCTS CORP.
COUNTER GAMES
- H. C. EVANS & CO.
CONSOLE GAMES
- ELECTROMATON, INC.
ARCADE-TYPE GAMES

**UNITED
COIN
MACHINE
CO.**

- FILBEN '47
30-RECORD PHONOGRAPH
- UNITED MFG. CO.
PIN GAMES
- MARVEL MFG. CO.
COUNTER GAMES
- SQUARE AMUSEMENT CO.
ARCADE-TYPE GAMES



ELECTROMATON'S
ROL-A-SCORE
FAST 7-BALL GAME
UNITED HAS IT!

- Automatic Double Score.
- Custom-built of birch and maple wood.
- Richly ornamented with chrome. Attractive, strikingly modern.
- New parts and ideas . . . not a revamp.
- All parts easily accessible for swift cleaning or adjustment.
- 6 feet long, 6 feet high and 2 feet wide.

WRITE FOR COMPLETE LIST OF THOROUGHLY RECONDITIONED EQUIPMENT

Whatever your needs in phonos, games, bells, allied equipment or parts, United has it and is ready to serve you.

Wisconsin's Leading Distributors
UNITED COIN MACHINE COMPANY
6304 W. GREENFIELD SPRING 8446-8447 MILWAUKEE 14, WISC.

Record Reviews

(Continued from page 124)

is told in light-hearted and engaging story-telling fashion by movieland's Gene Kelly to add to the recorded lore for the moppet trade. To add to the story's realism, Kelly effects an effective "mouse voice," a vocal trick. And for added needling pleasure, Lehman Engel composed and conducts original music descriptive of Robert Browning's immortal poem. Story told on two 10-inch records, packaged in a soft-covered double jacket, richly illustrated by Jan Balet.

- THE HARMONICATS (Vitacoustic 1 & 2)
Peg o' My Heart—Instr.
- Fantasy Impromptu—Instr.
- Malaguena—Instr.
- Harmonica Boogie—Instr.

This newest Chi label (*The Billboard*, April 5), offers a brand of harmonica music that's already big thru the Windy City area. Harmonicats are a mouth-organ trio, who have been recorded with the echo chamber by sound engineer Bill Putnam. Echo effect gives their fine scorings a depth of richness, equal to that of a huge harmonica band. First pairing is extra glucosey, featuring besides the three harmonicas, Sid Fisher's amplified guitar, doing echo effects. Peg is done in very slow tempo, while the Chopin *Fantasy* is done in its naturally more spirited tempo, but with an ear always on the commercial. *Malaguena*, a tune being recorded quite widely, stands out among its rivals, for the ditty is especially suited to this harmonica treatment. Mating is in jump tempo and highlights some of the finest jazz mouth-organing ever during the last two choruses of the side.

Plenty of blue chips can be piled on these sides to hit the nation's fancy.

- FLOYD SMITH (Hy-Tone 29)
Floyd's Guitar Blues—Instr.
- I'm Weak For You—Blues; VC.

Ex-Andy Kirk git-star, Floyd Smith, fronts a five-piecer here, highlighting his own fine single string and chord amplified work. First side is a remake, only with a small combo, of his Decca sepia series hit. Side shows that Smith's long service stint didn't dull his technique and he offers some of the finest simulations of a doleful human voice on record. Reverse is a stereotype blues, that picks up plenty to commend it from the vigorous throating of Jo-Jo Adams. Adams is one of those firey vibrato singers of the Eddie Vinson school, who always wins race interest.

Race taprooms will want either side on their boxes.

FRANKIE LAINE (Mercury A-22)
Frankie Laine pipes six oldies in his sugariest and when necessary, most soulful style, for this latest Mercury book. Tune selection is well balanced and Frankie shows that he's capable of handling an old blues as well as a more modern standard. Tunes are *Wrap Your Troubles in Dreams*, *Sunny Side of the Street*, *Blue Turning Gray Over You*, *Can't Believe that You're in Love With Me*, *West End Blues* and *Black and Blue*. Accompaniment is apt, with Carl Fisher's Swingtet, a combo of Hollywood studio jazzmen, sitting in.

Telecoin Reports Profits
NEW YORK, April 5.—Telecoin Corporation, national distributor of coin-operated Bendix home laundries, this week reported a net profit of \$370,852 for the year ended November 30, 1946, against a 1945 net of \$41,690.

We are now delivering

- Williams Tornado
- Williams Show Girl
- Chi Coin Kilroy
- Bally Double Barrel
- Bally Entry
- Bally Comb. Draw Bell, 5-25c
- Bally Triple Bell
- United Rio
- Miss America
- Daily Races
- Exhibit Vanities
- Exhibit Mystery
- Mills Blk. Cherry, 5, 10, 25, 50c
- Mills Vest Pocket
- Mills Three Bells
- Keeney Bonus Bells
- New Slot Stands
- A.B.T. Challenger
- Gottlieb Deluxe Grip Scales
- Columbus Peanut Machines
- Daval's Products

Terms: 1/2 Certified Deposit, Bal. C.O.D.



Sterling
NOVELTY CO.
669-671 S. Broadway
LEXINGTON 20, KY.

NOTICE!

A
NEW DEPARTMENT
IN
The Billboard

DEVOTED EXCLUSIVELY TO

SALESBOARDS

- NEWS.
- FEATURES.
- ADVERTISING.

SEE PAGES 96-98
OF THIS ISSUE

FOR IMMEDIATE DELIVERY!

\$29.50 EACH CLOVER PAN AMERICAN	WILD FIRE SPEED DEMON	VELVET METRO
\$39.50 EACH A B C Bowler Argentine Band Wagon Bolaway Bombardier Bomb the Axis	Defense Dude Ranch Girls Ahoy Horoscopes Home Run '42 Miss America	Monicker Majors '41 Legionnaire On Dock Star Attraction
\$49.50 EACH BIG PARADE FIVE-TEN-TWENTY KNOCKOUT YANKS	LIKE NEW GENCO'S TOTAL ROLL \$279.50	

ALL ITEMS GUARANTEED

UNITED INDUSTRIES
525 PARKER ST. CHESTER • PENNA.

WATCH for our SPECIAL ANNOUNCEMENT
American Amusement Co.
4047 W. FULLERTON AVE., CHICAGO 39, ILL.
PHONES: BELMONT 0728-0729
"IF YOU MISS US — YOU MISS MAKING MONEY"

FOR SALE
MILLS VEST POCKET CHROME BELLS \$49.50 EACH
1/8 Deposit, Balance C. O. D.
WE BUY, SELL AND EXCHANGE
Phone: Jefferson 1644
3147 Locust St. St. Louis 3, Mo. **CALL NOVELTY CO.**

BOUNCER! BOUNCER!

The Tantalizing 5-Ball Counter Game
• Terrific Penny or Nickel Harvester
• **SAMPLE \$44.50**
See Your Nearest Distributor OR WRITE TO
KILL GAMES CO.
OPERATED MACHINES
1143 DE KALB AVENUE, BROOKLYN 21, N. Y. GLENMORE 2-5430

Thank You
Thank You
Thank You

FOR YOUR WONDERFUL RESPONSE TO BOMERANG

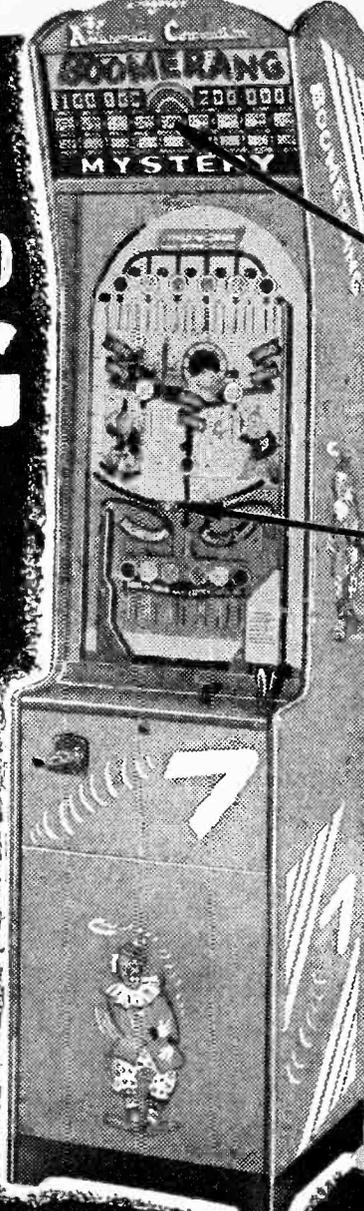
We are turning out this action packed game just as quick as we can—BUT the orders for this spectacular game came in FAST so please be patient as we will soon be able to fill them promptly.

ORDER NOW FROM YOUR DISTRIBUTOR FOR EARLIEST DELIVERY



Musematic Corporation
PHONE: EDgewater 3500
4556 N. KENMORE AVE
CHICAGO 40, ILLINOIS

THE FIRST UPRIGHT PIN GAME THAT IS A REAL SUCCESS



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

be first in your territory with

TEL-O-MATIC

The ONLY centralized wired music sound system that supplies superb musical entertainment AUTOMATICALLY 24 hours a day. Straight from your studio to factories, stores, offices—a thousand and one locations.



Barnet "Suggy" Sugarman
Runyon Sales Co.

"SUGGY" SUGARMAN Says:
Operators all over the country have known me for years, and I say there's never been anything like Tel-O-Matic. It's terrific!
Wired music that plays from your studio unattended! Locations are easy to sign up and it's almost all profit.

EXCLUSIVE DISTRIBUTING TERRITORIES AVAILABLE
Write, Wire, Phone Now! Send for Literature.

RUNYON SALES COMPANY
593 10th Ave., New York 18, N. Y.
123 W. Runyon St., Newark 8, N. J.
Tel.: Bryant 9-2235
Tel.: Bigelow 3-8777

See FRANKEL for the Newest Games



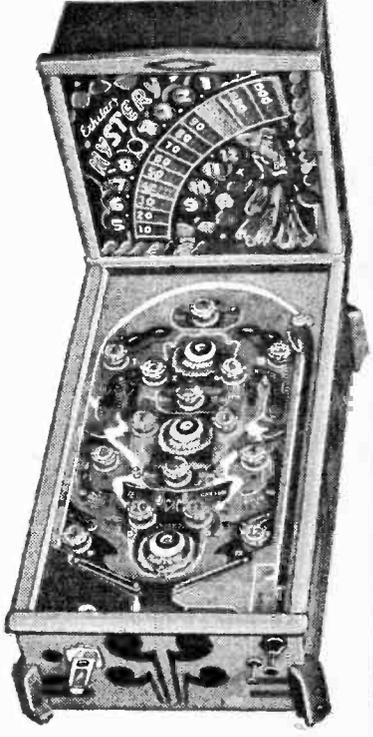
"LARRY" FRANKEL

Here's EXHIBIT'S MYSTERY

New 5-Ball Free Play

- 7 High Score Build Ups
- Big Mystery Pockets
- High Score Bumpers
- Mystery Spot-Ems!
- Special Scoring Lanes

CONTACT US TODAY!



FRANKEL DISTRIBUTING COMPANY
Serving the "Heart of America"

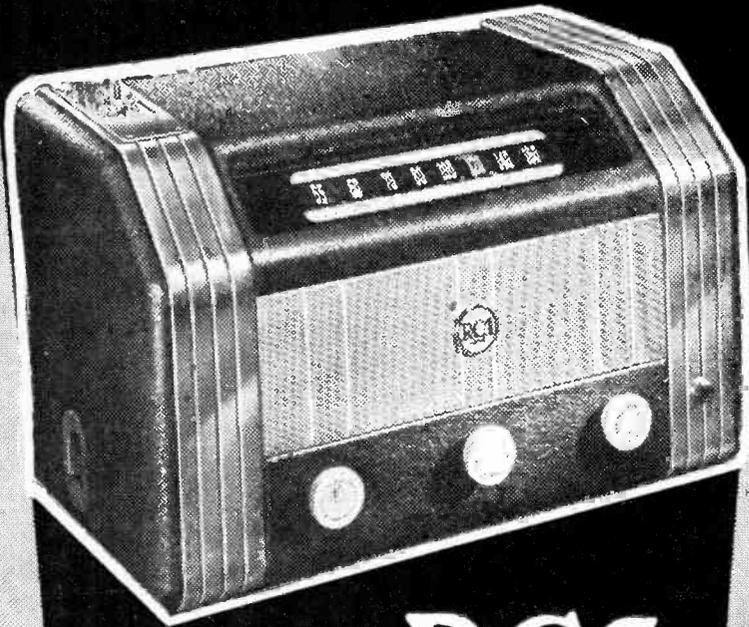
ROCK ISLAND, ILL. • 2532 FIFTH AVE. • PHONE 153
DES MOINES, IA. • 1220 GRAND AVE. • PHONE 3-0184
OMAHA, NEB. • 1209 DOUGLAS ST. • PHONE ATLANTIC 3407

Mr. Operator! Low Prices, But High Quality!

Stage Door Canteen	\$119.50	5, 10, 20	\$ 62.50
Wagon Wheels	99.50	Midway	62.50
Oklahoma	99.50	Sky Blazer	49.50
Laura	99.50	Ten Spot (Jap)	25.00
A.B.T. Target Skill	\$ 17.50	Scientific Batting Practice	\$ 59.50
Bally Rapid Fire (As Is)		\$50.00	
2 Bally High Hands, F.P., P.O. Each	\$79.50	1 Mills Jumbo Parade, F.P.	\$49.50
4 Paces Reels, Balls, 5¢, F.P., P.O. Each	89.50	1 Bally Club Balls, 5¢, Multi	99.50

PHONOGRAPHS: WRITE
Terms: 1/3 Deposit, Balance C. O. D., or Will Trade on New Equipment.
THOMPSON MUSIC COMPANY 3006 PREBLE AVENUE PITTSBURGH 12, PA.

WE'VE GOT IT!



RCA

THE GREAT COIN-OPERATED RADIO

Here's the Greatest New Radio in Coin Machine History . . . Engineered . . . Built . . . and BACKED by RCA—the GREATEST NAME IN RADIO.

INSTANT ACCEPTANCE IN ALL LOCATIONS

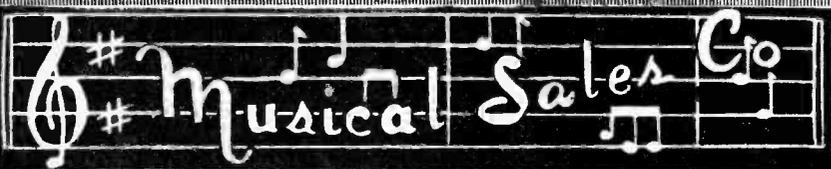
RCA GIVES YOU ALL OF THESE PROFIT-PROTECTING FEATURES

1. SLUG DETECTOR which rejects all types of slugs regardless of metallic content.
2. SCAVENGER BUTTON and coin chute, ejects bent coins, thus eliminating service calls due to clogged coin receivers.
3. TIMING MECHANISM easily connected for intermittent or continuous playing at discretion of operator.
4. REINFORCED STEEL coin box welded to cabinet also has triple tumbler lock.
5. FULLY INSURED against fire, theft and vandalism for one year.
6. YOUR CHOICE of 1/2 hour, 1 hour or 2 hours' playing time for 25 cents.

WE ARE THE EXCLUSIVE DISTRIBUTORS FOR RCA-COIN OPERATED RADIO IN

- MARYLAND
- WASHINGTON, D. C.
- SOUTHERN DELAWARE
- NORTHERN VIRGINIA
- NORTHEASTERN W. VIRGINIA

Get Them Now! Be First in Your Territory!



EXCLUSIVE SEEBURG DISTRIBUTORS

- FOR MARYLAND—WASHINGTON, D. C.—VIRGINIA
- 140 W. MT. ROYAL AVENUE BALTIMORE 1, MARYLAND
- 415 W. BROAD STREET RICHMOND 20, VIRGINIA

YOU CAN'T BEAT OUR PRICES!

FOREIGN BUYERS—WE EXPORT TO ALL PARTS OF THE WORLD

WURLITZER

Wurlitzer 412, 12 Record	\$ 69.50
Wurlitzer 616, Plain	95.00
Wurlitzer 616, Lite-Up Top & Bottom	125.00
Wurlitzer 500	199.50
Wurlitzer 600, Rotary	199.50
Wurlitzer 600, Packard Keyboard	175.00
Wurlitzer 24	89.50
Wurlitzer 61, Counter Model	159.50
Wurlitzer 24, Cellar Job, Remote	149.50
WURLITZER 42/24 VICTORY	179.50
WURLITZER 42/600 VICTORY	179.50
Wurlitzer Twin 12, Cellar Job, Buckley	129.50
Wurlitzer Twin 12, Cellar Job, Packard	350.00
Wurlitzer 780E 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 HI TONE, ES	215.00
SEEBURG HI TONE, ESRO	249.50
SEEBURG HI TONE, 8200, ES	260.00

MILLS

Mills Throne	\$129.50
Mills Empress	169.50

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.C. or Wired	5.00
Seeburg Bar-o-Matic, 5-10-25c	39.50
Seeburg 3-Wire, 5-10-25c	39.50
Wurlitzer #320 Sweet Music, 5c	12.50
Wurlitzer #125, 5-10-25c	12.50
Wurlitzer #120 5c 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	9.50
Rock-Ola Dial-a-Tune Boxes	7.50
Packard Boxes	22.50

PARTS

Seeburg SD-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

Send 1/3 Deposit, Balance C. O. D.

HUB DISTRIBUTING CO.

632 TENTH AVENUE
Cor. 45th St.
Circle 6-9570
NEW YORK 19, N. Y.

NEW LOW PRICES ON RECONDITIONED USED PHONOGRAPHS

Good in Appearance — Good Mechanically — Carefully Crated.

We take pride in every piece of used equipment we sell. Our prices are the lowest. We have sold many customers for 10 years continuously. Your complete satisfaction guaranteed.

Wurlitzer 850 with stepper	\$375.00	Wurlitzer 24, Seeburg Casino, Seeburg Regal, Wurlitzer 81.	\$149.50
8800 R.C., 9800 R.C.	\$299.50	Wurlitzer 616, Illuminated—Rock-Ola, Wurlitzer & Seeburg Cellar Jobs—30-Wire.	\$115.00
9800 E.S., 8800 E.S.	\$269.50	Wurlitzer 616, plain; Seeburg Royal.	\$95.00
Seeburg Major, Cadet, Colonel, Envoy	\$249.50	Rock-Ola Dial-a-Tune Boxes	\$ 9.50
Wurlitzer 500, Wurlitzer 600K, Wurlitzer Victory	\$189.50	Seeburg 3-wire 5-10-25c Baromatic, \$27.50; Wireless	37.50
Seeburg 8200 conversion, Wurlitzer 600 Rotary, Seeburg Vogue	\$169.50	10,000 title strips	3.75
		Seeburg 30-wire boxes	7.50
		Buckley Chrome Boxes	6.75
		Wurlitzer 120 boxes	10.00

ALL TUBES AND MINIATURE BULBS—40% DISCOUNT
TERMS: 1/3 CASH WITH ORDER, BALANCE C.O.D.

DAVIS DISTRIBUTING CORPORATION

SEEBURG FACTORY DISTRIBUTORS

12 Years of Operators' Confidence

738 Erie Blvd. East
Syracuse, New York

875 Main Street
Buffalo, New York

TRIMOUNT'S Spring Cleaning

We are cleaning house—200 used pins to go at close-out prices. All games sold as is, but complete. No broken doors—no missing parts—cabinets in good condition.

YOUR CHOICE \$25

- Glick
- Sky Line
- Star Attraction
- Gold Star
- Roxy
- Champ
- Bolaway
- All American
- Horoscope
- Flicker
- Four Diamonds
- Sky Ray
- Spot Pool
- Alert
- Playball
- Ump

YOUR CHOICE \$40

- Bombardier
- Marines at Play
- Paratroops
- Home Run, '42
- Eagle Squadron
- Production
- Invasion
- Flying Tigers
- Do Re Mi
- Torpedo Patrol
- Shangri-La (P. & S.)
- Monicker
- Victory
- Venus

YOUR CHOICE \$50

- Five and Ten
- Kismet
- Hollywood
- Big Top
- Knockout
- Marvel's Baseball
- Catalina
- Strip Tease
- Oklahoma
- Sante Fe
- Big Parade
- Frisco
- Flat Top
- Arizona

YOUR CHOICE \$75

YOUR CHOICE \$85

TRIMOUNT COIN MACHINE CO.

40 WALTHAM ST.

BOSTON 18, MASS.

PHONE: LIB. 9480

"THE KIDS WILL GO FOR BUBBLE GUM LIKE FLIES WILL GO FOR HONEY. WE HAVE IT NOW IN LARGE AMOUNTS FOR VERY LITTLE MONEY."

BUBBLE 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

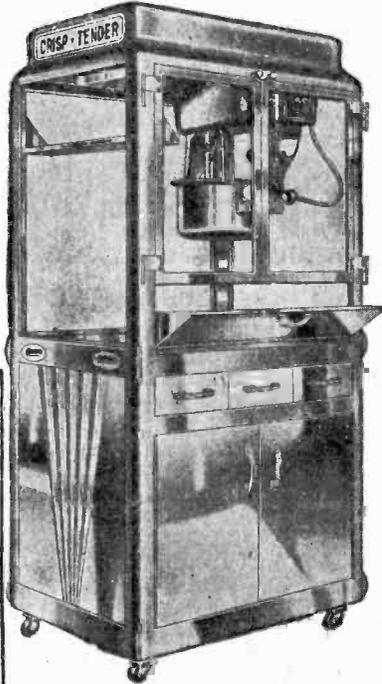
"STAR" POPCORN MACHINES—PROVEN THE FINEST AT THE LOWEST PRICES!

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\$19.00
SILVER-STAR, Floor Model485.00
SILVER-STAR, Counter Model398.00
JUMBO-GIANT, Popping Unit248.00

SPECIFY VOLTAGE REQUIRED.



ARCADE—NEW AND USED

Light League, F.S.\$175.00	Radiogram\$125.00
ABT Gun Range	950.00	Scientific B. Ball110.00
Rapid Fire110.00	Batting Prac.110.00
Undersea Raider	165.00	Chicken Sam110.00
Chico. Hockey110.00	Bolascore, New	195.00
Goalee250.00	Bolascore, Used	150.00
Evans Barrel110.00	Wur. Skee Ball	295.00
Tommy Gun95.00	Chico. B. Ball	499.50
Sun Vitalizer125.00	Atomic Bomber	495.00
Latest Vitalizer175.00	Field Goal249.50
Total Roll335.00	Boomerangs295.00
Air Raider110.00	Ace Coin Coun.	125.00
Anti-Aircraft75.00	Elec. Shockers	17.50
Champs95.00	ABT Challenger	55.00
Pitchem & Catchem95.00	Basketball	55.00
Magic Flinger125.00	Gott. Grippers	39.50
World's Series110.00	Grip Views	49.50
Complete Exhibit LineWrite	Pop Up	49.50
Scientific X-RayWrite	Pee Wee	45.00
PokerWrite	Post Card Ven.	25.00
Voice-O-GraphWrite	25 Select-it Card Vend.	35.00
Ideal Scales\$125.00	Complete Line of Pin GamesWrite
Bally Drink Vendors375.00		

CONSOLES

5 Bally Triple BellsWrite
6 Bally Draw BellsWrite
6 Mills 4-Bells\$295.00
2 Keeney 5-25 Super Bells225.00
2 Keeney 5¢ Super Bells175.00
6 Bally Mul. Club Bells150.00
1 Bally High Hand135.00
1 Bally Royal Flush95.00
2 Bakers Paces175.00
2 Paces Reels150.00
3 Paces Saratoga Reels110.00

15 Wurlitzer Skee Balls\$295.00
2 Genco Skee Rolls	325.00
10 9-ft. Bowling Leagues110.00
3 Jaffco Barrel Rolls	175.00
5 Bowl-A-Score	165.00
1 Evans Barrel Roll	110.00
3 Batting Practices	110.00
3 Chico. Coin Hockey	110.00
3 Goalees	275.00
3 Lite-A-League	175.00
10 Total Rolls	325.00
New SportsmansWrite
Boomerang (Lot of 1)	295.00, Quantity Write
2 Slightly Used Pinch Hitters275.00
1 9-ft. Roll-a-Score	110.00
1 Undersea Raider	165.00
2 Brand Ned Bang a FittyWrite
Scientific X-RayWrite
PokerWrite

WE WILL ACCEPT TRADE-INS

TERMS: 1/2 DEPOSIT WITH ALL ORDERS, BALANCE C. O. D.

Cleveland Coin Machine Exchange

2021-25 PROSPECT AVE. CLEVELAND 15, OHIO
Phones: PRespect 6316-17



M. S. GISSER, Sales Mgr.

READY FOR IMMEDIATE DELIVERY

NEW PIN GAMES

United Havana\$309.50
Chi. Coin Kilroy279.50
Williams Tornado304.50
Marvel's Carnival249.50

ALL NEW PACKARD PHONO EQUIPMENT. WRITE FOR PRICES.

NEW AMUSEMENT MACHINES

Premier Bowlo, Licensed\$469.50
Premier Ten Grand449.50
Premier Barrel Roll, JuniorWrite
Chi. Coin Basket Ball475.00
Jack Rabbit295.00
Genco Total RollWrite
Roll-a-ScoreWrite
Marvel's Pop-Up49.50

RECONDITIONED PHONOS

Wurlitzer 850\$485.00	Seeburg Envy\$275.00
Wurlitzer 750E450.00	Seeburg 8200, ESRC325.00
Wurlitzer 616129.50	Seeburg 8800, ES255.00
Wurlitzer 600K275.00	Seeburg 500 K, Victory225.00
Wurlitzer 24, Ref.225.00	Seeburg 8200, Victory225.00
Wurlitzer C.M. 61110.00	Seeburg Rox150.00
Buckley Boxes, Latest Type9.50	Seeburg 24 Sel. 5¢ Wireless22.50

Mills Throne\$165.00

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

"SPECIAL ATTRACTIONS"

20 5¢ ROWE CANDY—With De Luxe Stands, Ea.\$85.00
10 9-COL. CIGARETTE MACHINES—With Deluxe Stands, Ea.100.00
50 1¢ 3-COL. SMACK Nut Vendors, Ea.15.00
25 5¢ ASCO HOT PEANUT, Like NEW, Ea.30.00
50 1¢ 2-COL. Nut Vendors, 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.

Look for this TAG!



Your assurance of perfection in reconditioned phonographs.
Send for List!

ATLANTIC

EXCLUSIVE
Seeburg
DISTRIBUTORS

ATLANTIC NEW YORK CORP. 460 Tenth Ave., New York 18, N.Y.
ATLANTIC NEW JERSEY CORP. 27-29 Austin Ave., Newark 5, N. J.
ATLANTIC CONNECTICUT CORP. 1625 Main St., Hartford 5, Conn.

COMPLETELY RECONDITIONED MUSIC EQUIPMENT

12 Panorams, Ea.\$260.00	2 Rock-Ola Commando Ad.	Each\$300.00
1 Mills Empress195.00	3 Rock-Ola Supers, '40.	Each250.00
1 Seeburg 146S575.00	1 Rock-Ola Master, '40.225.00
1 Seeburg Major, ES250.00	2 Rock-Ola Stds., Dial.	Each195.00
1 Wurlitzer 950355.00	3 Rock-Ola Imperial 20.	Each135.00
1 Wurlitzer 600R200.00	1 Rock-Ola Windsor 20150.00
1 Wurlitzer 24175.00		
1 Wurlitzer 41295.00	2 Rock-Ola Reg. 12 Record.	Each\$ 95.00
1 Wurlitzer P1265.00	1 Rock-Ola Imp. 20 in Steel Cab. With R. Ad.135.00
1 Wurlitzer 950 Hiway With W. Ad.	250.00	10 Rock. Dial W.B. 1501.	Each10.00
6 125 Wurl. Wall Box, Each12.50	2 Rock. Dial Bar B1504.	Each10.00
9 120 Wurl. Wall Box, Each12.50		

CABLE: 2 Wire, R.C., 2¢ Ft.; 5 Wire No. 18, Solid, 3 1/2¢ Ft.; Shielded 1 Wire, 4¢ Ft.; S. 2 Wire, 6¢ Ft.; 30 Wire, R.C., 4 Colors, 9¢ Ft.

1.6—2.5—3.2 Fustas, 15¢ Ea.; 2.5—3.2 Fusetrans, 15¢ Ea.

1/3 Deposit, Balance C. O. D.

WERTZ MUSIC SUPPLY COMPANY

319 W. BROAD STREET

RICHMOND 20, VA.

THE *VOICE-O-GRAPH IS DESTINED TO BECOME YOUR NUMBER ONE PROFIT PRODUCER

Think of the thrill people get from making their own instantaneous Voice Recordings! Universal Appeal . . . Showmanship . . . Foolproof Operation . . . Human Interest—the VOICE-O-GRAPH has all four . . . and MORE! The psychological impulse to record the Human Voice explains the remarkable earning records of operators.

The VOICE-O-GRAPH occupies only 1 Sq. Yd. of Floor Space and yet 2 people can record song or conversation. It is fully automatic—Coin Operated with special Mailing Envelopes vended for an additional Coin. Repeat customers and transients make recordings of their own voices and mail them to friends or take them home to enjoy hearing over and over again, on their own phonographs. The VOICE-O-GRAPH Booth is soundproof, and beautifully designed. No attendant necessary.



"Don't Write—VOICE-O-GRAPH"

See the VOICE-O-GRAPH on display at all Mutoscope Distributors. For further proof of the remarkable earnings now being reported mail this coupon immediately! Deliveries now being made . . . in order received.

Reg. Trade Mark

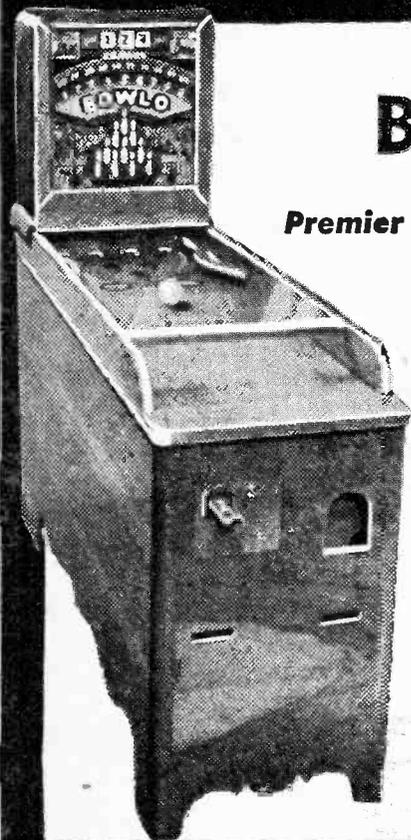
INTERNATIONAL MUTOSCOPE CORPORATION
44-01 Eleventh Street, Long Island City 1, N. Y.

Send me at once complete details on VOICE-O-GRAPH.

NAME.....
FIRM.....
ADDRESS.....
CITY..... ZONE..... STATE.....

TEN YEARS FROM NOW-- THESE PREMIER GAMES WILL STILL BE MAKING MONEY

Because — 1 — They're solidly Built — Not Toys
2 — They Appeal to everyone all year 'round



BOWLO

Premier Bowlo Ten Pin Console

Here's a sensational and solidly built game that everyone understands at a glance. It's just like real bowling—and it's only 5½ feet long! Automatic scoring of Strikes and Spares—just like the real game. Hitting the country like a ten pin strike! Custom built in our own plant and solidly constructed for years of service of mahogany, maple and birch plywood. Simple, trouble free mechanism. A money maker!

MAYFLOWER SPECIALS

CONSOLES

BUCKLEY TRACK ODDS, D. D.	\$175.00
MILLS 4 BELLS, 4 nickel	100.00
MILLS 3 BELLS, 5c, 10c, 5c	350.00
MILLS 3 BELLS, 5c, 10c, 25c	425.00
MAYBELL, 5c 5c, 5c, 25c	225.00
KEENEY SUPER BELL, 2 way, 5c 5c	125.00
KEENEY SUPER BELL, 4 way, 5c, 5c, 5c, 5c	200.00
KEENEY SUPER BELL, 4 way, 5c, 5c, 5c, 25c	225.00
JUMBO PARADE, High Head	60.00
SILVER MOON, P. O.	60.00
HIGH HAND, Comb.	95.00
BOB TAIL TOTALIZER	65.00
SILVER MOON TOTALIZER	65.00
SARATOGA RAILS	40.00
EVANS BANGTAIL, Walnut	45.00
EVANS GALLOPING DOMINO, Walnut	45.00
EVANS LUCKY LUCRE, Walnut	65.00
EVANS LUCKY STAR, Lite Cab.	75.00
JENNINGS FAST TIME, P. O.	40.00

ARCADE MACHINES

I ABT RIFLE RANGE, Complete Counter With 13 Rifles, Oversize Compressor	\$1,000.00
WESTERN RECORDIT	180.00
EVANS SUPER BOMBER	150.00
DRIVEMOBILE	175.00
KISS-O-METER	125.00
BALLY TORPEDO	75.00
TOKIO GUN	125.00
KEENEY NAVY BOMBER	100.00
KEENEY ANTI AIRCRAFT	35.00
BALLY RAPID FIRE	75.00
CHAMPION HOCKEY	75.00
GOALEE, Like New	225.00
GENCO WHIZ, Like New	175.00

Terms: 1/3 With Order, Balance C. O. D.

MAYFLOWER DISTRIBUTING COMPANY

2218 University Avenue

St. Paul 4, Minnesota

JUNIOR TEN GRAND

Premier Ten Grand Junior Console Barrel Roll

There isn't a single part in this entire game that can't take years of abuse. And it's not only beautiful, it's one of the most successful skill games we've ever made. It's big time—and yet only 7 feet long, a natural for crowded locations where space is valuable. Custom built for heavy play—every day. Solidly constructed in our own plant of mahogany, maple and birch plywood. A proven profit maker!

Also available in senior lengths, 10½, 12½ and 14 feet. Write for details on how our equipment can be easily financed.



Distributor Territory Available—WRITE



PREMIER COIN MACHINE MFG CORP.

"PREMIER MEANS PAR EXCELLENCE"

577 TENTH AVENUE • NEW YORK 18, N. Y.



KEENEY "BIG PARLAY"

PACKED WITH NEW AWARD FEATURES—
PROVEN A WINNER IN TEST LOCATIONS OF EVERY TYPE.

ORDER NOW!

NOW DELIVERING WILLIAMS'

"TORNADO"

ORDER RIGHT NOW!

MILLS NEW VEST POCKET

\$74.50

Keep a Steady Stream of Daily Profits With This Terrific Money-Maker!

ONE BALL MULTIPLE FREE PLAY

Fortune (Excellent Condition)	\$ 55.00
Pimlico	125.00
Sport Special	70.00

WE'VE GOT PARTS, a complete line of parts, at wholesale for operators. Music parts, game parts, any part you want anytime you want it. No matter how hard to get, we'll get it for you. No order too large or too small.

PIN GAMES

A.B.C. Bowler	\$ 22.50
Blondie	15.00
Flat Top	62.50
Four Aces	64.50
Frisco	72.50
Gun Club	27.50
Keep 'Em Flying	62.50
Midget Racer	145.00
Midway	42.50
Oklahoma	62.50
Riviera	165.00
Shangri-La (PGS)	62.50
Shooting Stars (Used)	110.00
Suspense	115.00
Yankee Doodle	54.50

BELL MACHINES

5c Mills Club	
Bells	\$127.50
5c Brown Front	74.50
5c Copper	
Chrome	124.50
5c Gold	
Chrome	107.50
5c Black	
Diamond	120.00
25c Silver	
Chrome	155.00
25c Gold	
Chrome	110.00
25c Jennings	
Gooseneck	37.50
25c Caille	34.50
50c Bonus Bell	Write
Columbia Bell '46 (Like New)	109.50
Columbia Bell, Twin Jack Pot	49.50

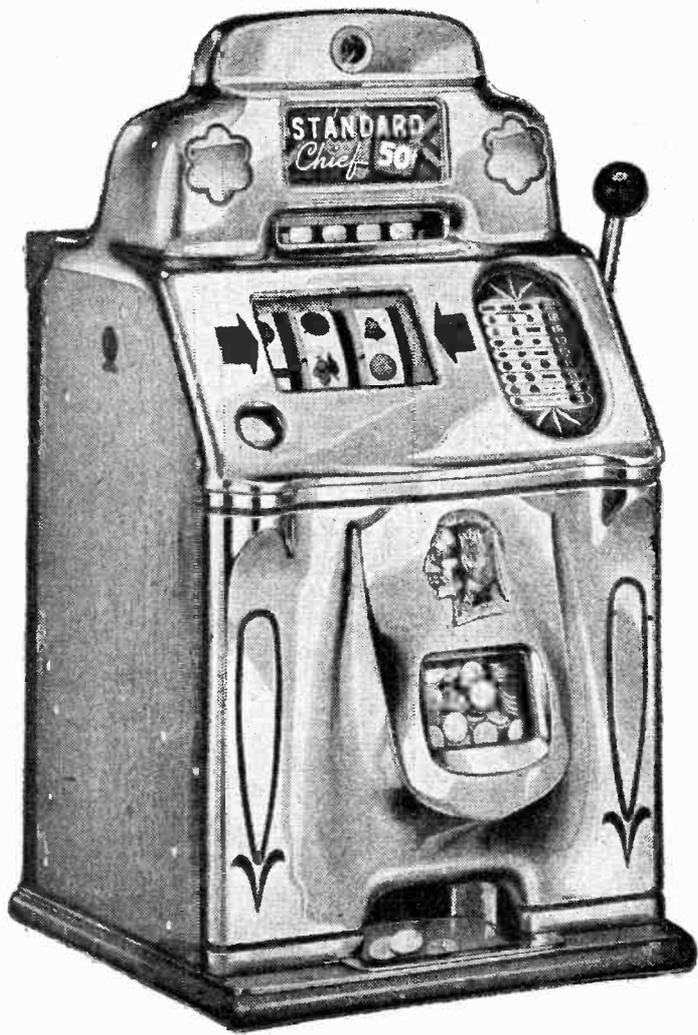
WRITE FOR OUR BUYERS' GUIDE—A COMPLETE PRICE LIST



ROY MCGINNIS CO.

2011 MARYLAND AVE., BALTIMORE 18, MARYLAND • PHONE: UNIVERSITY 1800

NOW AVAILABLE!



Jennings Standard Chief

50¢
play

featuring the trouble-free mechanism famous with operators everywhere

ORDER NOW!

See our dealer or distributor in your territory, or write direct to:

O. D. JENNINGS AND CO.

4307-39 WEST LAKE STREET
CHICAGO 24, ILLINOIS

.....The Leader in the Field for over 40 Years.....



YOU DON'T HAVE TO BE A MAGICIAN TO MAKE MORE MONEY WITH RADIOTEL

You don't have to be a magician to make money with coin-operated radios. But to make more money, you do need a top performance radio . . . at low cost to you. You do need trouble-free operation . . . to reduce service charges.

Radiotel fills that need for a reliable radio. Licensed, tested, and approved, Radiotel surpasses all legal standards set up for radio manu-

facturers. In sensitivity of tone and in selectivity of stations, Radiotel is tops. *All this at low cost to you.*

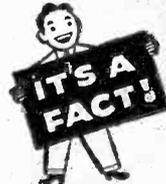
Radiotel guarantees that your repairs are minimized. Engineers designed the sets especially for coin-operated play. The chassis is tamper-proof. The locks are pick-proof.

The radio itself is fool-proof. *All this minimizes repair cost for you.*

All this means more money for you.



LOW RADIOTEL COST + LOW RADIOTEL UPEEP = MORE \$ FOR YOU



FACTS ABOUT RADIOTEL

"The coin-operated radio that has everything" RCA licensed. Tested and approved by National Fire Underwriters.

Insurable under all safety codes.

5-inch Alnico permanent magnet speaker.

Built-in loop antenna.

Extra hidden volume control in chassis; adjustable to prevent disturbing guests in adjoining rooms.

Pick-proof 5-pin tumbler lock on cabinet door. Additional lock on coin-box inside cabinet.

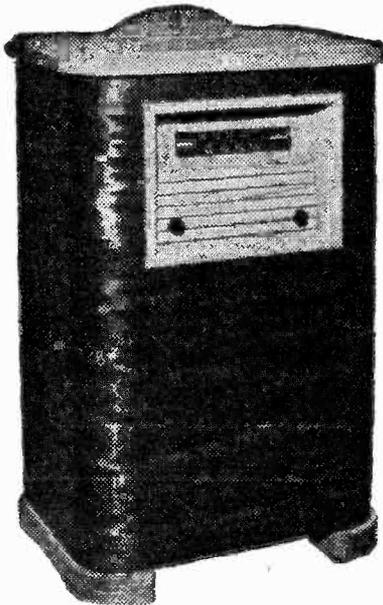
Micro-switch.

Break-proof lucite dial.

1 or 2 hours (your choice) continuous timing for 25c.

90 days standard factory guarantee.

Immediate delivery.



New Console #1700 Fire-alcohol-mar resistant top. Dark Mahogany, 6 tubes, AC-DC. 26" high, 11" wide, 17" deep.



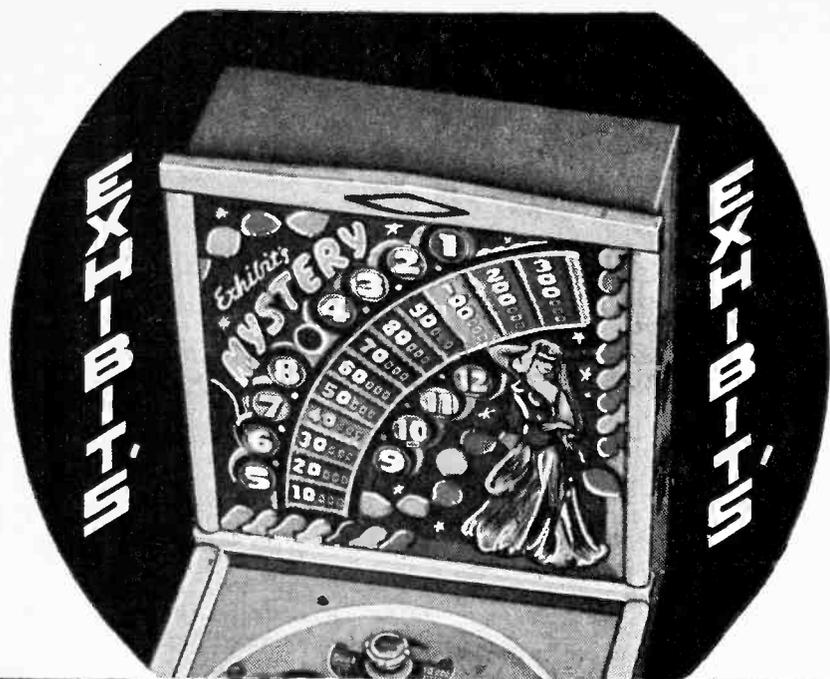
Wire or write now for details about Radiotel's complete line of coin-operated radios.



New Table Model #1550A. Rich Walnut, 5 tubes, straight AC chassis National Slug Rejector with separate Return Coin chute. 16 x 9 x 9 inches.

National Coin *Radiotel* Company

4487 Beverly Boulevard • Los Angeles 4, California



MYSTERY

HIGH SCORE with **SKILL**

Seven Build Ups
with **MYSTERY SURPRISES**

GET IT! from your nearest Distributor



EXHIBIT SUPPLY CO. 4222-30 W. LAKE ST.
(ESTABLISHED 1901) CHICAGO 24, ILL.

A NEW LOW PRICE •

**SEEBURG RAY GUNS
SHOOT THE BEAR**

COMPLETELY RECONDITIONED, REPAINTED AND CONVERTED FROM SEEBURG RAY GUNS. SOLD ON COINEX MONEY-BACK GUARANTEE. **\$124.50**

IMMEDIATE DELIVERY

\$5.00 ADDITIONAL FOR CRATING

1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.

SPECIAL • SEEBURG AMPLIFIERS, RIFLES AND MOTORS REPAIRED PROMPT SERVICE

COMPLETE STOCK OF SEEBURG RAY GUN PARTS



Telephone GRAceland 0317 • 1346 Roscoe St., Chicago 13, Ill.

**EXPERIENCED COIN MACHINE MAN
WANTED**

Who knows the jobbing business thoroughly. Wonderful opportunity for a go-getter. Long established company, well financed. State qualifications in first letter.

BOX 327

THE BILLBOARD, 155 N. CLARK ST., CHICAGO 1, ILL.

LATEST MODELS

JACKPOT BELLS

2/5 OR 3/5 COMBINATION

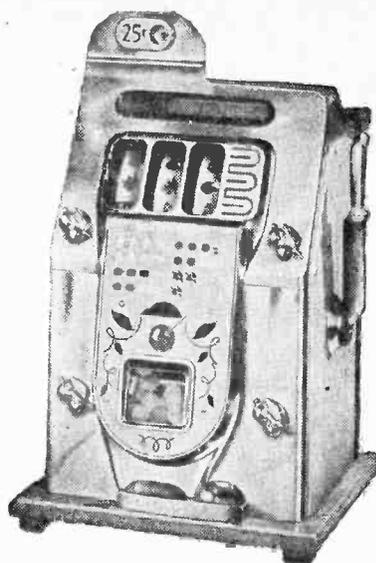
FACTORY REBUILT — LOOK AND OPERATE LIKE NEW

\$150.00

5c PLAY

10c, \$160.00 - 25c, \$170.00

F. O. B. CHICAGO



REBUILT AND REFINISHED

WATLING ROLATOPS



\$75.00

F. O. B. CHICAGO

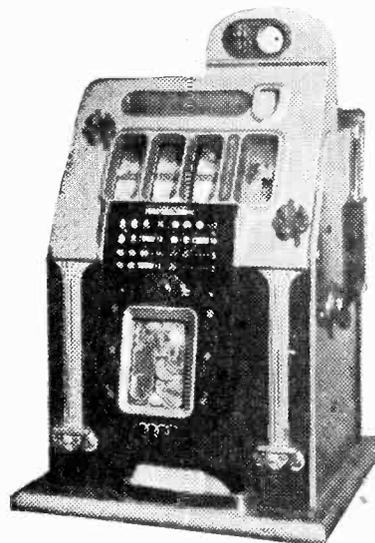
PHONE OR WIRE TODAY — PROMPT SHIPMENT

Buckley Manufacturing Co.

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

PHONES: VAN BUREN 6636-6637-6638-6533

A Great New Bell Is Born!



MILLS DOLLAR BELL

with the

Exclusive Giant Size, Hand Load Jackpot

Immediate Delivery • Black Cherry and Golden Falls Models

2/5 or 3/5 Pay Schedules

DON'T BE MISLED! THIS IS NOT A REBUILT USED BELL BUT A COMPLETELY NEW FACTORY-BUILT MACHINE. ONLY CHANGES ARE NEW PARTS FOR CONVERSION TO DOLLAR PLAY.

Manufactured and Distributed by

MILLS SALES CO., LTD.

Main Office—1640 18th St., Oakland, Calif.
Branches: 600 S. E. Stark, Portland, Oregon. 2827 W. Pico Blvd., Los Angeles, Calif.

FLORIDA'S MOST PROGRESSIVE DISTRIBUTOR

SEEBURG MUSIC SYSTEMS

ONLY SEEBURG OFFERS

- SCIENTIFIC SOUND DISTRIBUTION . . .

Better reproduction anywhere . . . best listening everywhere.

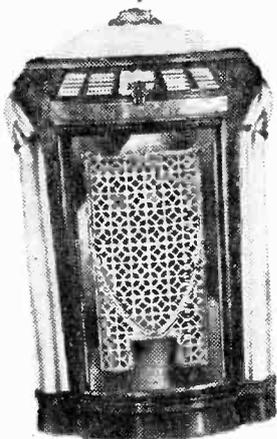
- WIRELESS REMOTE CONTROL

Easier selection—more plays! Easiest installation!

- A COMPLETE MUSIC SYSTEM

For "tailored" installation in any kind and any size location!

DEMONSTRATION ON REQUEST



SYMPHONOLA "1-47"

WHAT ACTION . . .
WHAT APPEAL . . .
WHAT EARNINGS . . .

THAT'S MAISIE

GET NEXT TO THIS NEW
GOTTLIEB
SENSATION RIGHT
NOW!
SHE'S WAITING FOR
YOU AT FLORIDA
AUTOMATIC!



BE SURE TO ORDER THESE GOTTLIEB WINNERS:

DAILY RACES

1-Ball. Payout or Replay

DeLuxe
GRIP SCALE

Best Since 1927!



NOW DELIVERING — DAVAL
SKILL THRILL

Real target action! Shoots actual coin!

• **BEST HAND**

Also in Oomp High Score and Mexican Baseball.

FLORIDA AUTOMATIC DELIVERS THE TOPS IN EQUIPMENT!



FLORIDA AUTOMATIC SALES CORP.

839 WEST FLAGLER ST.

MIAMI, FLORIDA

All Phones:
3-6221

JACKSONVILLE, 60 Riverside Ave. Phone 3-0611

TAMPA, 115 South Franklin St. Phone 3856

HAVANA, CUBA

CREDIT!

West Side Is Working for You. Not only are we delivering the finest in new and reconditioned equipment but we've just negotiated for complete financing of the equipment we sell. Our elastic credit terms allow up to 15 months to pay no matter where you are. Take advantage of this offer. Order from West Side because West Side's on Your Side. Harry Berger

WE PRIDE OURSELVES ON OUR CLEAN REPUTATION!

WEST SIDE DISTRIBUTING CORP.
698 Tenth Avenue New York 18, N. Y.
Phone: Circle 6-7533

IMMEDIATE DELIVERY

OPERATOR'S PRICES

5c ROL-A-TOP BELL	\$175.00
10c ROL-A-TOP BELL	200.00
25c ROL-A-TOP BELL	225.00
50c ROL-A-TOP BELL	300.00

The Above Prices Are Net F. O. B. Chicago.

WE CAN FURNISH ALL TYPES OF REEL COMBINATIONS TO MEET YOUR REQUIREMENTS:

- 1 CHERRY PAY 2
- 1 CHERRY PAY 3
- MYSTERY 3-5 PAYOUT, STANDARD
- MYSTERY 3-5 PAYOUT, CLUB
- NO LEMON ON FIRST REEL



DON'T WRITE—WIRE!

WATLING MFG. CO.

Est. 1889 — Tel.: COLUMBUS 2770

4650 W. FULTON ST.

Chicago 44, Illinois

Cable Address: "WATLINGITE," Chicago

FOR BEST SERVICE—
BETTER VALUES, TRY
AUTOMATIC COIN!

BRAND NEW
1947 MILLS 3-BELL
MILLS BLACK CHERRY
BELL, 5c-10c-25c-50c
MILLS VEST POCKET
BELL

Double DeLuxe Revolve-a-Round Safes for Slots.

Triple DeLuxe Revolve-a-Round Safes for Slots.

**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

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, 6¢/25¢	169.50
Pace Twin Reels, 5¢/10¢	169.50
Keeney Twin Super Bell, 5¢/25, P.O.	269.50
Bally Club Bells, Comb. F.P. & P.O.	169.50

BELLS

Jenn. 4-Star Chief, 5¢	\$109.50
10¢	119.50
Blue Front, 25¢	124.50
Brown Front, 5¢	124.50
10¢	\$29.50; 25¢
Gold Chrome, 5¢	169.50
10¢	\$164.50; 25¢
	169.50

ALL USED EQUIPMENT RECON-
DITIONED BY FACTORY TRAINED
EXPERTS

WRITE FOR COMPLETE LIST OF PARTS AND EQUIPMENT
TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

AUTOMATIC COIN MACHINES & SUPPLY CO.

ALL PHONES: CAPITOL 8244

4135-43 ARMITAGE AVE. • CHICAGO 39, ILLINOIS

Affiliate Office: IOWA STATE SALES CO., 567 Seventh St., Des Moines 9, Iowa

<ul style="list-style-type: none"> • New Columbias • New Vest Pockets • New Black Cherry Bells <p>1/3 Deposit—Bal. C. O. D.</p> <p>We Have All Mills SLOTS and JUMBO PARTS.</p>	<p>ORIGINAL (Like New) BLACK CHERRY BELLS</p> <p>5¢. \$165.00 10¢. \$175.00</p> <p>25¢. \$185.00.</p> <p>25¢ Bally Draw Bell</p> <p>Evans' Bangtail Winterbook BONUS BELLS</p> <p>5¢. \$155.00 10¢. \$165.00</p> <p>25¢. \$175.00.</p>	<p>5¢ Brown Front .. \$110.00</p> <p>10¢ Brown Front .. 120.00</p> <p>25¢ Brown Front Orig. 130.00</p> <p>10¢ Mills Q.T. 60.00</p> <p>5¢ Blue Front 100.00</p> <p>10¢ Blue Front 110.00</p> <p>25¢ Blue Front 120.00</p> <p>25¢ Jumbo Parades 120.00</p> <p>5¢ Silver Chrome . 115.00</p> <p>5¢ Gold Chrome . 125.00</p>
--	--	---

COIN-A-MATIC DISTRIBUTORS

FORMERLY LEWIS COIN MACHINE SERVICE

3924 W. Chicago Ave. • Chicago 51 • Belmont 7005

COVEN'S COIN CORNER

SPECIALS

JENNINGS CHALLENGER, '46 - - - - - \$459.50

GALLOPING DOMINOES, 5c, '46 - - - - - 549.00

DRAW BELLS - 5c • DRAW BELLS - 25c

ALL BRAND NEW — WRITE

CONSOLES

GALLOPING DOMINOES, 5¢, J.P., P.O.	\$179.00
SARATOGA WITH RAILS, 5¢, P.O.	49.00
PACE TWIN REELS, 5-25, P.O.	109.50
TRACK TIME, 5¢, P.O.	89.00
BALLY CLUB BELL, P. O., 5¢.	149.00
BALLY CLUB BELL, P. O., 25¢.	179.00
FAST TIME, P. O., 5¢	69.50
FAST TIME, P. O., 25¢	89.50
LUCKY STAR, P.O., 5¢	149.00
MAYBELL, 5-5-5-25, P.O.	325.00
MAYBELL, 5-5-25-50, P.O.	360.00
MILLS 4 BELLS, 5-5-5-5, Late Heads	275.00
MILLS JUMBO, P.O., 5¢ Animal Reels. Late Head	69.50

5-BALLS

NEW CHAMP	\$ 52.50
HOLLYWOOD	89.50
VICTORY	69.50
SPOT-A-CARD	52.50
SHANGRI-LA	79.50
GRAND CANYON	89.50
PARADISE	39.50

ARCADE

MIDGET SKEE BALL	\$ 49.00
LINE-A-BASKET. New	49.00

1-BALLS

SPORT KING	\$ 89.50
TURF KING	175.00
JOCKEY CLUB	199.50
FAIRMOUNT	199.50
VICTORY DERBY, New, Chrome Rail, Late Model	425.00

Foreign Trade

Our Export Department

Is set up to render FAST service to large and small buyers of Coin operated equipment of every description, make and model. Inquiries welcomed.

MUSIC

WURLITZER 600 (Keyboard Victory)	\$249.00
ROCK-OLA IMPERIAL 20 (Excellent shape)	99.50
MILLS THRONE	99.50
WURLITZER 616	99.50

SLOTS

JENNINGS 25¢ CLUB SPECIALS	\$139.50
JENNINGS 5¢ SILVER CHIEF ..	109.50
JENNINGS 10¢ SILVER CHIEF ..	109.50
JENNINGS 5¢ VICTORY CHIEF ..	99.50
JENNINGS 10¢ VICTORY CHIEF ..	109.50
COLUMBIA CHROME BELLS, CONVERTIBLE	59.50

FOR YOUR

Bally EQUIPMENT

See..

TRIPLE BELL \$895.00

BALLY ENTRY \$595.00

SPECIAL ENTRY \$595.00

DOUBLE BARREL \$269.50

DE LUXE DRAW BELL \$512.50

COIN MACHINE PARTS



MEMBER EXCLUSIVE BALLY DISTRIBUTOR IN INDIANA, WISCONSIN and NORTHERN ILLINOIS.

COVEN Distributing Co.

3181 ELSTON AVENUE CHICAGO, ILL

Phone: INDEPENDENCE 2210



THE NEW CORADIO

100% BETTER

with Beautiful, new, modern 18-gauge steel cabinet

with Built-In National Slug Rejector Unit that completely Eliminates all service call trouble from slugs, bent quarters, etc.

with The Coradio Timer—the best timer in coin operated radio. Coin starts radio playing

with One year unconditional guarantee—tubes 90 days. Every quality feature made to make profits.

ORDER TODAY!

Factory and Showroom: 108 W. 31st St. Chickering 4-8865

CORADIO COIN OPERATED RADIO

60 EAST 42ND STREET NEW YORK 17, N. Y. VANDERBILT 6-4972

THE SWEETEST MUSIC BARGAINS THIS SIDE OF HEAVEN!!!!

Wurlitzer 71 C.M.	\$150.00	AMI Singing Towers	\$150.00
Wurlitzer 61 C.M.	119.50	10 AMI Hostess Units, Complete	3,500.00
Wurlitzer 41 C.M.	110.00	10 AMI Cabinets Only. Ea.	295.00
Rock-Ola C.M.	125.00	AMI Hiboy's, 40 Record ..	150.00
Stands for Above	12.50	AMI 8 X's	90.00
Wurlitzer, Rock-Ola and Seeburg 12 Record	79.50	AMI Top Flights	115.00
Wurlitzer 616	125.00	AMI Streamliners	195.00
Wurlitzer 850	395.00		
Wurlitzer 750	375.00		
Wurlitzer 700	365.00		
Wurlitzer Victory Model 600	225.00		
Wurlitzer 600K	235.00		
Wurlitzer 600R	210.00		
Wurlitzer 24	175.00		
Wurlitzer Twin 12s, Comp.	125.00		
Wurlitzer 24, Cellar Jobs.	150.00		
Wurlitzer 500	235.00		
Rock-Ola Spectravox and Playmaster, Comp.	\$225.00		
Rock-Ola Monarchs and Windsors	150.00		
Rock-Ola Masters	235.00		
Rock-Ola Imperials, Cellar Jobs	150.00		
Rock-Ola Supers	245.00		
Rock-Ola De Luxe	200.00		
Rock-Ola Standard	200.00		
Rock-Ola Premier	275.00		
Seeburg Conversion	Write		
Seeburg Regals & Crowns ..	\$175.00		
Seeburg Hi-Tones	295.00		
Seeburg Envoy	275.00		
Seeburg Gems	175.00		
Seeburg RC Special Utility	375.00		
Seeburg Gem in Victory Cab.	245.00		
Mills Throne	\$175.00		
Mills Empresses	225.00		

SOLOPHONE AND PERSONAL MUSIC.....WRITE

1/3 DEPOSIT, BALANCE C. O. D.; F. O. B. PHILA.

DAVID ROSEN

855 NORTH BROAD STREET, PHILADELPHIA 23, PA.
PHONE: STEVENSON 2258-2259



YOU CAN WIN EVEN ON THE VERY LAST BALL

Chicago Coin's

KILROY

☆☆ You've NEVER seen such spectacular action before. Action ALL THE WAY down the board ... no dead spots ... the ball's in action every second! Three "Kick-Out" Holes

**MAKING 'EM AS FAST AS WE CAN
*** BUT WE'RE SWAMPED WITH
REQUESTS *** SO ORDER EARLY!**



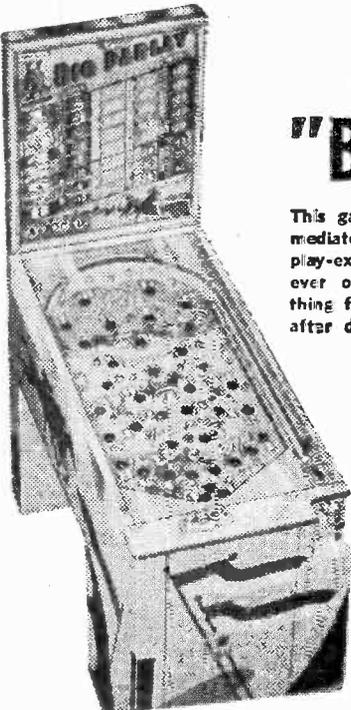
**CHICAGO COIN
MACHINE COMPANY**

1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS

WORLD WIDE Says:
"Never Before Has Any 1-Ball Game
So Captured the Patronage of
Players—it's a Tremendous Success!"

AL STERN, President

**KEENEY'S NEW 1-BALL
"BIG PARLAY"**



This game carries a gripping, inspiring story of immediate public acceptance. It is packed with more play-exciting award features than any 1-ball game ever offered. Simple to understand, it's just the thing for transient players. Holds the "regulars" day after day, month after month. Here's why:

- Gives 2 selections, plus a Big Bonus Jackpot Award, plus regular odds for the first coin played.
- Next 3 coins each post up a selection, plus a Big Bonus Jackpot Award, plus regular odds.
- Total of 8 selections; 4 Big Bonus Jackpots; plus regular odds and a positive award for 7 coins.
- Has EXTRA Award features. Make no mistake. BIG PARLAY is a money-maker.

**YES! It's CONVERTIBLE
FREE PLAY or PAYOUT**

Exclusive Keeney Distributors in Illinois, Iowa, Nebraska, Missouri and Kansas

WORLD WIDE DISTRIBUTORS

1014 N. ASHLAND AVE.
CHICAGO 22, ILL.
BRUNSWICK 2338-6878



1513 OAK ST.
KANSAS CITY, MO.
VICTOR 8404-8405

NATIONAL RECONDITIONED GAMES

YOUR CHOICE
\$34.50 EACH
ANY THREE, \$100.00

'41 Majors
Wildfire
Bolaway
Skyrider
Snappy

5-BALL VALUES!

YOUR CHOICE
\$44.50 EACH
ANY THREE — \$130.00

Victory Over the Top
High Hat
Invasion
Yankee Doodle
Eagle Squadron

Jeep Bombardier
Action
Spot Pool
Marv. Baseball
Gobs

Topic

YOUR CHOICE
\$54.50 EACH
ANY THREE, \$160.00

Midway
Big Parade
Knockout
Sky Chief
Catalina
Air Circus

YOUR CHOICE
\$79.50 EACH
THREE FOR \$230.00

Shangri-La
Keep 'Em Flying

YOUR CHOICE
\$84.50 EACH
ANY THREE — \$250.00

Oklahoma Streamliner
Liberty Grand Canyon
Brazil

\$129.50
Stage Door Canteen

ORDER NOW!

NEW MACHINES FOR DELIVERY NOW!

GOTTLIEB DAILY RACES, One-Ball Free Play	\$650.00
GOTTLIEB Improved DeLuxe GRIP SCALE	39.50
GOTTLIEB MAISIE	310.00
BALLY DOUBLE BARREL	269.50
UNITED HAVANA	309.50
BASKETBALL CHAMP	499.50
EXHIBIT MYSTERY	299.50
DAVAL'S BEST HAND	59.50
DAVAL'S SKILL THRILL	57.50
MARVEL "POP-UP," New Legal Counter Game	49.50
CHICAGO COIN KILROY	279.50
DAVAL'S "FREE PLAY"	75.00
SILVER KING NUT VENDORS, 1c or 5c	13.95
A. B. T. CHALLENGER, Beautifully Designed	65.00
JENNINGS BRONZE or STANDARD CHIEF, 5c	299.50
10c, \$309.00. 25c	319.00
JENNINGS SUPER DELUXE LITE-UP	
CHIEF, 5c	324.00
10c, \$334.00. 25c	344.00

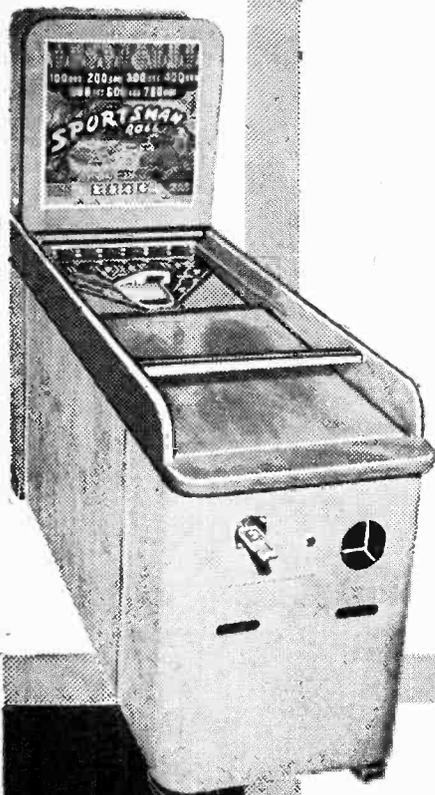


TERMS: 1/3 Deposit, Balance C. O. D.

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

The More Fun--The More Profits SPORTSMAN ROLL GIVES BOTH

CAN OPERATE ANYWHERE!



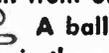
A 7^o ^o ^o ^o ^o ball roll-down game—but from here on everything else is different and original.

There's terrifically fast  action every second a ball is on the playing field.

The highest scoring game ever released—scores up to 790,000!!

The pockets    give ten to forty thousand points on each roll.

Mystery buttons scattered around the board make 10,000 to 50,000 points each contact. A ball can hit them 3, 5, 10 times before settling in a pocket.

Then there's a skill hole worth 40,000!! If you have enough skill to get in that, an alligator  in front of the hole opens its jaws.  A ball in the alligator means 100,000 more in the scoring.

Fun? They'll yell their heads off in excitement when they play. SPORTSMAN ROLL

— And

YOU'VE NEVER SEEN A CABINET LIKE THIS!

The Most Daring Departure In Cabinet Construction Ever Made!! A new and unusual material that looks and feels like a leatherette finish, but it's different—much better, much stronger.

Aside from greater eye appeal, this new cabinet is:

- Far Lighter In Weight Than Wood*
- Easier To Handle*
- Easier And Less Costly To Ship*

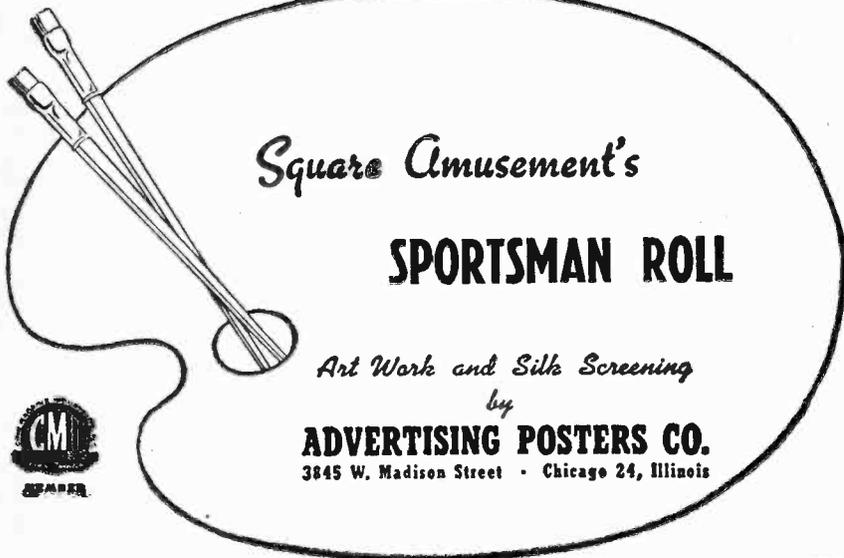
ORDER TODAY! INSTALL IN YOUR LOCATIONS THIS HIGHEST SCORING, MOST ORIGINAL GAME EVER RELEASED.

SQUARE AMUSEMENT COMPANY

John A. Fitzgibbons
453 W. 47th St
New York 19, N. Y
Phone: Circle 5-5240

Established 1919

Al Schlesinger
88-90 Main St
Poughkeepsie, N. Y
Phone: Poughkeepsie 5710



Square Amusement's
SPORTSMAN ROLL
Art Work and Silk Screening
by
ADVERTISING POSTERS CO.
3845 W. Madison Street • Chicago 24, Illinois



RECONDITIONED
SLOTS TRACK TIMES
GET OUR PRICES
WRITE TODAY
STEUBENVILLE VENDING CO.
629 MARKET ST. STEUBENVILLE, OHIO

IMPORTANT! GET ON OUR MAILING LIST!

Limited Quantity—WURLITZER 5¢ SLIDES FOR 600, 500, 24, 616, 61. Each... \$ 1.60
IN STOCK NOW!—"AMITY" CIGAR VENDOR 44.50
GRUEN DIODE METERS 12.50
ABT CHALLENGERS—IMMEDIATE DELIVERY WRITE FOR PRICES
NEW GENERAL ELECTRIC 12" P.M. SPEAKER. EACH 8.75
RECTIFIERS—IMMEDIATE DELIVERY, FOR GENCO GAMES 4.00

SEND FOR OUR COMPLETE PARTS AND SUPPLIES CATALOGUE!
1/2 Deposit, Balance C. O. D., F. O. B. Warehouse

EXPORT BUYERS WRITE TODAY FOR COMPLETE LIST OF EQUIPMENT WE HAVE AVAILABLE FOR EXPORT.

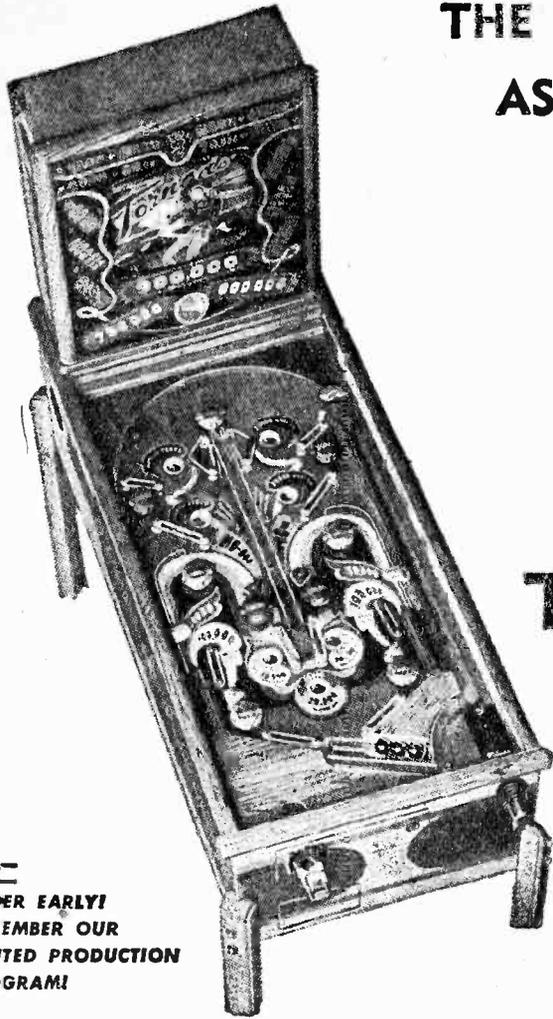
WE PRIDE OURSELVES ON OUR CLEAN REPUTATION!
WEST SIDE DISTRIBUTING CORP.
698 Tenth Avenue New York 18, N. Y.
Phone Circle 6-7533

Seeburg 8200, ESRC . . . \$299.00	Wurlitzer 600 . . . \$179.00	Exhibit Fleeta . . . \$179.00
Seeburg Envoy, ESRC . . . 279.00	New Genco Advance Roll 499.50	Exhibit Fast Ball . . . 169.00
Seeburg Hi Tone . . . 279.00	Chicago Coin Goatee . . . 165.00	Exhibit Big Hit . . . 79.00
Seeburg Plaza, RC . . . 210.00	Genco Total Roll . . . 265.00	Liberty . . . 76.00
Seeburg Gem . . . 185.00	Victory Skee Ball . . . 99.00	Marines at Play . . . 39.00
Wurlitzer 850 . . . 399.00		Marvel Baseball . . . 39.00
Wurlitzer 750 . . . 375.00		Eagle Squadron . . . 39.00
Wurlitzer 700 . . . 345.00		Hi Hat . . . 34.50
Wurlitzer 500 . . . 179.00		Spot Pool . . . 34.50
	PIN BALLS	
	Genco Step Up . . . \$159.00	
	Williams Smarty . . . 189.00	

AMERICAN VENDING CO.
810 FIFTH STREET MIAMI BEACH 39, FLA.

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.



**THE GAME THAT SWEEPS
ASIDE ALL RECORDS
FOR PLAY AND
PROFITS!
IT'S NOT ONLY
TERRIFIC
... 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!**

Sensational New COIN CHANGER AND COIN CLIP

- ELIMINATES ALL WRAPPERS
- CLIPS ARE FILLED BY OPERATORS
- EASY TO HANDLE
- CUTS OPERATOR'S TIME IN HALF
- OPERATES LIKE A CARTRIDGE CLIP (5c Clip Holds \$10 or \$20)
- 1c-10c-25c INTERCHANGEABLE SLIDE AVAILABLE
- UNIT COMES WITH 2 TUBE CLIP FOR HANDLING WRAPPED COINS. MAKING IT A UNIVERSAL CHANGE MAKER AND COIN STORAGE.



DISTRIBUTORS WANTED

WIRE—WRITE—PHONE

LAMOMATIC CO.

4424 W. IMPERIAL HIGHWAY
INGLEWOOD, CALIFORNIA
TEL. OR 7-5028



**NO FOOLING ABOUT THESE
April Values**

FIVE BALL FREE PLAYS

Broadcast	\$ 32.50	Keep 'Em Flying	\$ 64.50	Oklahoma	\$ 99.50
Bolaway	32.50	Shangri-La (Gott.)	64.50	Laura	99.50
School Days	32.50	Big Top	64.50	Grand Canyon (Rev.)	99.50
Legionnaire	35.00	Hollywood	74.50	Frisco	99.50
Snappy, '41	35.00	Streamliner (Rev.)	74.50	Duffys	99.50
Home Run, '42	35.00	Casablanca (Rev.)	84.50	Arizona (Rev.)	99.50
Defense (Genco)	47.50	Cover Girl	89.50	Brazil (Rev.)	104.50
Flying Tigers	47.50	Catalina	89.50	Trade Wind (Rev.)	119.50
Victory (Genco)	47.50	Flat Top (Rev.)	89.50	Big Hit (Single)	119.50
Shangri-La (P&S)	49.50	Santa Fe (Rev.)	89.50	Big Hit (Multiple)	139.50
Knock Out	57.50	Opportunity	99.50	Suspense	139.50
Midway (Rev.)	57.50	South Seas	99.50	Riviera	199.50
Yankee Doodle	57.50				

MUSIC

Wurlitzer 616, Ill. Cab.	\$149.50	Seeburg 8200	\$229.50	5¢ Personal Music	
Wurlitzer 24	169.50	Seeburg 8200, ESRC	289.50	Wall Boxes	\$ 23.50
Rock-Ola RM-16, Ill. Cab.	99.50	Rock-Ola Commando	259.50	NEW Solotone 5-10¢ Wall Boxes	Write
Rock-Ola Windsor, Ill. Cab.	129.50	Seeburg 8800	289.50	NEW Solotone Amplifiers	Write
		1946 Packard Wall Boxes	23.50		

CONSOLES

Paces Reels W/Rails	\$ 89.50	Mills 4-Bells, 4-5¢	\$239.50	Bally Club Bell, 5¢ Comb.	\$175.00
Watling Big Game, 5¢, F.P.	55.00	Mills 3-Bells, 5-10-25¢	529.50	Keeney's 2-Way Super Bell	229.50
Big Top, 5¢, F.P.	79.50	Paces Saratoga W/Rails	49.50	5-5 Duo-Bell	275.00
Super Bell, 25¢, Comb.	169.50	Silver Moon, F.P.	55.00	5-25 Duo-Bell	295.00
Paces Twin Reels W/Rails	189.50	Galloping Domino, F.P., '40	109.50		

ONE BALLS

Fortune	\$ 89.50	Record Time	\$ 85.00	Dark Horse	\$ 69.50
Sky Lark	54.50	Spinning Reels	35.00	Club Trophy, F.P.	109.50

SLOTS

Columbia Bell, G/A, Cig. Reel	\$ 35.00	25¢ Mills Brown Front	\$145.00	10¢ Mills Melon Bell	\$ 99.50
10¢ Mills Roman Head	75.00	Col. Bell De Luxe		5¢ Mills Black Cherry Bell	119.50
10¢ Jennings 4-Star Chief	59.50	Chrome, 8.J.P.	175.00	5¢ Mills Gold Chrome	129.50
25¢ Mills Blue Front	109.50	Mills V.P. Bell, 5¢, Green	44.50	25¢ Mills Gold Chrome	149.50
10¢ Mills Black Cherry Bell	129.50	10¢ Pace Oomet	55.00	5¢ Jennings '46 Bronze Chief	270.00
		5¢ Jennings Silver Chief	99.50	5¢ Caille Cadet	34.50
				10¢ Caille Cadet	39.50

ARCADES

Bally Defender	\$ 79.50	Evans Tommy Gun	\$ 59.50	Seeburg Ray-o-Lite	\$ 39.50
Mutoscope Sky Fighter	149.50	Genco Total Roll	325.00	Whizz W/Stand	89.50

MAIN OFFICE:
435 "O" STREET N. W.
WASHINGTON 4, D. C.
DISTRICT 0500

TERMS: 2 DEPOSIT BALANCE C.O.D.



BRANCH OFFICE:
2505 N. CHARLES ST.
BALTIMORE 18, MD
BELMONT 8189

"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."

DAVAL

PRODUCTS CORPORATION 1512 N. FREMONT • CHICAGO 22



\$57.50

F. O. B. CHICAGO

Used Music Equipment

REFINISHED • RECONDITIONED • GUARANTEED

Seeburg 9800 RCES, Hi-Tones, Mechanically Perfect, Walnut or Marble-Glo, New Grille Cloth . . \$299.50

- Seeburg Envoy RC, Refinished, Reconditioned \$299.50
- Seeburg Envoy ES, Walnut Refinish, Excellent Condition 289.50
- Seeburg Classic ES, Completely Reconditioned 219.50
- Wurlitzer 850E, Excellent Condition 325.00
- Wurlitzer 780E Colonial, A-1 Shape 329.50
- Wurlitzer 500A Keyboard, Mechanically Perfect 249.50
- Wurlitzer 600A Keyboard Victory, Excellent Condition 189.50
- Rock-Ola Deluxe '39, As Is, Very Clean 199.50
- Mills Throne, As Is, Very Clean 139.50

Solotone Wall Boxes and Amplifiers, Brand New, Latest Model Write, Wire or Call

SPECIAL DISCOUNT ON QUANTITY PURCHASES — FOREIGN INQUIRIES INVITED
ONE THIRD CERTIFIED DEPOSIT, BALANCE C. O. D.

MUSIC SYSTEMS INC.
NORTHERN OHIO FACTORY DISTRIBUTORS FOR SEEBURG
6210 EUCLID AVE. • CLEVELAND 3, OHIO • HE. 6114
312 JACKSON AVE. • TOLEDO 2, OHIO • EM. 1311

CLOSING OUT ALL ARCADE EQUIPMENT IN TIME FOR THE NEW RESORT SEASON!

PHOTO MACHINES

- 1 4 for 25¢, Semi Automatic \$195.00
- 1 Photomaton, 4 for 25¢ (Rebuilt) 250.00
- 4 Late Model Photomatics (Inside Lights). Ea. 450.00

NOVELTY MACHINES

- 1 Bank a Ball \$ 50.00
- 1 Kirk Test Pilot 50.00
- 1 Evans Ski Ball 50.00
- 3 Sets Knotty Peeks (2 to a Set on One Stand). Set 75.00
- 3 Sets Love Meters (3 to a Set on One Stand). Set 125.00
- 5 Skill Jumps (Side Ball Lift). Each 35.00
- 4 Exhibit Post Card Vendors (With Lights). Each 25.00
- 1 WESTERN BASEBALL Major League 75.00
- 1 SCIENTIFIC BATTING PRACTICE (Like New) 75.00
- 3 GENCO PLAY BALLS. Each 95.00
- 2 TEXAS LEAGUER, Light Up. Ea. 25.00
- 1 CHICAGO COIN GOALEE, Like New 250.00

SHOOTING MACHINES

- 4 KEENEY SUBMARINES. Each . . . \$ 45.00
- 2 SHOOT YOUR WAY TO TOKYO. Ea. . . 50.00
- 2 KEENEY AIR RAIDERS. Each . . . 50.00
- 2 BALLY DEFENDERS. Each 75.00
- 4 BALLY RAPID FIRES. Each 50.00
- 24 SEEBURG RAY GUNS, Assorted Conversions. Each 35.00

SCALES

- 1 WATLING (Guess Your Weight) . . \$ 75.00
- 2 KIRK SCALES. Each 125.00

VOICE RECORDERS

- 1 SINGLE BOOTH, Semi Automatic . . \$195.00
- 1 DOUBLE BOOTH, Semi Automatic . . 295.00

COIN CHANGER

- 1 BRANDT AUTOMATIC CASHIER, Like New \$ 85.00

MOVIE MACHINE

- 1 SILENT 5¢ MOVIE MACHINE (Made by Mutoscope) \$175.00

CHICAGO COIN "BASKETBALL CHAMP" Write for Price
WE HAVE HUNDREDS OF OTHER PIECES IN OUR ARCADES—SEND FOR COMPLETE LIST OF THE FINEST EQUIPMENT AT THE LOWEST PRICES!
COME IN AND PICK UP THESE BARGAINS AT

SIMON SALES, INC.

EXCLUSIVE DISTRIBUTORS
215 W. 64th Street New York 23, N. Y. • Telephone Trafalgar 4-6900

5 '46 BUCKLEY TRACK ODDS

TWIN PAYOUT TUBES. USED 30 DAYS; CAN'T TELL FROM NEW. **\$725.00 Each**

CENTRAL AMUSEMENT CO.

1144 UNION AVE. PH. 2-6294 MEMPHIS, TENN.

WURLITZER SKEE BALLS

\$195.00 — FOR SALE — \$195.00

These machines have been removed from locations — thoroughly reconditioned and repainted for your immediate use. Will be crated expertly for prevention of any breakage for \$15.00 additional. Machines comperable to any throughout any part of country.

SEND 1/3 DEPOSIT, BALANCE C. O. D.

JOY NOVELTY CO.

8635 LINWOOD AVE. PHONE TY-4-9460 DETROIT 6, MICH.

DON'T MISS THIS "BIG SHOW" J. ROSENFELD CO.

presents

The Advance Trade Showing of Latest
1947 Model JENNINGS Machines

APRIL 10th-11th-12th

See the Sensational Models on Display!

- ★ STANDARD CHIEF
- ★ SUPER DE-LUXE CLUB CHIEF (Light-Up)
- ★ DE-LUXE CHALLENGER (Mechanical Twin Play Console)
- ★ HALF DOLLAR STANDARD CHIEF (With Escalator)
- ALSO PREVIEW OF ● SILVER EAGLE DOLLAR CONSOLE
- NEW PERFECTED DOLLAR BELL ● SUPER DE-LUXE CHALLENGER (NO EXPOSED JACKPOT)

★ R - E - F - R - E - S - H - M - E - N - T - S ★
THIS WEEK'S "BIG SHOW" SPECIALS!

→ CLOSE-OUTS — BRAND NEW ←
VICTORY DERBYS \$395.00 MIDGET RACERS \$175.00

ONE BALL — FREE PLAYS		ONE BALL — PAYOUTS	
CLUB TROPHY	\$159.50	JOCKEY CLUBS	\$195.00
41 DERBY	169.50	KENTUCKYS	115.00
LONGACRE	219.50	LONGSHOTS	89.50
MILLS 1-2-3 (40)	69.50	SANTA ANITA	89.50
MILLS OWL	59.50	SPORT PAGE	59.50
RECORD TIME	89.50	TURF KINGS	175.00
VICTORY SPECIALS	395.00	VICTORY DERBYS	295.00

→ CONSOLES ←

4 MILLS 3-BELL (late)	\$375.00	6 PACE SARATOGAS W/R 54, P.O.	\$69.50
3 KEENEY SUPER BELLS 5/25 P.O.	229.50	4 JENNINGS FAST TIMES 54, P.O.	69.50

TERMS: 1/3 certified deposit, balance sight draft or C. O. D.
MEMBER C. M. I. Reference: United Bank & Trust Co., St. Louis
USE OUR E-Z PAYMENT PLAN — WRITE FOR FULL PARTICULARS!

J. ROSENFELD CO.

3218 OLIVE ST. ST. LOUIS 3, MO. NEWSTEAD 1582
SATISFACTION GUARANTEED OR YOUR MONEY BACK IN FULL!

GLOBE . . . WHERE SMART OPERATORS BUY! NOW DELIVERING

NEW 5 BALLS

MYSTERY
KILROY
HAVANA
DOUBLE BARREL
CARNIVAL

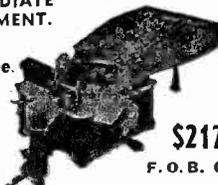
ARCADE

BASKET BALL
BOOMERANG
JACK-RABBIT

BY FAR THE BEST
THE DOWNEY-JOHNSON
COIN COUNTER

IMMEDIATE
SHIPMENT.

1 Yr.
Guarantee.



\$217.50

F. O. B. Chicago

GLOBE COIN SORTER . . . \$290.00

Distributors, send for full particulars. Free circular available upon request!

1-BALLS

BALLY ENTRY
BALLY SPECIAL
ENTRY

CONSOLES

JENNINGS CHAL-
LENGER
BALLY DE LUXE
DRAW BELL
BALLY TRIPLE BELL
EVANS CONSOLES
(All Models)

COUNTER GAMES A. B. T. CHALLENGERS—POP-UP—GRIP-VUE—SKILL THRILL—SILVER KING VENDORS

SPECIALS!!!

GOALEES, Like New, at Bargain Prices WRITE
SEEBURG WALL-O-MATICS, Like New \$27.50
GENCO "WHIZZ", With Base Exceptionally Clean 69.50

ATTENTION! OPERATORS EVERYWHERE!!!
OUR RECONDITIONED MACHINES DEFY ALL COMPARISON! SEND FOR OUR COMPLETE LIST!

GLOBE was established principally to cater to the operators' needs. With this in mind, we invite you to avail yourself of our fine service. A sample purchase will convince you that it's GLOBE from now on.

"IF WE CAN'T GUARANTEE IT—WE WON'T SELL IT."

WANT TO BUY!! Longacres, Thorobreds, Pimlicos, Club Trophys, '41 Derbies, 500 Pin Games. State condition, lowest price acceptable and when shipment can be made.

SEND YOUR COMPLETE LIST. CASH WAITING!!!!

TERMS: 1/3 DEPOSIT—BALANCE C. O. D. OR SIGHT DRAFT.

CHARLES (JIMMY) JOHNSON

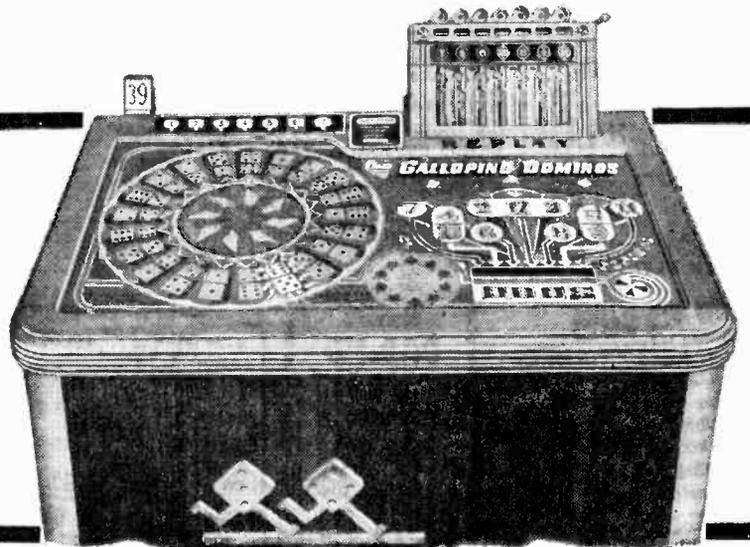


GLOBE DISTRIBUTING CO.

1623 NO. CALIFORNIA AVE., CHICAGO 47, ILL. - ARM. 0780

EVANS'

REPLAY CONVERTIBLE MODELS



EVANS LEADS THE FIELD AGAIN WITH NEW BANG TAILS AND GALLOPING DOMINOS IN SENSATIONAL REPLAY MODELS easily and quickly convertible to Automatic Award!

Frequent Replay awards are ingeniously shown by means of a periscope projector, flashing the number of Replays in full view at all times!

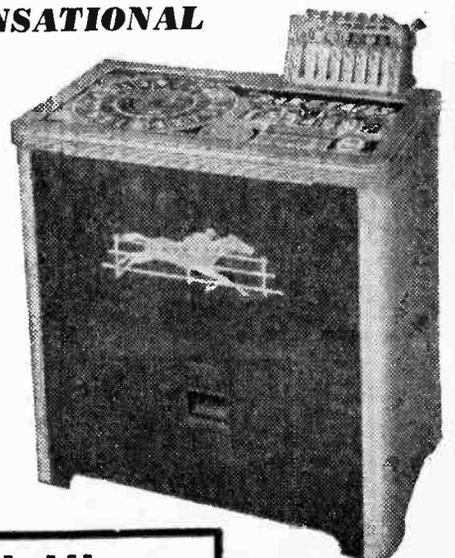
Machines are fully metered for both Replays and Jackpot. Accumulated Replays can be either played off, with as many as 7 at one time, or cancelled by the location owner. Meter registers all cancelled Replays.

Bang Tails and Galloping Dominos are also available in straight Automatic Award payout, with or without Jackpot, and Check Separator models. Specify 5c or 25c play.

Resale or trade-in value is quickly recognized in Evans' Convertible models. Enjoy the profits you deserve . . . operate machines to suit your special requirements!

EVANS' NEW SENSATIONAL BANG TAILS— WINTER BOOK

Another sure-fire console by Evans! Why be satisfied with single-coin play when you can have 7-coin play on Evans' BANG TAILS—WINTER BOOK? Made with the same refinements and precision engineering as Galloping Dominos and Bang Tails, plus the new sensational feature of WINTER BOOK ODDS! Odds range from 10 for 1 to 500 for 1, with only a SINGLE coin played. NO BUILD-UP necessary for a chance at these sensational odds! "Ask the man who operates one", or better yet, add BANG TAILS—WINTER BOOKS to your route for greater profits! Available in either 5¢ or 25¢ play.



ONE ROLL-HI

New Galloping Dominos model with same high awards as Bang Tails—Winter Book. Now in production! Rush your order for early delivery!



ORDER DIRECT OR FROM YOUR DISTRIBUTOR TODAY!

H. C. EVANS & CO.

1520-1530 W. Adams St.

Chicago 7, Ill.

Empire Coin Values

VENDING MACHINES FOR ALL SPECIAL USES WRITE

MUSIC	Wurl. 61 & Stand \$119.50	Rock-Ola Commando ... \$400.00
	Wurl. 71 & Stand 159.50	Wurl. 41 & Stand 139.50

RECONDITIONED 5 BALL PIN GAMES

SUPERLINER \$189.50	YANKS \$ 99.50	JUNGLE \$64.50
SUSPENSE 189.50	HOLLYWOOD 94.50	BELLE HOP 64.50
SPELLBOUND 189.50	SKY BLAZER 89.50	SEA HAWK 59.50
MIDGET RACER 148.50	SKY RIDER 89.50	LEGIONNAIRE 59.50
LAURA 134.50	FOUR ACES 34.50	TEXAS MUSTANG 59.50
STAGE D CANTEN 134.50	5-10-20 84.50	SLUGGER 59.50
OKLAHOMA 129.50	MIDWAY-UNITED 79.50	BOLAWAY 59.50
ARIZONA 129.50	BOSOO 79.50	ZIG ZAG 59.50
SKY CHIEF 119.50	'42 HOME RUN 79.50	SHOW BOAT 59.50
FLAT TOP 119.50	GENCO DEFENSE 74.50	VENUS 59.50
GOVER GIRL 119.50	HI HAT 89.50	ABC BOWLER 57.50
LIBERTY, GOTT 109.50	WEST WIND 89.50	'41 MAJORS 57.50
CATALINA 99.50	HI DIVE 89.50	INVASION 54.50
YANKEE DOODLE 99.50	JEEP 89.50	SEVEN UP 54.50
AIR CIRCUS 99.50	STAR ATTRACTION 89.50	TEN SPOT 54.50
BIG PARADE 99.50	GENCO VICTORY 89.50	BIG CHIEF 47.50
KNOCK OUT 89.50	GUN CLUB 87.50	DUDE RANCH 47.50
KEEP EM FLYING 89.50	DUPLEX 87.50	OHAMPION 42.50

NEW PIN GAMES

United HAVANA	\$309.50
Bally DOUBLE BARREL	269.50
Wms. TORNADO	304.50
Exhibit MYSTERY	299.50
KILROY	279.50
Gottlieb MAISIE	310.00
Marvel CARNIVAL	249.50

Marvel's
POP-UP
New Legal
Counter Game
\$49.50

NEW CONSOLES

Bally DELUXE 5c	\$512.50
DRAW BELL	895.00
Bally TRIPLE BELL	671.50
Evans BANG-TAILS, J.P.	826.00
Evans WINTER BOOK	824.50
Ev. BANGTAILS, Comb. FP & PD	824.50

WRITE FOR PRICES

AMUSEMATIC
BOOMERANG
Genco WHIZZ
OPPORTUNITY
MIDGET RACER
METAL TYPER
ALL NEW!

Jennings BRONZE OR STANDARD CHIEFS	5c	10c	25c
	\$269	\$279	\$289

Groetchen Deluxe CLUB COLUMBIA \$209.50
J. P. COLUMBIA 145.00

VICTOR MODEL "V" NUT VENDORS...\$11.75

WHIRL-A-BALL ..\$47.50

Ace COIN COUNTER\$139.50

GRIP-VUE\$49.95

Champion 1c BASKETBALL\$49.50
WITH STAND 64.50

DAVAL'S
BEST HAND..\$59.50
MEXICAN BASEBALL .. 59.50
OOMPH ... 59.50
SKILL THRILL 57.50
FREE PLAY . 75.00

NEW SCALES
FRANTZ
ARIST-O-SCALE \$115.00
MIR-O-SCALE \$125.00

Jennings SUPER DELUXE LITE-UP CHIEFS
5c \$324 10c \$334 25c \$344

SILVER KING—1c OR 5c NUT VENDOR...\$13.95

GOALEE\$314.50
PINCH HITTER... 369.50
Chicoin Basketball CHAMP 499.50

CHALLENGER ... \$49.50

VEST POCKETS ..\$74.50

Golf. GRIP SCALE..\$39.50

CHICAGO METAL REVOLVAROUND SAFES—Universal—Single, \$79.50; Dble. \$116.75	CHICAGO METAL REVOLVAROUND SAFES—DE LUXE—Single, \$119.50; Dble. 174.25
REVOLVAROUND SAFES, 10 Gauge Steel—Single, \$175.00; Double 225.00	BOX STANDS FOR SLOTS, \$27.50; FOLDING STANDS 12.50
UNIVERSAL PHONO AMPLIFIER 39.50	KLEER-FLO PARTS CLEANER, COMPLETE 143.50
TURN-TABLE SHAFT FOR WURL. COUNTER MODEL 5.95	SPEED IRON SOLDERING GUN, HEATS AND COOLS IN 5 SEC. 12.95

SLOTS

5c BLACK CHERRY, ORIG., 2-5	\$179.50
WATLING ROLATOP, 25c	89.50
5c JENN. SILVER CHIEF	119.50
5c MILLS BLUE FRONT, ORIG.	109.50
10c MILLS BLUE FRONT	119.50
25c MILLS BLUE FRONT	129.50
5c BROWN FRONTS	119.50
10c BROWN FRONTS	129.50
25c BROWN FRONTS	139.50
5c GOLD CHROM	59.50
VEST POCKETS, 1946 Model	87.50
5c OT. LATE, Glitter Gold Front	109.50
25c OT. LATE, Glitter Gold Front	149.50
5c JENN. CLUB CONSOLE CHIEF	119.50
10c 4-STAR CHIEF	99.50
COLUMBIAS, J.P., 1946 Model	149.50
5c BLACK CHERRY, REC.	189.50
10c BLACK CHERRY, NEW REB.	139.50
5c WATL. ROLATOP, 1946 MOD.	149.50
10c WATL. ROLATOP, 1946 MOD.	149.50
5-10-25c JENN. LITE-UP CHIEFS	Write

ONE BALLS

VICTORY SPECIAL	\$489.50
CLUB TROPHY, F.P.	139.50
VICTORIOUS, F.P., TURF CHAMP	69.50
'41 DERBY	149.50
RECORD TIME, F.P.	89.50
LONGACRE, F.P.	269.50
TURF KING, P.O.	189.50
GOOKEY CLUB, P.O.	175.00
40 MILLS 1-2-3, F.P.	89.50
MILLS OWL, 1 OR 5 BALL, F.P.	89.50
LONGSHOT, P.O.	129.50
KENTUCKY, P.O.	149.50
BLUE GRASS, F.P.	109.50
VICTORY DERBY, P.O.	325.00

ARCADE

TOTAL ROLL, LIKE NEW	\$375.00
EV. SUPER BOMBER	189.50
MUTO DRIVE-MOBILE	189.50
BOLASCORE, NEW REVAMP.	219.50
WORLD'S SERIES	84.50
BATTING PRACTICE	85.00
ELECTRIO DEFENSE GUN	24.50
HOLLY GRIPS	11.50
EXH. CARD VENDOR & COUNTER	6.50
EXH. STREAMLINE CARD VENDOR	29.50
EVANS TEN STRIKE, H.D.	95.00
SHOOT TO TOKYO	109.50
CHICAGO COIN GOALEE—Like New	239.50
GOTT 3-WAY GRIPS	19.50
PIKES PEAK	19.50
CHICAGO COIN HOCKEY	139.50
MUTOSCOPE SKY FITER	159.50
RAPID FIRE	139.50
BLOW BALL	109.50
PITCHEM & CATCHEM	89.50
BALLY SKY BATTLE	139.50
ABT TARGET, MOD. F.	29.50
ABT CHALLENGER	29.50
SET 3 ADVICE METERS & STAND	119.50

CONSOLES

5c BALLY DRAW BELL	\$349.50
BAKER'S PAPERS, D.D., J.P., NEW	395.00
5c COMB. SUPER BELLS	149.50
BALLY SUN RAYS, F.P.	89.50
5c BUCKLEY TRACK ODDS, J.P.	435.00
HI HAND, COME	139.50
WATLING BIG GAME, 5c, P.O.	89.50
5c PAGE SARATOGA SF	89.50
BALLY BIG TOP, P.O. OR F.P.	89.50
WATLING BIG GAME, F.P.	79.50
MILLS JUMBO, P.O. LATE HEAD	99.50
JENN. SILVER MOON, F.P.	79.50
5c BALLY CLUB BELL	159.50
25c BALLY CLUB BELL	184.50
EVANS LUCKY STAR	149.50
GALLOPING DOMINOS, J.P.	149.50
BANGTAILS, J.P., 2-Tone	249.50

ONE-HALF DEPOSIT WITH ORDERS. BALANCE C. O. D. OR SIGHT DRAFT.

Empire Coin

MACHINE EXCHANGE

2812 WEST NORTH AVENUE · PHONE: HUMBOLDT 6288 · CHICAGO 47, ILLINOIS

THANKS FOR YOUR WONDERFUL RESPONSE

We are filling orders as fast as we can. Please be patient. Keep Sending In Your Orders—They will be filled in rotation.



MASCO LIQUID DISPENSER

Operated for Profit

- | | |
|-------------------|----------------------|
| DISPENSERS | LOCATIONS |
| ● Hand Lotions | ● Department Stores |
| ● Liquid Soaps | ● Service Stations |
| ● Hair Tonics | ● Cocktail Lounges |
| ● Hair Oils | ● Public Buildings |
| | ● Hotels ● Factories |

OPERATOR'S PRICE **\$16.50** Ea.

SUPPLIES FOR MASCO DISPENSERS

JERGENS LOTION, \$4.00 DOZ.—2 DOZ. TO CARTON. 6-ounce for refills.
LIQUID HAND SOAP, \$4.00 GAL.—with individual labels.
WRITE — WIRE OR PHONE FOR COMPLETE DETAILS

BRADLEY ASSOCIATES, INC.
1652 N. DAMEN AVENUE CHICAGO 47, ILLINOIS

Statistics Show Net Income per 6-oz. bottle to be \$2.50

Albena Music Equipment

Always the Best for Less!

Always in A-1 Condition!

SEEBURGS ★ WURLITZERS ★ ROCK-OLAS

EXCELLENT VALUES—FINER AND NEWER
LOOKING MACHINES—AT LOWEST PRICES!

SEND US YOUR REQUIREMENTS TODAY!

New **TUBES** Guaranteed
WE HAVE PRACTICALLY EVERY TUBE MANUFACTURED
55% Off List!

Deposit Required With All Orders.

ALBENA SALES CO.

587 10th AVE., NEW YORK 18, N. Y. Longacre 5-8334

FOLDING STEEL STANDS

For Challengers and Pistol Target Guns.
Bright Aluminum Finish.

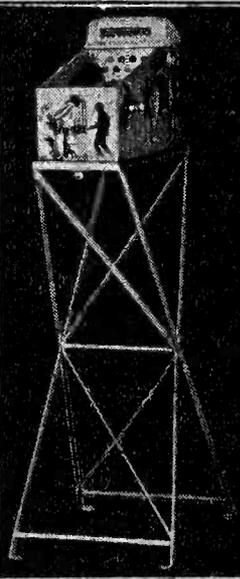
Repeat orders prove they are good. No screws. No holes to drill. Machine and stand completely set up in one minute. Carry over a dozen in back of your car. Weight, 16 lbs.

PRICE, \$9.50 Each F. O. B. San Antonio, Tex.

ORDER FROM THE FOLLOWING DISTRIBUTORS

Automatic Games Co. 1907 University Ave. St. Paul, Minn.	C. & S. Distributing Co. 650 S. First St. Louisville, Ky.	Leon Hi-Mo Silver, Inc. 760-A Hayes St. San Francisco, Calif.
Modern Distributing Co. 1810 Welton St. Denver, Colo.	Southern Dist. Co. 1010 Leeland St. Houston, Tex.	The Vending Machine Co. 207 Franklin St. Fayetteville, N. C.
Shaffer Music Co. 406 S. High St. Columbus, Ohio.	Roy McGinnis Co. 2011 Maryland Ave. Baltimore, Md.	W. B. Novelty Co. 1012 Market St. St. Louis, Mo.
Fisher Brown 2101 S. Ervay St. Dallas, Tex.	A. L. Kropp P. O. Box 587 Meridian, Miss.	Master Sales & Service Route 8, Box 688 Dallas, Tex.
Alfred Sales Co. 1006 Main St. Buffalo, N. Y.	The Nickabob Co. 2525 W. Pico Blvd. Los Angeles, Calif.	

UNITED AMUSEMENT CO.
310 S. ALAMO ST. SAN ANTONIO, TEXAS



WRITE IN and GET ON OUR MAILING LIST!

TOTAL ROLLS—PERFECT \$190.00

Amusematic LITE-LEAGUE (Good Working Order—Trouble Eliminated) \$189.50

FOREIGN ORDERS A SPECIALTY.

5% Discount—Full Cash With Order.

NATIONAL NOVELTY COMPANY

183 MERRICK ROAD
MERRICK, L. I.
Phone: Freeport 8-8320

"IT'S A JEWEL OF A BELL, THIS MILLS JEWEL BELL"

The Jewel Bell



A PRODUCT OF MILLS!



If you really want to increase your income, if you want to hear the players whistle a long, low tune of praise for an entirely new type of Bell—install a Mills Jewel Bell on location. It's the last word in Bell Machine Design—"It's a Jewel of a Bell, this Mills Jewel Bell!"

BELL-O-MATIC CORPORATION 4100 Fullerton Ave. Chicago 39, Ill.

CENTRAL OHIO COIN QUALITY BUYS

"There Is No Substitute for Quality"



Wolf Solomon

GIGANTIC SALE
OF THE LARGEST STOCK OF COIN OPERATED EQUIPMENT IN THE U. S. A.

PIN BALLS

SKY BLAZER	\$ 49.50	EAGLE SQUADRON	\$ 79.50
FOUR ACES	89.50	AIR CIRCUS	99.50
CAPT. KIDD	49.50	BOLOWAY	69.50
HOME RUN '42	59.50	SCHOOL DAYS	49.50
HI HAT	59.50	KNOCKOUT	89.50
GUN CLUB	49.50	SPORT PARADE	39.50
STREAMLINER	129.50	FLAT TOPS	129.50
BIG HIT—1 COIN	179.50	LEADER	39.50
BIG HIT—4 COIN	219.50	PLAY BALL	49.50
YANKEE DOODLE	129.50	HOLLYWOOD	129.50
MARINES AT PLAY	79.50	LEGIONNAIRE	49.50
BIG PARADE	89.50	STRATOLINER	49.50
LANDSLIDE	39.50	SUPERLINER	195.00
KEEP 'EM FLYING	109.50	BOMBARDIER	69.50
JUNGLE	49.50	SHANGRI LA—GOTTLIEB	129.50
MIDWAY	89.50	BOSCO	69.50
DEFENSE—GENCO	79.50	SENTRY	89.50
AMERICAN BEAUTY	79.50	KISMET	89.50
MUSTANG	59.50	ABC BOWLER	39.50
MARVEL BASEBALL	89.50	SPOT POOL	69.50
INVASION	89.50	PAN AMERICAN	49.50
DUDE RANCH	35.00	HOROSCOPE	49.50
		ARGENTINE	49.50

ARCADE AND PARK EQUIPMENT

TOTAL ROLL	\$375.00	LITE LEAGUE	\$250.00	CHAMPION BASKET	
PINCH HITTER		DRIVEMOBILE	169.50	BALL 1¢ (new)	\$74.50
(new)	399.50	MUTO PUNCHBAG	175.00	10 1/2 FT. SUPER SKEE	
ONE WORLD (new)	419.50	VOICE RECORDER	119.50	ROLLS	
SKY FIGHTER	149.50	9-FT. SKEE ROLLS	109.50	10 1/2 FT. PREMIER SKEE	
AIR RAIDER	119.50	GROETCHEN		ROLLS	
TOMMY GUN		Typers	295.00	12 1/2 FT. PREMIER SKEE	
(late)	109.50	SCIENTIFIC		ROLLS	
WINDJAMMER	99.50	BASEBALL	99.50	14 FT. WURL. SKEE ROLL	
PANORAMS	275.00	14-FT. WURL		WEEK SCORE	\$295.00
RAPID FIRES	119.50	SKEE ROLL, A-1	269.50	AMUSEMENT JACK RAB-	
CHICKEN SAMS	82.50			BIT. NEW	\$475.00

"STAR" POPCORN MACHINES (NEW) WRITE
NEW RADIOTONE VOICE RECORDER AND BOOTH—Easy for attendant to operate \$795.00
WRITE FOR COMPLETE LIST

CONSOLES

5¢ SUPER BELLS, COMB. C.P. F.P.	\$149.50	JUMBO PARADES, C.P., LATE	\$109.50
5¢ BALLY HIGH HANDS, COMB.	125.00	JUMBO PARADES, COMB. F.P. C.P.	139.50
25¢ BOBTAILS, F.P.	129.50	JUMBO PARADES, F.P., A-1	79.50
5¢ BOBTAILS, F.P.	79.50	KENTUCKY CLUBS, C.P., A-1	89.50
5¢ BIG GAMES, F.P.	69.50	KEENEY'S 2-WAY 5-25¢ SUPER	
25¢ PACES REELS, C.P.	149.50	BONUS BELLS	WRITE
MILLS 4 BELLS, A-1	295.00	KEENEY'S 3-WAY SUPER 5-10-25	WRITE
MILLS 4 BELLS, LATE HEADS	395.00		

SPECIAL CLOSE-OUT PRICE
NEW GOALEES
\$319.50

NEW A. M. I. PHONOGRAPHS
DISTRIBUTORS FOR
CENTRAL AND
SOUTHERN OHIO

ONE BALLS, USED
PIMLICO \$249.50
VICTORY SPECIAL 429.50
SPORT SPECIAL 139.50
JUMBO '44, C.P. 189.50
VICTORY DERBY 395.00

NEW MACHINES — PROMPT DELIVERY

EXHIBIT'S MYSTERY	\$299.50	BALLY TRIPLE BELLS	\$895.00
UNITED'S HAVANA	299.50	CHI COIN GOALEE, NEW	379.50
BALLY DOUBLE BARREL	279.50	COLUMBIAS, 1-5-10-25¢	145.00
WILLIAMS TORNADO	309.50	DVAL'S BUDDY CIG. REELS	33.00
CHI COIN KILROY	279.50	DAVAL'S GUSHER FRUIT, 1¢	49.50
BALLY ENTRY, C.P.	595.00	DAVAL'S GUSHER FRUIT, 5¢	54.00
BALLY SPECIAL ENTRY, F.P.	595.00	MARVEL'S POP UP	49.50
BOOMERANG	295.00	MILLS BLACK CHERRY BELLS	WRITE
WILLIAMS SHOW GIRL	319.50	MILLS GOLDEN FALLS	WRITE
A.B.T. CHALLENGER	65.00	MILLS NEW BELLS	WRITE
ACE COIN COUNTERS	139.50	MILLS NEW VEST POCKETS	74.50
AMUSEMATIC JACK RABBIT	475.00	PINCH HITTER	459.00
BALLY DE LUXE DRAW BELLS	512.50	PREMIER SKEE ROLLS	395.00
BALLY SPECIAL ENTRY	WRITE	GOTTLIEB 3-WAY GRIPPERS	39.50
NEW CHICAGO COIN BASKET BALL CHAMP	\$499.50		

NEW AND USED QUALITY SLOTS AND SAFES

5¢ BLUE FRONTS	\$ 99.50	REBUILTS LIKE BRAND NEW	
5¢ BROWN FRONTS	109.50	5¢ COPPER, GOLD AND BLUE	
10¢ BLUE FRONTS	119.50	HAMMERLOID FINISH	\$205.00
10¢ BROWN FRONTS	129.50	10¢ COPPER, GOLD AND BLUE	
50¢ BLUE FRONTS	250.00	HAMMERLOID FINISH	210.00
50¢ JENNINGS CHIEFS	250.00	25¢ COPPER, GOLD AND BLUE	
		HAMMERLOID FINISH	215.00
		DRILL PROOF AND KNEE ACTION	

NEW REVOLVAROUND SAFES AND BOX SLOT STANDS

Heavy Steel Custom Built Single and Double Revolverround Safes, Burglar Proof. Will take all makes Slot Machines. Bottom Door for Storage or Weights.

SINGLE SAFES	\$175.00	CHICAGO METAL REVOLVAROUND SAFES	
DOUBLE SAFES	225.00	DOUBLE UNIVERSAL	\$129.50
LOCK BOX STANDS	27.50	DOUBLE DE LUXE	174.50
		TRIPLE DE LUXE	275.00

MUSIC

SEEBURG 8200, R.C.	\$375.00	WURLITZER 850's	\$450.00
SEEBURG 8800, R.C.	360.00	WURLITZER 616's	89.50
ROCK-OLA STANDARD	265.00	WURLITZER 600	249.50
SEEBURG ENVOY, R.C.	329.50	WURLITZER 500	295.00
SEEBURG HIDEAWAY, R.C.	295.00	WURLITZER #125 WALL BOXES	32.50
AMI HIGHBOY, 40 SELECTIONS	435.00	WALLOMATICS, W.S., Z.Z.	29.50
SINGING TOWERS, 1945	225.00	BAROMATICS, R.C.	42.50

ONE-HALF CERTIFIED DEPOSIT WITH ORDERS

CENTRAL OHIO COIN MACHINE EXCHANGE
185-189 E. TOWN ST., COLUMBUS 15, O. Phones AD 7949, AD 7993



DEPENDABLE MUSIC SYSTEMS
WITH SOUND DISTRIBUTION

EXCLUSIVE DISTRIBUTOR WISCONSIN AND UPPER MICHIGAN

EXCLUSIVE DISTRIBUTORS IN WISCONSIN AND UPPER MICHIGAN FOR
INTERNATIONAL MUTOSCOPE CORP.
CHICAGO COIN MACHINE CO. • GENCO

LONDON SERVES YOU BEST WITH TOP VALUES IN HIGH-GRADE EQUIPMENT!

PHONOGRAPHS

They must be right before London ships! Every phonograph thoroughly reconditioned inside and out! Check this remarkable service: all worn electrical and mechanical parts replaced—new grille cloth—plastics replaced—cabinet beautifully refinished! A minimum of \$50 to \$75 in parts and labor goes into every machine to make it ready—and right—for your locations!

Mills Throne of Music, Completely Reconditioned	\$225.00
Wurlitzer 42/600, Victory, Completely Reconditioned	225.00
Rock-Ola Playmaster With Spectra-Vox, Excellent Shape	249.50
Seeburg Regals or Crowns, Completely Reconditioned	179.50
Seeburg Plaza, Excellent Shape	179.50
8800 or 9800 E.S., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth	375.00
8800 or 9800 R.C., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth	395.00
8200, R.C., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth	425.00

PHONOGRAPH ACCESSORIES

WS2Z Seeburg Wireless Wallomatic	Write for Prices
DS20-1Z Seeburg 3-Wired Wallomatic	Write for Prices
Seeburg Wired Speakorgan	\$12.50
Rock-Ola Dial-a-Tune Wall and Bar Boxes	10.00
Keeney Bar Boxes	\$5.00
Buckley Bar Boxes	5.00
Packard 30-Wire Boxes	25.00
Wurlitzer Model 331 Bar Boxes	10.00

PAY TABLES

Skylark, F.P. or G.P.	\$99.50
Bally Challenger	49.50
Race King	49.50
Mills Big Race	29.50
Turf Champ	49.50

CONSOLES

Pace Club Consoles, 10¢	\$ 94.50
Galle Club Console, Late Mod., 25¢	79.50
Bally Skill Field, 7-Coin Head	49.50
Pace Saratoga, 5¢, without rails	49.50
Lucky Lucre, new type head	129.50

BELL MACHINES

FULLY GUARANTEED
BLACK CHERRY BELLS

Original Mechanism, Club Handles, D.P.
Sides and Front, Knee Action, 3/5 or 2/5:

5¢	\$129.50
10¢	149.50
25¢	169.50

Mills Blue Fronts, Hand Load, Serial No. Over 400,000, 25¢ \$165.00
Mills Orig. Gold or Silver Chromes, Drill-Proof, Club Handles, Knee Action, 3/5 or 2/5 5¢ 149.50
10¢ \$169.50; 25¢ 179.50
Jenn. 4-Star Chief, Compl. Recond. and Refin., 10¢ 69.50
Jenn. Master Silver Chief, S.P., 10¢ 69.50
Jenn. Silver Chief or Silver Club Special, 10¢ 119.50
Pace All Star Comets, Comp. Refin., 3/5, 10¢ \$79.50; 25¢ 125.00
Pace Rocket or DeLuxe, S.P., 10¢ 69.50

MISCELLANEOUS

Goalee, Chicago Coin, Like New	\$239.50
Evans Ski Ball, Excellent Shape	69.50
Keeney Anti-Aircraft, Brown	49.50
Keeney Air Raider, like new	89.50
Champion Hockey, like new	94.50
Keeney Submarine, A-1 Cond.	89.50
Bally Defender, excellent shape	129.50
Bally Rapid Fire, Refinished and Reconditioned	94.50
Lite League, like new	169.50
Chicago Metal Double Safe	
Stands, Crackle Finish, Reinforced Type	64.50
Bally Alley, Like New	69.50
Complete Black Cherry Cabinet & Casting with D.P. Sides & Front, Club Handles, Completely Assembled	32.50
Mills Owl	15.00
25 Watt Bulbs, Case of 120	9.00

Terms: 1/3 Deposit, Balance C. O. D.

FORMERLY MILWAUKEE COIN MACHINE CO.



S. L. London Music Co., Inc.
3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

Coin Machine Route Men in North Carolina

If you are interested in owning your Route of Music Machines contact us immediately. We finance completely.

Write, giving your name, address and phone number.

BOX D-473

c/o The Billboard, Cincinnati, Ohio

ATLAS...

WHERE ALL GOOD COIN-MEN GO FOR THE BEST BUYS!



HOME OF FRIENDLY PERSONAL SERVICE

Headquarters for the Finest in New and Used Equipment

BRAND NEW—
FOR PROMPT DELIVERY
KILROY • MYSTERY

- BALLY ENTRY
- SPECIAL ENTRY
- DOUBLE BARREL
- JENNINGS CHALLENGER
- BANGTAILS, COMB.
- CHAMPION HOCKEY
- MIDGET RACER
- ATOMIC BOMBER
- BASKETBALL CHAMP



MEMBER

NEW BELLS

Jennings Standard Chief, 5¢	\$269.00
Jennings Standard Chief, 10¢	279.00
Jennings Standard Chief, 25¢	289.00
50¢	399.00
Jennings Super DeLuxe (Life-Up) Chief, 5¢	324.00
10¢	334.00
25¢	344.00
50¢	454.00
\$1.00 Pace DeLuxe Bell	
Groetchen Columbia Jackpot Bell	145.00
Weighted Box Stands	27.50
Double Revolve A Round Safes	175.00
Triple Revolve A Round Safes	262.00

All Used Equipment Completely Rebuilt and Refinished

NEW COUNTER GAMES

ABT Challenger	\$65.00
Daval Best Hand	59.50
Kicker and Catcher	49.75
American Eagle (non-coin)	47.50
Whirlball	47.50

SKILL THRILL \$57.50

(Daval's "Shoot a Penny" Game)

PHONOGRAPHS

WURL. 71 (Counter)	\$175.00
WURL. 61 (Counter)	125.00
WURLITZER 616	175.00
WURLITZER VICTORY K.	225.00
WURLITZER 600	225.00
SEEBURG CLASSIC	295.00
SEEBURG GEM	245.00
SEEBURG REX	175.00
MILLS EMPRESS	250.00
MILLS THRONE	225.00
SEEBURG HITONE	350.00

RECONDITIONED USED GAMES

VICTORY DERBY	\$350.00	25¢ JUMBO PARADE, P.O.	\$149.50
5¢ JENN. CLUB CONSOLE	100.00	GOALEE	295.00
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
5¢ BIG GAME, P.O.	89.50	VEST POCKET BELL	49.50
25¢ PACES REELS, P.O.	109.50	SPINNING REELS	79.50

TERMS: 1/3 Deposit, Balance C.O.D.

ATLAS
NOVELTY COMPANY

2200 N. WESTERN AVE. PHONE ARMITAGE 5005 CHICAGO 47

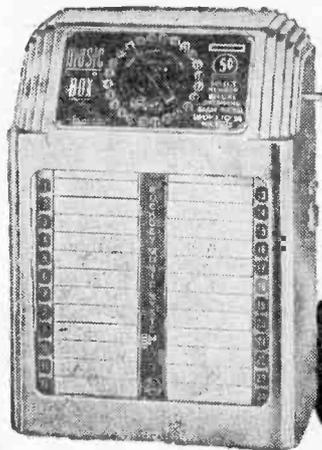
ATLAS MUSIC CO., 4704 CASS AVE. DETROIT 1
Assoc. ATLAS MUSIC CO., 2219 FIFTH AVE. PITTSBURG 19
Offices ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

FRIENDLY PERSONAL SERVICE



Buckley
BUILDS THE Best

THE NEW *Music Box*



\$25.00

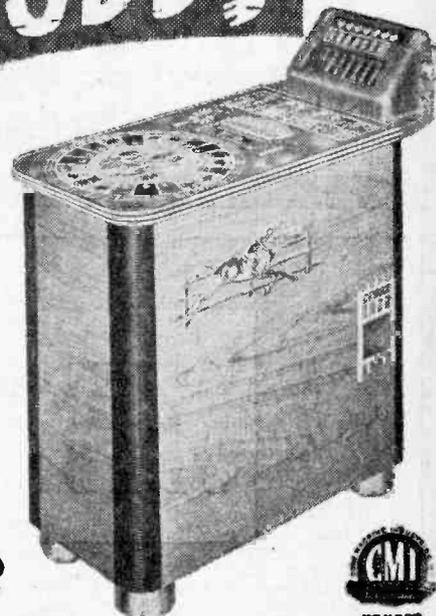
Buckley gave Music Operators the FIRST practical and profitable music box at the LOWEST PRICE. Today, Buckley leads the field by offering a NEW music box of advanced design and perfection at a NEW LOW PRICE.

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.

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

NEW CABINET ASSEMBLIES

FOR MILLS ESCALATOR BELLS, HAMMERLOID OR WRINKLE, YOUR CHOICE OF:

- Cherry or Diamond Ornaments, Maroon, Copper, Gold, Green, Aluminum Gray, Chocolate, Surf Blue.
- Complete new precision-built light wood Cabinets expertly finished with perfect fit new aluminum castings.
- Club Handle and Handle Collar chrome plated.
- Heavy brass chrome plated etched Reward Plates, 2/5 or 3/5.
- 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 6636-6637-6638-6533

Yes ***FRB** means

***Floating**
***Roll-over**
***Button**

*** Floating Roll-Over Button—A new innovation that automatically registers balls passing over it.**



The Feature That Makes **"ADVANCE ROLL"**

T-E-R-R-I-F-I-C

GENCO BUILDS GREATER GAMES

2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

A BUY
THE BEST AT A BARGAIN
ACME CUSTOM BUILT
SEEBURG LO-TONE

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.

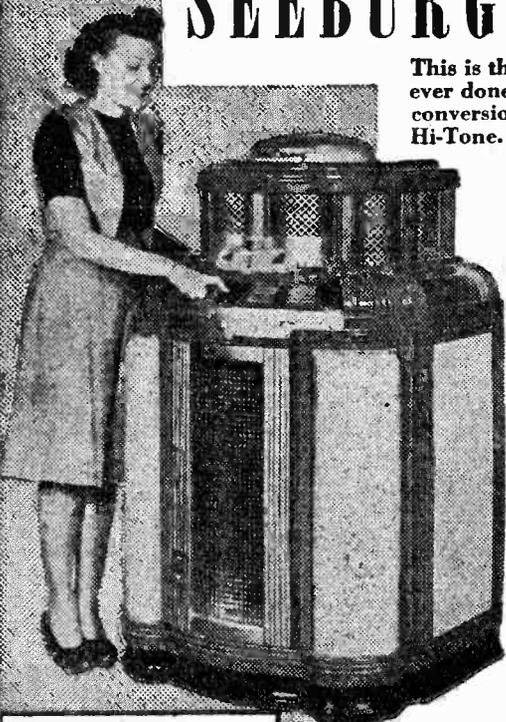
INSIST ON THIS TRADEMARK WHEN BUYING PHONOGRAPHS.



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



JOE ASH

YOUR CHOICE
\$34.50 EACH
ANY THREE, \$100.00

- ALL AMERICAN
- BOLAWAY
- DOUBLE PLAY
- GOLD STAR
- MAJORS
- MONICKER
- NEW CHAMP
- PLAYBALL
- SPORT PARADE
- SKYLINE
- SNAPPY
- STAR ATTRACTION
- STRATOLINER
- TWIN SIX
- VELVET
- WILD FIRE

1/3 WITH ORDER, BAL. C. O. D.

ACTIVE
RECONDITIONED GAMES
'NUFF SAID

YOUR CHOICE
\$44.50 EACH
ANY THREE, \$130.00
ARGENTINE
HOME RUN '42
SPOT POOL
TOPIC
VENUS

BIG HIT
\$119.50

FAST BALL
\$169.50

GENCO TOTAL ROLL
\$300.00

HIGH HAND
\$99.50

AIR CIRCUS
\$54.50

ARIZONA
\$84.50

BIG PARADE
\$49.50

FLAT TOP
\$89.50

FOUR ACES
\$69.50

5, 10 & 20
\$49.50

KNOCKOUT
\$44.50

ACTIVE AMUSEMENT MACHINES CO.

666 No. Broad St.
Philadelphia 30, Pa.
Fremont 7-4495

1060 Broad St.
Newark 2, N. J.
Mitchell 2-7646

1120 Wyoming Ave.
Scranton, Pa.
Scranton 4-6176



"YOU CAN ALWAYS DEPEND ON ACTIVE--ALL WAYS"

A CORDIAL INVITATION TO OPEN HOUSE

AT

BRANSON DISTR. CO., 512 SO. SECOND ST., LOUISVILLE, KY.
 PHOENIX DISTR. CO., 611 W. WASHINGTON ST., PHOENIX, ARIZ.
 J. ROSENFELD CO., 3218 OLIVE ST., ST. LOUIS, MO.
 SAM SPURRIER, 318 HAMILTON ST., HARRISBURG, PA.
 AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA AVE., EVANSVILLE, IND.

APRIL 10-11-12

THE ADVANCE TRADE SHOWING OF LATEST 1947 MODEL JENNINGS' MACHINES
 ★ STANDARD CHIEF ★ SUPER DELUXE CLUB CHIEF ★ DELUXE CHALLENGER
 amazing mechanical twin play console ★ HALF DOLLAR STANDARD CHIEF—with escalator

Also preview of SILVER EAGLE DOLLAR CONSOLE

NEW PERFECTED DOLLAR BELL

Super De Luxe CHALLENGER (Twin Tube Payout Console)

This preview
 is limited
 for only
3 DAYS
 so don't miss it!

O. D. JENNINGS AND COMPANY

4307-39 WEST LAKE STREET • CHICAGO 24, ILL.

LAZAR will help you
 make a date with

Maisie

Gottlieb's New High Score Thriller!



20 years of knowing-how have gone into this new Gottlieb winner. Sure-fire features, including unusual new light-up and scoring device, make Gottlieb's MAISIE the latest and best of all the Gottlieb games for those locations, no matter how tough. And, of course, like all other Gottlieb games, MAISIE is of beautiful design . . . durable construction . . . foolproof mechanical operation. Action galore and high, HIGH score! Order MAISIE today!

DAILY RACES The sensational 1-ball money maker that has been hanging up phenomenal new earning records everywhere. A touch of the push button shuffles the board automatically for easier, faster play. Now available in free play and pay out model.

GripScale Famous 3-way strength tester that has proved an excellent location-getter and money maker for over 20 years. Here's easy, additional income on a small investment. Tops in new improvements, trouble-free operation, and consistent big earnings. Place one in every spot.

LAZAR FEATURES ALL MONEY MAKERS!

B. D. Lazar Co.

1635 FIFTH AVENUE
 Pittsburgh • Phone Grant 7818
 28 Years the Leader in the Field



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

BADGER'S Bargains

"Often a few dollars less—Seldom a penny more"

LOS ANGELES *son Bill Happel*
MILWAUKEE *son Carl Happel*

RECONDITIONED CONSOLES

COMPLETELY REBUILT AND REFINISHED LIKE NEW

- MILLS THREE BELLS\$375.00
- MILLS 4-BELLS, LATE 5-5-5-25¢ .. 325.00
- MILLS 4-BELLS, ORIG. 5-5-5-25¢ .. 250.00
- MILLS 4-BELLS, ORIG. 5-5-5-5¢ .. 199.50
- BALLY CLUB BELL, F.P., P.O. 89.50
- BALLY HI HAND, F.P., P.O. 89.50
- MILLS JUMBO, LATE, F.P., P.O. 89.50
- MILLS JUMBO, LATE, P.O. 59.50
- MILLS JUMBO, LATE, F.P. 49.50
- EVANS LUCKY LUCRE, 5-5-5-5-5¢. 59.50

- 1946 BANGTAILS, F.P., P.O.... WRITE
- BALLY TRIPLE BELLS, F.P., P.O. WRITE
- BALLY DRAW BELLS, F.P., P.O. WRITE

- KEENEY 4-WAY, 5-5-5-25¢\$275.00
- KEENEY 4-WAY, 5-5-5-5¢ 250.00
- KEENEY TWIN, 5-25¢, F.P., P.O. ... 189.50
- KEENEY TWIN, 5-25¢, P.O. 149.50
- KEENEY SUPER BELL, 25¢, F.P., P.O. 109.50
- KEENEY SUPER BELL, 5¢, F.P., P.O. 89.50
- EVANS LUCKY LUCRE, 3-5¢, 2-25¢ 89.50

GUARANTEED RECONDITIONED PHONOGRAPHS

- AIREON LATE MODEL WRITE
- SEEBURG MODEL 1-46 WRITE
- WURLITZER MODEL 1015 WRITE

- SEEBURG 8800 R.C., E.S.\$345.00
- SEEBURG COLONEL, R.C., E.S. 325.00
- SEEBURG MAJOR, R.C., E.S. 325.00
- SEEBURG CLASSIC ROCK-O-LITE .. 295.00
- SEEBURG REGAL ROCK-O-LITE ... 245.00
- WURLITZER 600 VICTORY 245.00
- MILLS EMPRESS ROCK-O-LITE ... 245.00

- WURLITZER MODEL 950\$475.00
- WURLITZER MODEL 850 475.00
- WURLITZER MODEL 750E 450.00
- ROCK-OLA COMMANDO 345.00
- ROCK-OLA SUPER ROCK-O-LITE .. 325.00
- ROCK-OLA SPECTROVOX PLAYMASTER 225.00

ONE BALL MULTIPLE TABLES

- GOTTLIEB DAILY RACES WRITE
- BALLY VICTORY DERBY, F.P., P.O. \$375.00
- BALLY PIMLICO 79.50

- BALLY VICTORY SPECIAL, F.P.\$350.00
- BALLY LONGACRE 145.00
- BALLY THOROBRED 145.00

AMUSEMENT MACHINES

- GENCO'S "ADVANCE ROLL"\$499.50
- SPORTSMAN ROLL 425.00
- PINCH HITTER 374.50
- GENCO'S TOTAL ROLL 295.00
- ENTERPRISE'S TRI-SCORE 295.00
- KONTEST BOMBER 274.50

- ATOMIC BOMBER\$495.00
- CHICAGO COIN BASKET BALL 499.50
- ELECTROMATON ROL-A-SCORE ... 469.50
- ENTERPRISE'S ONE WORLD 469.50
- PREMIER 10 GRAND 449.50
- PREMIER "BOWLO" 469.50

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

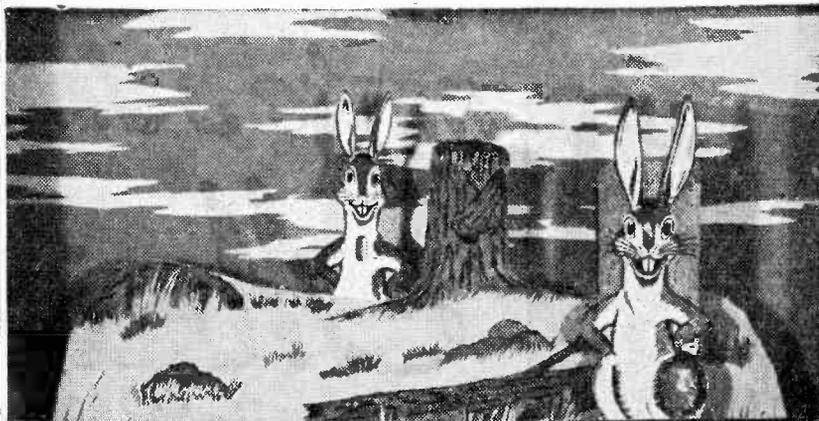
Badger Sales Co., Inc.

2251 WEST PICO BLVD.,
LOS ANGELES 6, CALIF.
ALL PHONE DR. 4326.

Badger Novelty Co.

2546 NORTH 30TH STREET,
MILWAUKEE 10, WIS.
ALL PHONE KIL. 3030.

RAY GUN OPERATORS!
YOUR SEEBURG GUNS LIKE NEW AGAIN!!
MAKES BAGS O' MONEY WITH—



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 Fires, Convoy, Sky Battle, Defender—"JUNGLE FURY", featuring 3 moving targets.

COIN AMUSEMENT GAMES, INC.

1335 E. 47TH STREET

KENWOOD 5556-7

CHICAGO 15, ILL.

GET IN THE SWIM WITH MAISIE

Walt Buchanan

A NEW UNUSUAL

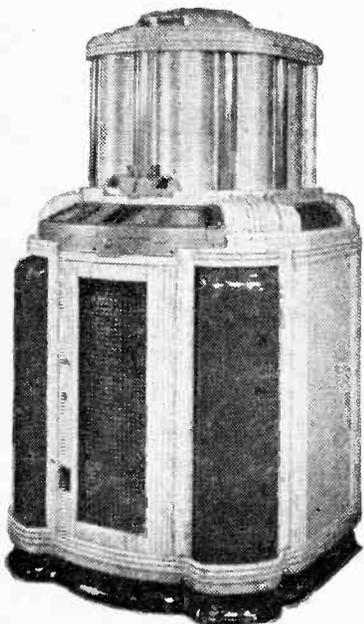
LIGHT UP AND

HIGH SCORE GAME

MAISIE

MAISIE will come up with MORE profits in any location. That's because she has sure-fire profit features—new unusual light-up, new scoring device, plenty of action and high score. This latest and best game by Gottlieb is beautifully designed, sturdily built, foolproof in mechanical operation. AVAILABLE FOR IMMEDIATE DELIVERY in free play or pay out. Order MAISIE today from your nearest Shaffer Music Company office.

KEEP YOUR SECONDARY LOCATIONS "IN THE SWIM" WITH SHAFER TOP QUALITY RECONDITIONED EQUIPMENT



**SEEBURG HI-TONE
8800 RC-ES \$300.00**

The new-like appearance of this machine is typical of ALL Used Equipment offered for sale by Shaffer. This photograph is not retouched.

All machines listed here have been completely Rebuilt and Refinished in Shaffer's modern reconditioning plant — cabinet completely refinished, mechanisms cleaned and degreased, all parts checked and tested, defective and worn parts replaced, machine reassembled and tested and carefully crated for shipping.

PHONOGRAPHS

SEEBURG 8200— R.C. \$300.00	SEEBURG "Vogue" R.C., F.S. \$225.00	MILLS "Empress" \$175.00	WURLITZER 24 Hideaway . . . \$ 95.00
SEEBURG 8800— R.C. 300.00	SEEBURG "Crown" 200.00	"950" 295.00	WURLITZER Twin 12 65.00
SEEBURG 9800— R.C. 300.00	SEEBURG 8200 Victory 220.00	WURLITZER "500" 215.00	WURLITZER 580 Speakers . . . 50.00
SEEBURG 8200— E.S. 285.00	SEEBURG Model "A" 90.00	WURLITZER "600 Victory" . . . 215.00	ROCK-OLA "Premier" 275.00
SEEBURG "Com- mander", R.C., F.S. 275.00	SEEBURG Model "B" 90.00	WURLITZER "24 Victory" . . . 200.00	ROCK-OLA "Imperial" 110.00
SEEBURG "Envoy", R.C., F.S. 275.00	SEEBURG "Royal" 190.00	WURLITZER "616 Victory" . . . 150.00	ROCK-OLA "Super" 255.00
SEEBURG "Maes- tro" 265.00	Wireless Wall-O- Matic 28.50	WURLITZER "616" 95.00	ROCK-OLA "Standard" 225.00
	Three Wire Wall- O-Matic 24.50	WURLITZER "412" 90.00	
	Wired Speakorgans 22.00		

ALL ITEMS OFFERED SUBJECT TO PRIOR SALE
TERMS: 50% CERTIFIED DEPOSIT, BALANCE C. O. D.

SHAFER MUSIC CO.

CHARLESTON, W. VA.
1619 W. Washington St.
Phone 63381

COLUMBUS 15, OHIO
606 South High St.
Phone MAin 5563

WHEELING, W. VA.
2129 Main St.
Phone 784



If you're smart, you'd better
make a date with

Maisie

Gottlieb's New High Score Thriller!



20 years of knowing-how have gone into this new Gottlieb winner. Sure-fire features, including unusual new light-up and scoring device, make Gottlieb's MAISIE the latest and best of all the Gottlieb games for those locations, no matter how tough. And, of course, like all other Gottlieb games, MAISIE is of beautiful design . . . durable construction . . . foolproof mechanical operation. Action galore and high, HIGH score! Order MAISIE today!

DAILY RACES The sensational 1-ball money maker that has been hanging up phenomenal new earning records everywhere. A touch of the push button shuffles the board automatically for easier, faster play. Now available in free play and pay out model.

GripScale Famous 3-way strength tester that has proved an excellent location-getter and money maker for over 20 years. Here's easy, additional income on a small investment. Tops in new improvements, trouble-free operation, and consistent big earnings. Place one in every spot.

D. Gottlieb & Co.

1140 N. KOSTNER AVE. • CHICAGO 51, ILL.

There Is No Substitute for Quality!

GOTTLIEB KNOWS GAMES

AUTOMATIC HOSTESS

(TELEPHONE MUSIC)
20-30 STATIONS
COMPLETE
IMMEDIATE
DELIVERY
NOTHING ELSE
TO BUY

AMI

MODEL 'A' PHONOGRAPH

40 SELECTIONS
MOST BEAUTIFUL
PHONOGRAPH
EVER BUILT
PROVEN PROFITS

HIDEAWAY CABINET WITH SELECTIVE PLAY

7
DIFFERENT
COMBINATIONS
OF PHONOGRAPH
MECHANISM SUIT-
ABLE TO ANY TYPE OF
MUSIC OPERATION

USED CONSOLES

KEENEY BONUS BELLS, 5¢-10¢-25¢, ORIGINAL CRATE	WRITE \$635.00	MILLS JUMBO PARADE, P.O. (LATE HEADS, REFINISHED)	\$ 64.50
KEENEY BONUS BELLS, 5-5	595.00	MILLS JUMBO PARADE, F.P. (LATE HEADS, REFINISHED)	57.50
KEENEY BONUS BELLS, 5¢, F.P., P.O.	495.00	MAY BELL 4-WAY, 5-5-5-25, P.O. (NEW)	475.00
KEENEY SUPER BELLS, 5¢, F.P., P.O. (REFINISHED)	114.50	BUCKLEY TRACK ODDS, 5¢, J.P.	475.00
KEENEY SUPER BELLS, 5¢-25¢, F.P., P.O. (REFINISHED)	219.50	BALLY HI HANDS, F.P., P.O.	89.50
KEENEY SUPER BELLS, 5¢-25¢, P.O. (REFINISHED)	209.50	BALLY CLUB BELLS, F.P., P.O.	94.50
KEENEY SUPER BELLS, 4-WAY, 5-5-5-25 (REFINISHED)	294.50	BALLY ROLL-'EM, 5¢, P.O.	94.50
MILLS 3 BELLS, 5-10-25 (REFINISHED)	369.50	BAKERS PACERS, 5¢, LATE D.D.	144.50
MILLS 4 BELLS, 5-5-5-5 (ORIGINAL HEADS, NEW CABINET)	339.50	PACE'S SARATOGA, 5¢, F.P., P.O.	74.50
MILLS 4 BELLS, 5-5-5-25 (ORIGINAL HEADS, NEW CABINET)	379.50	JENNINGS SILVER MOON, F.P.	69.50
		WATLING'S BIG GAME, 5¢, F.P.	69.50

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

M. S. WOLF DISTRIBUTING CO.

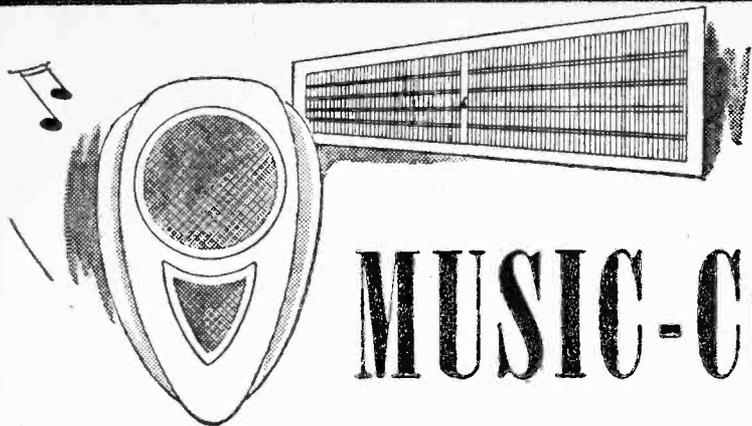
Exclusive Distributors AMI PHONOGRAPHS, California
Oregon · Washington · Nevada · Arizona · Hawaiian Islands

1348 Venice Blvd.
LOS ANGELES
PRospect 4131

1175 Folsom St.
SAN FRANCISCO
HEmlock 0575

427 S.W. 13th Avenue
PORTLAND
ATwater 7575

2313 3rd Avenue
SEATTLE
MAIn 0166



MUSIC-CONDITIONING

for large or small restaurants
 is much LIKE AIR-CONDITIONING!

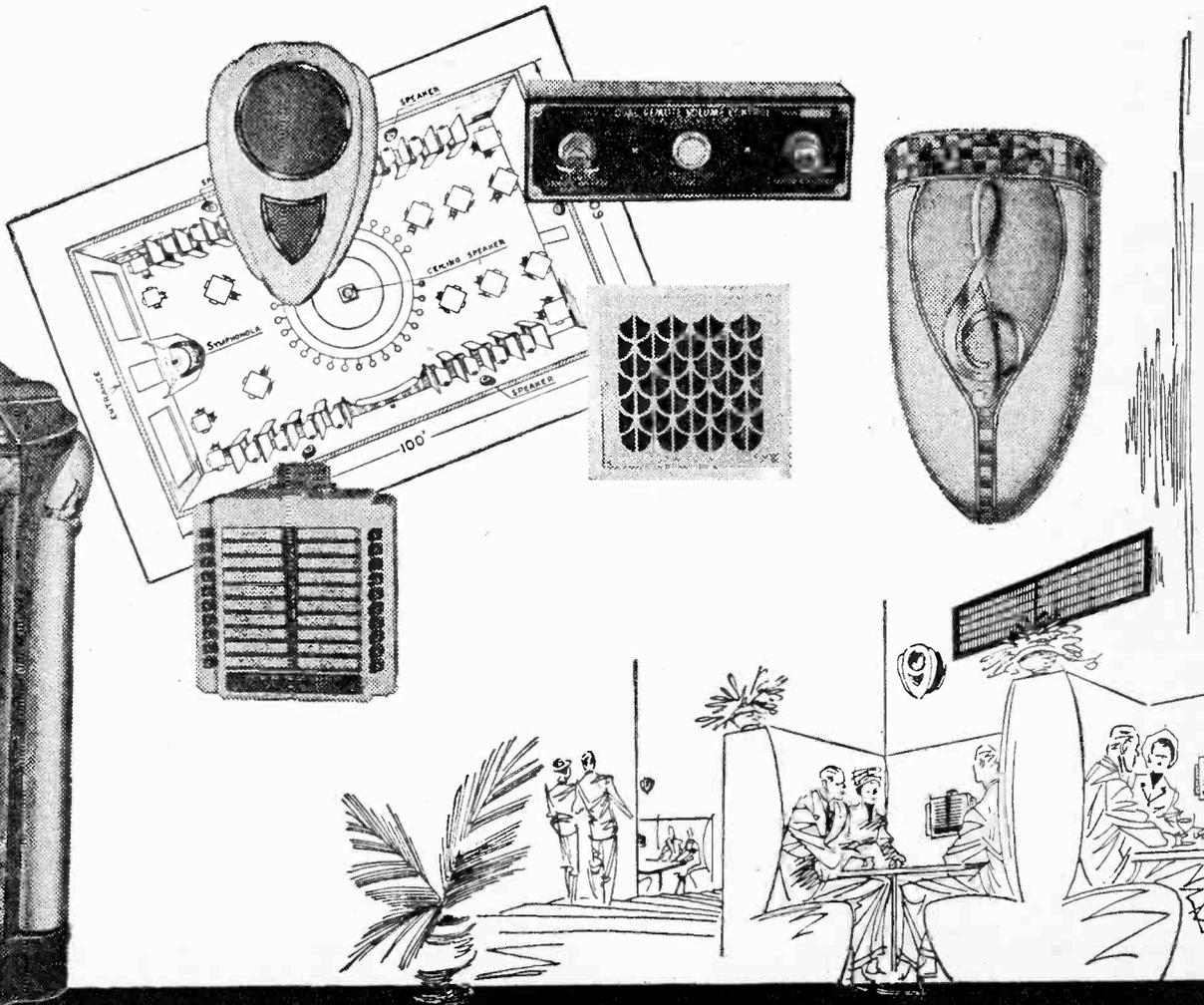
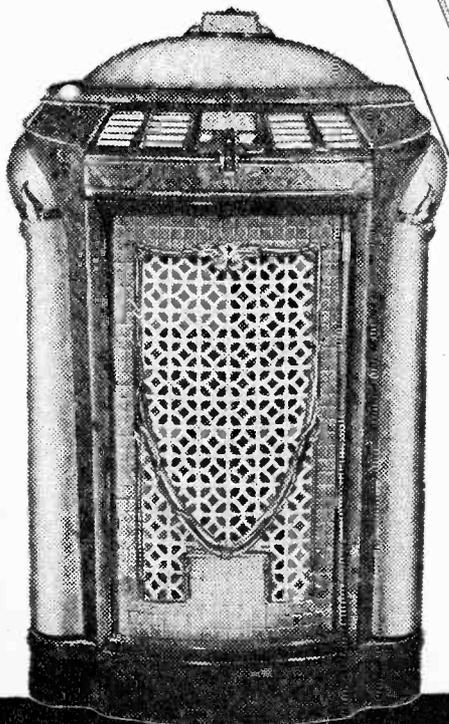
Visualize the correct number of Seeburg speakers . . . properly placed (much like air conditioning grilles) and the Dual Remote Control that regulates the music volume (much like a thermostat controls the temperature of a room) and you have a good illustration of how Seeburg Scientific Sound Distribution works . . . to achieve music that's never too loud and never too soft.

SPECIAL NOTE: The Seeburg feather-light tone arm (just one ounce pressure on records) means money saved thanks to amazingly long life for your records. We've reports of 20,000 to 30,000 plays per needle!

Music-condition your locations with—

Seeburg SCIENTIFIC SOUND DISTRIBUTION

DEPENDABLE MECHANISMS



S. H. LYNCH & CO.

Exclusive Southwest Distributors

Dallas, Pacific at Olive
 Houston, 910 Calhoun
 New Orleans, 832 Baronne

San Antonio, 241 Broadway
 Memphis, 1049 Union Avenue
 Oklahoma City, 900 N. Western

**WHAT ACTION!
THAT'S MAISIE!**

**WHAT APPEAL!
THAT'S MAISIE!**

**WHAT EARNINGS!
THAT'S MAISIE!**



**THE NEW
GOTTLIEB
5-BALL
FREE PLAY
SENSATION!**

AND THAT'S NOT ALL, BROTHER!

This new Gottlieb "Pearl of Profit" . . . this "Queen of Quality" . . . this "Vision of Beauty" has plenty of surprises in store for you! See the amazing combined backboard and ball action!



**DON'T FORGET YOUR DATE
with MAISIE at any of
SOUTHERN AUTOMATIC'S
8 CONVENIENT OFFICES!**

AND WHAT BUYS! THAT'S SOUTHERN!

TOP VALUES IN QUALITY ARCADE EQUIPMENT

STRIKING CLOCK	\$ 75.00
FLOOR GRIP TESTER	49.50
BALLY SKY BATTLE	119.50
ANTI AIRCRAFT GUN	49.50
SEEBURG JAP GUN	59.50
EVANS TOMMY GUN	69.50
RAPID FIRE	79.50
VIEW-A-SCOPE	49.50
SHOOT-THE-CHUTE	59.50
BALLY TORPEDO	79.50
ADVICE TO SINGLE WOMEN	29.50
DISPOSITION REGISTER	29.50
AIR RAIDER	79.50
SEEING IS BELIEVING	39.50
GOALEE	225.00
ADVICE TO SINGLE MEN	29.50
LOVE TESTER	75.00
CHICKEN SAM	59.50
SUBMARINE GUN	69.50
TAIL GUNNER	49.50
NEW WINDMILL, JR.	19.50
WIND JAMMER	89.50
MUTOS CARD VENDER	19.50
HOLLY GRIP TESTER	12.50
BATTING PRACTICE	69.50
CUPIDS WHEEL	69.50
SKYFIGHTER	99.50
PERISCOPE	69.50
PHOTOMATIC	435.00
CHICAGO COIN HOCKEY	99.50
PITCH 'EM & CATCH 'EM	99.50
AVIATION STRIKER	79.50
BANK BALL	229.50
DRIVEMOBILE CONVERTED TO TOKYO RAIDER	119.50
SEEBURG GUN CONVERTED TO COINEX TARGET RANGE	59.50
SEEBURG GUN CONVERTED TO MAID & MONSTER	59.50

BRAND NEW ARCADE EQUIPMENT

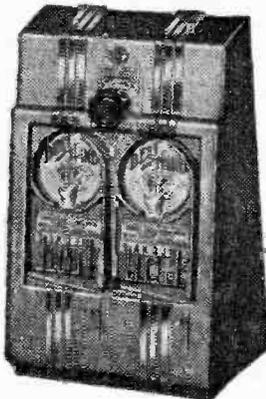
POP UP KICKER & CATCHER GOTTLIEB 3-WAY GRIP TESTER CHICAGO COIN BASKETBALL GENCO ADVANCE ROLL	BEST HAND SKILL THRILL MEXICAN BASEBALL OOMP EVANS TEN STRIKE CHALLENGER WHIRL-A-BALL
--	--

SPECIAL!
BRAND NEW GOALEE
\$319.50

NEW COUNTER GAMES IMMEDIATE DELIVERY

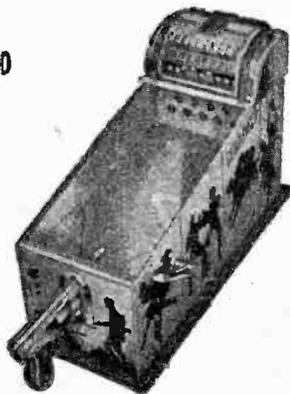
DAVAL
BEST
HAND
\$59.50

Also in
Oomph High Score
and Mexican
Baseball Models.



A. B. T. CHALLENGER

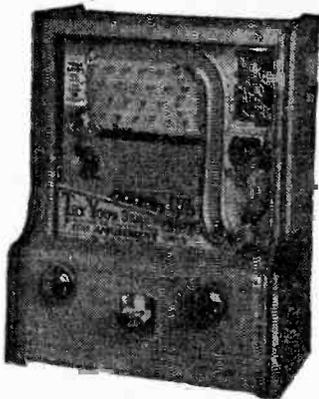
\$60.00



BAKER

KICKER AND CATCHER

\$49.75



USED PHONOGRAPHS

WURLITZERS

780 E	\$350.00
600	185.00
500 KEYBOARD	185.00
600 KEYBOARD	185.00
850	395.00
750	350.00
750 E	360.00
VICTORY, 24 KEYBOARD	150.00
616	95.00
WURLITZER HIDE-AWAY	95.00
61	75.00
VICTORY, MODEL 16	125.00

ROCK-OLAS

PREMIER	\$185.00
SPECTRAVOX	65.00
SUPER	175.00
COMMAND	295.00

SEEBURGS

R. C. ENVOY	\$295.00
R. C. COLONEL	295.00
R. C. 8800	325.00
R. C. 9800	325.00
R. C. 8200	325.00
R. C. COMMANDER	215.00
PLAZA	160.00
MAYFAIR	160.00
CROWN	160.00
7850 STANDARD	275.00

MILLS

THRONE OF MUSIC	\$125.00
-----------------------	----------

A.M.I.

SINGING TOWERS	\$125.00
MODEL 38	95.00

MUSIC ACCESSORIES

3 WIRE BAROMATIC	\$19.50
KEENEY BOX	5.00
ROCK-OLA WALL BOX	5.00
ROCK-OLA BAR BOX	5.00
SEEBURG 30 WIRE BRONZE COVER SELECTOMATIC	5.00
SEEBURG 1942 WIRELESS WALLOMATIC, WS2-Z	22.50
SEEBURG 3 WIRE SELECTOMATIC, D. S., 20-1-Z	16.50

GET ON OUR MAILING LIST
FOR FIRST CHOICE OF
SOUTHERN AUTOMATIC BUYS!

ORDER FROM YOUR NEAREST SOUTHERN OFFICE! Terms: 1/3 Deposit (Money Order). Balance Sight Draft.

SOUTHERN AUTOMATIC MUSIC CO. Inc.

"THE HOUSE THAT CONFIDENCE BUILT"



MEMBER

SEEBURG
DISTRIBUTORS
IN CINCINNATI
DAYTON • INDIANAPOLIS
FT. WAYNE • LEXINGTON



634 S. Third St.
LOUISVILLE 2, KY.

242 Jefferson St.
LEXINGTON 2, KY.

1329 S. Calhoun St.
FORT WAYNE 2, IND.

228 W. 7th St.
CINCINNATI 2, OHIO

603 Linden Ave.
DAYTON 3, OHIO

411 Commerce St.
NASHVILLE 3, TENN.

325 N. Illinois St.
INDIANAPOLIS 4, IND.

410 Market St.
CHATTANOOGA 2, TENN.

AT ALL OFFICES — NEW EQUIPMENT BY ALL LEADING MANUFACTURERS

BALLY ENTRY AND SPECIAL ENTRY

AUTOMATIC
MULTIPLE

REPLAY
MULTIPLE

SURE, I'LL PLAY
EXTRA COINS
TO CATCH THE
"MYSTIC FLASH"

"MYSTIC FLASH"
TRANSFERS WIN-SECTION
RIGHT UP TO THE
TOP OF THE BOARD

I LIKE THE
BIG ODDS

STARTING AT
3 TO 1
INSTEAD OF
2 TO 1

**MOTOR
DRIVEN
SHUFFLE**
SPEEDS UP PLAY

160 TOP
MEANS MORE
TO ME THAN
40 X 4

GLAD TO SEE THE
"A-B-C-D"
FEATURE AGAIN!

PLUS OLD FAVORITE
"SPELL-NAME"
AND THE POPULAR
\$45.00 TOP
BUILD-UP FEATURE

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!

**DE LUXE DRAW BELL
TRIPLE BELL ★ DOUBLE BARREL**



Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

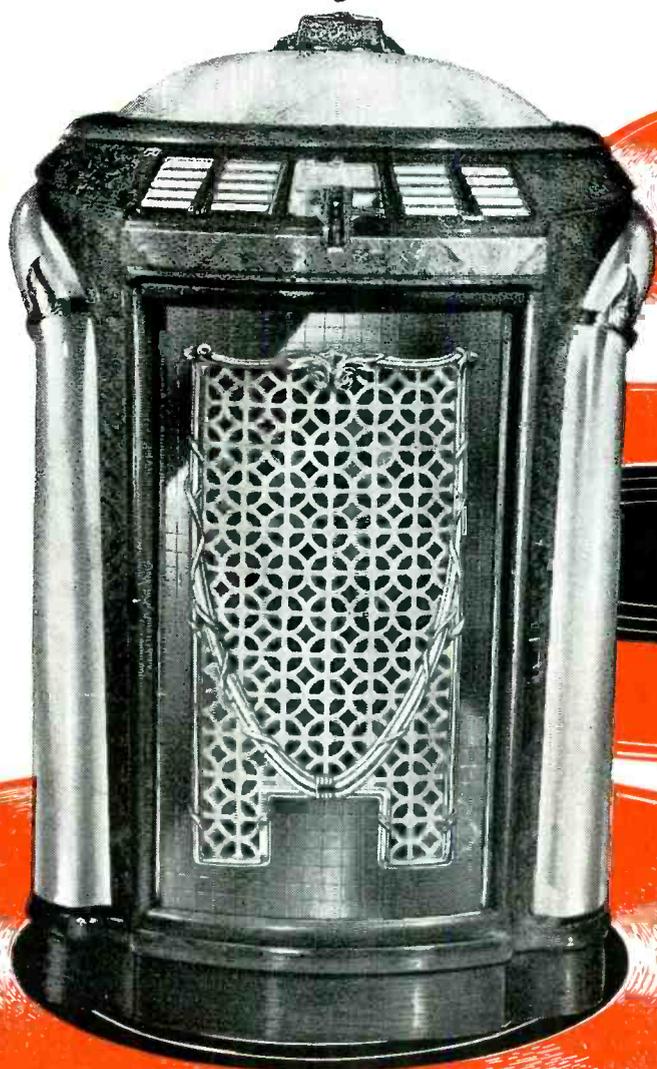


SETTING NEW RECORDS... *Symphonola "1-47"*

Operators are finding that the gleaming beauty of the new dual lighting—the sparkling animation of the ever-changing pattern of soft colors—are winning more friends and pepping up locations wherever the "1-47" is installed.

They are also finding that the ease of selection made possible by magnified titles set at the proper angle for maximum visibility and the push-a-tune selector are proving to be important sales stimulators.

But more important in the popularity of the Symphonola "1-47" is the engineering that permits Scientific Sound Distribution and Wireless Remote Control—two features that open up new horizons in Music Merchandising.



America's Finest and Most Complete Music System

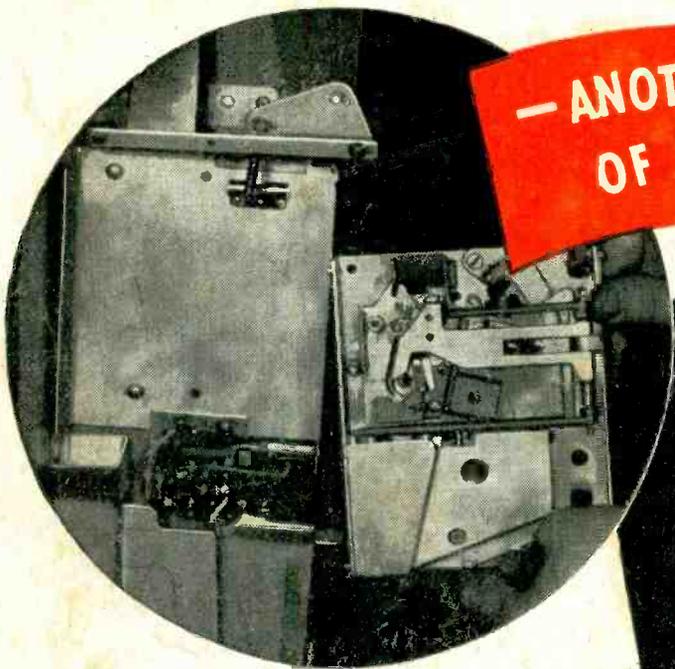
Seeburg
1902 • DEPENDABLE MUSIC SYSTEMS • 1947
J. P. SEEBURG CORPORATION
1500 N. Dayton St., Chicago 22

SEE YOUR SEEBURG DISTRIBUTOR
FOR A DEMONSTRATION

New 1947 Aireon

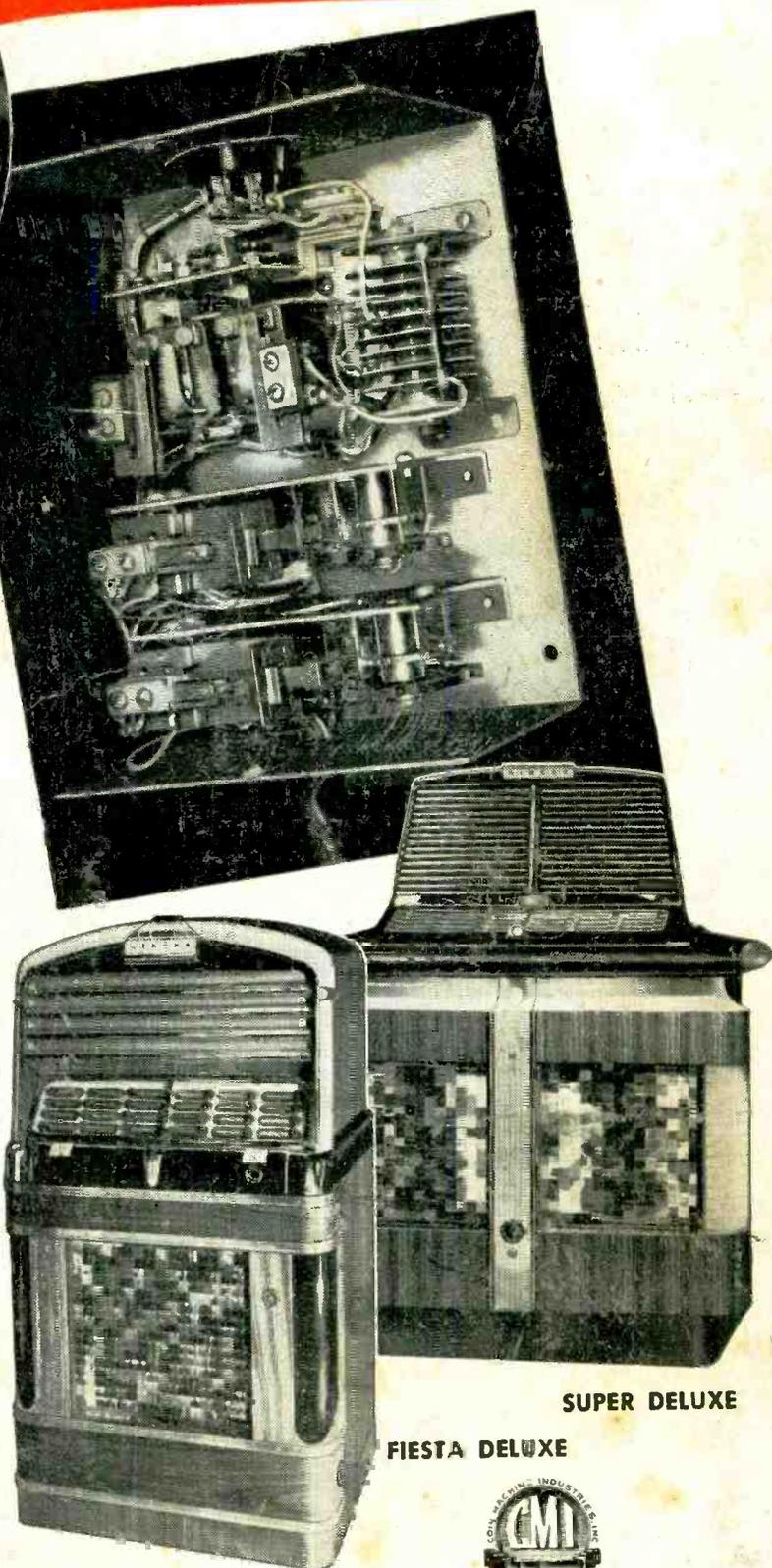
Coin Accumulator

— ANOTHER "MECHANICAL BEAUTY"
OF THE 1947 Aireon LINE



The music is important, yes! Tonal quality, the streamlined beauty of the cabinet, the play of colorful lights, the smooth operation... all these things are important. But it's the coin in the cash box that really pays off. Getting it there quickly and easily is the job of the Aireon Coin Detector and Accumulator. The new Aireon Accumulator is convertible to 10c, 3-for-a-quarter play by one simple change if required. One coin slot handles nickels, dimes, quarters with positive coin registration and slug rejection. Just another reason why Aireon Super DeLuxe and Fiesta DeLuxe Models take in 18% to 36% greater profits. From now on—

Aireon
MANUFACTURING
CORPORATION



SUPER DELUXE

FIESTA DELUXE



GENERAL OFFICES: 1401 Fairfax Trafficway, Kansas City, Kansas

IN CANADA: Mafco Corp., Ltd., 4001 St. Antoine St., Montreal, Quebec