

# The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

• MAY 17, 1947 •



"Moppet" Margaret O'Brien, MGM film and Capitol Records box-office baby, busts a beaker of bubble water on the nose of the new miniature train recently installed at Griffith Park, Los Angeles . . . and a flock of Kid Casey Joneses are off for a whirl. New train viddie ride at the L.A. municipally managed amusement park is operated by Sam Bornstein. Opening of the '47 park season across the country (unofficially tabbed for Decoration Day) will see similar miniature trains (manufactured by Miniature Train & Railroad Company) which are authentic scale reproductions of the Electromotive Utility Engine Model F3 in operation at other parks, including Riverview, Chi; Cleveland Zoo; Ponchartrain, New Orleans, and Crystal Beach, Ontario, Canada.

# Introducing

**BELL**  **Records**  
**RECORDED IN HAWAII** \*

## Exclusive!

## Authentic!

Finest available Polynesian Recordings



**BILL ALIILOA LINCOLN**

"HOLOHOLO KAA"  
"HALEMAUMAU"  
"HE U'I"  
"NALANI"

**GEORGE KAINAPAU**

"KE KALI NEI AU"  
"POHAI KEALOHA"  
"HOOKIPA PAKA"  
"MAUNA KEA"



**GEORGE "TAUTU" ARCHER**

"AMA AMA"  
"HEI POROHITI"  
"MARURU A VAU"  
"PAPIO"



\*Only BELL Records can make this claim

**BELL RECORD CO., LTD.**

315 ROYAL HAWAIIAN AVENUE

HONOLULU 20, HAWAII

The World's Foremost Amusement Weekly

## JOLSON NIXES 40G A WEEK

### FM "Baffle System" To Pipe Music to Subscribers' Homes Sans Commercials Is Ready

Available for Market, With Two Stations Already Bidding

WASHINGTON, May 10.—A revolutionary system of transmitting subscription music from broadcast stations over frequency modulation (FM) to individual subscribers in homes or public places without use of wires has been developed here and is ready to be launched marketwise. It is called the baffle system.

The Federal Communications Commission (FCC) has indicated that regulations permit any radio broadcaster to apply for licenses under the new system, which would function as a supplement to existing broadcasting. The key feature of the system is that the music be uninterrupted by commercials or any other breaks except the usual station announcements.

#### Inexpensive Device

The method has been developed by the firm of Ginzburg, Dresner & Johnpoll (Dr. Melvin Dresner, Dr. Benjamin Ginzburg, and Burnard Johnpoll). It is described as operating simply by use of a small "clarifier" to be adjusted to a receiver set

### CBS Sets Up Stable of 12 Gag Writers

#### "Little Show" Experiment

NEW YORK, May 10.—A unique experiment in the development of comedy writers for radio is being undertaken by Columbia Broadcasting System (CBS) in a move which is provoking considerable interest in the trade. Step has been taken to develop a "stable" of about a dozen writers for the network's newly launched *Little Show*, featuring Robert Q. Lewis, and to parcel out portions of the program to the various scribblers concerned. Overseeing the writer-incubator project is Goodman Ace, CBS director of comedy programs and himself a top comedy writer.

This is believed to be the first time a network program has been used as (See CBS, Gag Writers on page 15)

### Britishers Exhibit New Food Venders

LONDON, May 10.—The biggest post-war industrial show in Europe started off with a bang Tuesday (6) when the British Industries Fair (BIF) opened its gates at London's two biggest halls, Earls Court and Olympia. The heavy machinery sec-

and a "sender" installed at the broadcast transmitter. The "clarifier" is only a few inches in diameter and in height, and is said to be inexpensive.

Licensee stations would purchase the "sender" and charge monthly subscriptions to those receiving the (See It's Just Around on page 14)

### Chi Cut Hits Road Bands, Booms Locals

#### One-Night Skedders Suffer

CHICAGO, May 10.—With inclement weather and biz slump hitting ops hard locally, boys who sign the pay checks for location bands are reverting to playing Local No. 10, American Federation of Musician (AFM) bands, in an attempt to knock off the 10 per cent traveling tax. Resultant surge of orks, manned by Chi sidemen, has proven an especially rough problem for location and

### Agencies Woo Orks Away From Rivals With Offer To Incorporate 'Em, Save Taxes

NEW YORK, May 10.—Borrowing a tactic popular among screen talent and other top showbiz attractions, major band booking agencies reportedly are swinging behind a "We'll incorporate you. You save tax money on capital gains" pitch to woo ork leaders away from rival offices.

Incorporation gimmick is nothing new to top earners such as Bing Crosby or Bob Hope, whose diverse biz activities make it perfectly legal. Same goes for orksters like Tommy Dorsey, who have investments in biz ventures such as music publishing firms, management offices, etc. Tax laws permit such incorporation and capital-gains claims when the individual can show that more than 20 per cent of his gross income comes from sources other than personal services.

#### New in Ork Field

Now, however, the strictly-ork attractions have been approached on this basis. Altho denials are entered by some of the figures involved, it is claimed that one top agency recently lured away a heavy box-office maestro by plugging away at capital gains points. Story goes that the office

### Rome Opera Signs Lilly Windsor; 1st Yank in 25 Years

ROME, May 10.—In the past 25 years, since an uncelebrated North American tenor calling himself Eduardo Di Giovanni was inked on the roster of leading tenors, this city's royal opera house, La Scala, has fought shy of Yank chirpers. Other opera houses thruout Italy have engaged North Americans, but Rome stuck to home-grown talent except for infrequent guesting by top European headliners. The tenor of a quarter century ago is now Edward Johnson, general manager of the Metopera.

This week, however, a practically unknown 24-year-old chirper, Lilly Windsor, of Hawthorne, N. Y., broke the 25-year-old taboo. She has been signed to sing three performances of *Faust* next season.

#### Mosley Ork for Paris

NEW YORK, May 10.—Snub Mosley's small ork has been booked for an engagement at the Lido in Paris. Deal calls for the ork to open the latter part of June, with the date due to run six months.

one-night skedders in major booking offices.

Of 12 major spots, which have been playing road bands during the past year, five have switched to crews made up of Local No. 10 sidemen, while five are playing road bands and the remaining two are vacillating (See Hard Hit Chicago on page 21)

sounded off on how great its legal and financial services were and ended up promising that the maestro, incorporated, would keep four times more of his earned dollar than before.

Still another top-name attraction currently is said to be getting the corporate structure treatment as bait to get his name on renewal papers. How the agency figures to get around (See Ork Getting 'Inc.' on page 19)

### Chi To Watch Irish "11"; TV Web Preview

CHICAGO, May 10.—First step in what could eventually constitute the formation of a Midwest television network was outlined this week by Bill Eddy, director of television for Balaban & Katz, Paramount subsidiary. Eddy, who is head of B&K's video station here, WBKB, explained a new method of high frequency radio relay by which WBKB's audience (See B K See Midwest on page 16)

### Rejects Roxy Deal; 6-a-Day Is Too Much

#### WM Ogles Joly Concert Tour

NEW YORK, May 10.—The somewhat stupefying saga of Al Jolson continues, with the singer this week turning down an offer to play the Roxy for the same \$40,000 per week that Jack Benny is getting at this Stern house. Reasons for Joly's turn-down of the deal are simple: (1) Considering the surtax bracket in which he falls, he wouldn't be able to retain enough of the 40G to make it worthwhile, and (2) he's no kid and feels the six-a-day routine would be too much of a strain.

At the same time Jolson is quite eager to get behind the footlights again and to hear that mitt music so dear to the heart of all hambones, toppers or otherwise. To that end he has set the William Morris Agency at work to look over the possibilities of working out a concert tour. Altho no info is available on these plans, it is presumed the figure at which the singer will work such dates would come close to, if not actually set, a new record price for dates of this kind. Obvious difference between such work and the Roxy deal would be that Joly probably would just (See Jolson Nixes 40G on page 19)

### Trust Probe To Call Small Waxeries Next

#### Langer Pledges Pearl Hearing

WASHINGTON, May 10.—Sen. William Langer (R., N. D.), chairman of a senate subcommittee studying monopolistic trends in U. S. industry, said today he soon would schedule a new hearing "to give small manufacturers of records a chance to testify" on practices in the record industry. He made the disclosure in the wake of a conference earlier in the week with spokesmen for the recently organized Phonograph Record (See TRUST PROBE on page 20)

#### Midget Berths

NEW YORK, May 10.—Midget and dwarf performers with the Ringling Bros. and Barnum & Bailey Circus, who occupied upper berths on the show train during the Sarasota-New York run, had such a hectic time getting into and out of same that it was announced this week they would occupy lower bunks in future jumps.

# Hams Hit as FCC Launches Drive on Tele Interference

NEW YORK, May 10.—Matter of interference over video wave lengths has reached such proportions that Federal Communications Commission (FCC) currently is tracking down all squawks. Activities of ham operators, it was learned, were causing considerable concern, but according to an FCC spokesman in New York, the hams are not the only trouble makers. Others are various electrical devices such as razors, truck ignition systems, neon signs, etc.

FCC's investigation project now under way will, it is expected, entail the co-operation of the radio manufacturers of America and manufacturers of various other equipment in a large-scale effort to filter out all causes of interference. This aspect of tele development, incidentally, parallels the early days of standard broad-

casting, when similar efforts to filter out interference were made.

### Hams Must Comply

In the case of the hams, it's known that in areas of interference the video picture is practically blasted off the screen. Sometimes the interference comes in with the sound. FCC, when its investigation department verifies listeners' complaints, insists that the hams operate in such a way that the interference is removed. This may mean spending money for suppressors, shields, etc. It was explained by one source that the ham license is a gratuitous one, granted on the ground that they do not interfere with other services, and therefore it is incumbent upon the ham to fall in line or take a pink slip. In other words, the ham rather than tele is the offender.

One angle figured as lending urgency to the FCC's desire to catalog all causes of interference is the fact that production of electrical gadgets is increasing greatly. This is true of items ranging from electric toasters to diathermy machines. The sooner the FCC catalogs the various sources of interference, the sooner an inter-industry confab can be arranged.

### Two Showbiz Papers Set For Comeback in Europe

NEW YORK, May 10.—Two former leading amusement trade papers of Continental Europe, *The Echo* and *Das Program*, are slated to make their post-war come-backs next month. Both papers are international in scope and cover the vaude, night club and circus fields.

*The Echo*, published in Copenhagen, Denmark, under the editorship of Anton Hersleb, reappeared at the end of the war, but has been forced out of action since the end of February by a strike of its typographical force. Settlement is expected in time to permit publication in June.

*Das Program*, German sheet banned during the Hitler regime, also came out again briefly after the war, but got stalled thru neglect of the publishers to obtain a permit from officials of the allied occupation staff. It's now all set to go under its former editor, Camillo Schwartz, with the first issue, a circus special, slated for June.

### What's in a Name?

NEW YORK, May 10.—George DeWitt, mimic, had been trying to get a job from Beckman and Pransky. He couldn't even get past their secretary.

In desperation he phoned Beckman, and pretending he was Henry Youngman, told the agent, "George DeWitt's a great comic. I'm sending him up to see you for a job."

Beckman greeted DeWitt like a long lost pal and put him into the Nevele for the week-end.

### Allies Exonerate Furtwaengler; May Conduct Anywhere

LONDON, May 10.—Dr. Wilhelm Furtwaengler, famous German conductor and one of the most controversial figures in post-war Germany's cultural life, finally has passed the gauntlet of political scrutiny by all the four occupation powers and is now free to conduct orchestras anywhere in Germany. Until now he was allowed to perform only in the Russian zone of Berlin. On May 14 Furtwaengler once more conducts the orchestra with which he established his reputation, the Berlin Philharmonic, in a Beethoven program.

Furtwaengler also now may travel abroad. He has just spent a long holiday in Switzerland and following his official Berlin comeback, may wield the baton there for a season. It is further believed that Furtwaengler will appear as the first German artist after the war in several Allied countries. Amsterdam, New York and London are mentioned in this connection by friends of the conductor.

### WTCN Doles FM Primer

MINNEAPOLIS, May 10.—Over 30,000 copies of a leaflet, *Simple Facts About FM*, have already been distributed here by Twin Cities station WTCN and its adjunct, WTCN-FM. The majority of these have gone to listeners to the AM operation and thru home shows staged or covered by the operator, Minnesota Broadcasting Company. Lists of names of those requesting the leaflet were in turn passed on to FM receiver distributors for follow-up.

## Reichhold Makes 500G Bid For UN City Musical Programs

NEW YORK, May 10. — Backing his contention that "music must play an increasingly large part in the affairs of the community, the nation and the world," with an offer of \$500,000 for all musical rights in UN City, when completed, Henry H. Reichhold, Detroit industrialist and prexy of the Detroit Symphony, the Carnegie Pop Concerts and *Musical Digest*, has written to Trygve Lie, secretary-general of the United Nations, with a comprehensive offer to create an international musical center in the UN City.

Reichhold suggests the building of a UN Music Center containing a 5,000-seat auditorium, with complete symphonic facilities, radio booths, tele facilities and several small 800-seat halls as well as a gallery for exhibits. He also offers to form a 90-piece symphony ork with a paid permanent fronter. Each country in the UN would be invited to send a

batoneer to take over the podium for a week. Concerts would be recorded and played over facilities of the State Department's overseas radio, subject to arrangements with Washington. Concerts would all be at popular prices.

### Festivals and Exhibits

In addition, in the two smaller halls, Reichhold proposes holding musical festivals of each country, jazz concerts, choral concerts, etc. The gallery of permanent exhibits would include musical history and events of musical importance in each country.

A board of headliner international musical experts would be appointed as consultants on the projects.

All profits after expenses, Reichhold suggests, should be turned into a fund to provide exchange musical scholarships between member countries of the UN. He also advocates creation of an annual award, similar to the Nobel Prize.

## SP To Exploit Rocket Run Via Air, Tele Shots

HOLLYWOOD, May 10.—Exploitation-minded Southern Pacific Railroad will unfold one of film city's biggest space-stealing publicity stunts to herald the maiden trip of its crack, post-war streamlined Hollywood to Chicago train, The Golden Rocket, early in September. Railroad has worked out a flock of flackery, which includes local and net radio tie-ins, and television remotes, sparked by unheard gimmick of starting train's run from Hollywood and Vine Streets instead of more conventional Los Angeles Union Depot.

Both NBC and CBS are tentatively committed to carry t.c. airshots of train preem, plus full-hour pre-departure broadcast over Warner Bros.' local indie outlet, KFWB. In addition, KFWB programmers will be aboard on first run with wire recorders for special on-the-spot air shots using filmland celebs who will be aboard.

Negotiations for tele rights were started last week by Foote, Cone & Belding's publicity chief, Jack Melvin, who engineered stunt in co-operation with Southern Pacific's ad chief, Fred Q. Tredway, and General Passenger Manager George Hanson. Plan is to have event covered by live video remotes by both Don Lee's W6XAO and Paramount's KTLA. Dual coverage, if effected, would mark first time both Hollywood tele stations have moved mobile equipment in for simultaneous video pickups.

In addition to local air coverage, special series of wire-recorder shots will be made for airing over outlets in Phoenix, Ariz.; Tucson and El Paso, Texas; Tulsa, Okla., Kansas City and Chicago.

Passenger list of choo choo's first run will include top film and radio greats, to be "invited" by Hollywood columnists.

### Higher Tele Output Reported by Sarnoff

NEW YORK, May 10.—Extent to which tele receiver production has increased was indicated this week at the Radio Corporation of America (RCA) stockholders' meeting by Brig. Gen. David Sarnoff, RCA chief, who pointed out that between 20 and 25 per cent of the manufacturing volume in RCA's home instruments division during the first quarter of 1947 was television. Home instruments division includes radio and tele receivers and Victrola phonographs.

According to an RCA spokesman, the Sarnoff statement is evidence that tele production is now at a point where it is definitely making itself felt. It's estimated that on the basis of the Sarnoff figures, tele is responsible for approximately one dollar out of four of the money volume accruing from products of the home division.

### In This Issue

American Folk Tunes	116
Broadway Showlok	44
Burlesque	46
Carnival	53-74
Circus	49-52
Classified Ads	85-92
Club Activities	64-65
Coin Machines	103-164
Continuing Program Studies	9-12
Fairs and Expositions	75-78
Final Curtain, Births, Marriages	47
General Outdoor	48
Honor Roll of Hits	24
Legitimate	43-45
Letter List	93-94
Magic	46
Merchandise-Pipes	85-98
Music	19-36
Music as Written	34
Music Machines	112-120
Music Popularity Charts	24-33
Night Clubs	38-42
Night Clubs-Cocktail	37
Parks and Pools	79-81
Pipes for Pitchmen	95
Radio	5-18
Repertoire	84
Reviews: Album	36
Legit	44
Night Club	40-41
On the Stand	35
Records	31
Television	16
Vaudeville	39
Rinks and Skaters	82-83
Roadshow Films	84
Routes: Carnival	66
Circus	66
Legitimate	45
Miscellaneous	66
Salesboards	99-102
Sponsored Events	74
Television	16-17
Vaudeville	38-42
Vending Machines	105-111

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.

## The Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson

**Publishers**  
Roger S. Littleford Jr.  
William D. Littleford  
E. W. Evans ..... Pres. & Treas.  
Joseph C. Csida ..... Vice-Pres.  
Lawrence W. Gatto ..... Secy.

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

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

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

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

F. B. Joerling, General Manager St. Louis Office  
390 Arcade Bldg., St. Louis 1, Mo.  
Phone: CHEstnut 0443

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

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

Subscription rates, payable in advance—One Year, \$10.00; Two Years, \$17.50. These rates apply in the United States, U. S. Possessions, Canada and 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



# ONWARD & UPWARD WITH K&E

## Whose Friends?

NEW YORK, May 10.—To Young & Rubicam and J. Walter Thompson *My Friend Irma* is strictly a misnomer. It may be accidental, but the fact is that the show failed to come to the rescue when both agencies needed a bit of help.

Couple of weeks ago when Y&R was on the verge of losing the Borden account, the agency pitched *Irma* to the client. Latter forthwith went to Kenyon & Eckhardt.

This week, when JWT pitched *Irma* to Ford, client went to K&E.

## Adam Hats Plans NBC Sunday Seg

NEW YORK, May 10.—Altho contracts have not yet been signed, deal is in the works for Adam Hats to bankroll a variety show, starring Eddie Dowling, Sunday nights at 10:30 over National Broadcasting Company (NBC). Starting date would be sometime in July. Full web of 160 stations will air program.

Execs were in conference on the show late this week, with details not yet set, it's reported that program would make use of amateur talent and would originate from the Ziegfeld Theater.

Biow agency is acting for Adam Hats, and has offered Dowling a deal that is acceptable.

## Peterson, Allen Head New Chi E.T. Firm

CHICAGO, May 10.—Another transcription company, Hollywood Recorded Features, Inc., was started in Chicago this week. Principals are R. S. Peterson, former business manager for Schwimmer & Scott Agency and before that with NBC here, president; George Allen, president of Soundies Films, Inc., executive vice-president; Grant Fitch, vice-president, and Frances Priester, secretary-treasurer. Latter two are now with Soundies.

Principal stock in trade at present for the new outfit will be the library of Radio Producers of Hollywood, for which Peterson and Allen will have exclusive distribution rights thruout the nation with the exception of 11 Western States. Negotiations for this franchise were concluded this week by Lou R. Winston, head of Radio Producers, and Allen and Peterson.

## Kiggins Sets Up Shop As Radio Consultant

NEW YORK, May 10.—Keith Kiggins, who resigned in January as vice-president of American Broadcasting Company (ABC), has opened offices in New York as a consultant on management, financing, appraising and industrial problems of radio and broadcasting.

Kiggins, who went to radio from the banking field in 1933, was successively manager of NBC station relations, director of the Blue Network of NBC and finally vice-president of ABC.

## Unions Mull Disk Jockey Jurisdiction

### Whiteman Show Protested

NEW YORK, May 10.—American Broadcasting Company's (ABC) sale of segments of the Paul Whiteman disk show to Camel Cigarettes and National Biscuit Company — with other bank-rollers on the verge of inking pacts—has stirred up considerable animosity within the American Federation of Musicians (AFM). It was learned this week that various factions of the membership are pressing for action by James C. Petrillo on the ground that the spread of disk shows, particularly network shows, is a development dangerous to the interests of live talent.

Union execs queried stated the matter could not be handled by any one local or locals within the AFM framework, owing to the many ramifications of the problem. Possible (See *Unions Mull on page 21*)

## New Cig Hits N. Y. Air Soon

NEW YORK, May 10.—Alligator Cigarettes, new product being made by Larus & Bros. (Edgeworth), will enter the New York market within the next two weeks, starting a spot radio campaign either May 19 or May 26. Alligator placements swell the already crowded spot skeds of local stations, now enjoying a terrific spurt in cigarette biz.

Alligator already has been introduced in New England, where Duane Jones, ad agency on the account, has been running tests for some months. The New York campaign will use both spots and newscasts. The starting date awaits solution of distribution problems.

## Gulf To Put McRae E.T. on WNBC Tues.

NEW YORK, May 10.—Gulf Oil has bought the 12:45-1 p.m. slot, Tuesdays and Thursdays on WNBC, of the National Broadcasting Company (NBC), for 16 weeks, starting May 20. Show will be *Songs by Gordon McRae*, a transcribed opus.

McRae, whose disk show is on 280 stations, is also set for the Fannie Brice replacement on the Columbia Broadcasting System (CBS) for five weeks starting August 1 for General Foods. He's also remaining on NBC for the summer with *Teen Timers*.

## Meggers-NBC Pact Expected This Week

NEW YORK, May 12.—Radio Directors' Guild, which recently completed a pact covering meggers at the Columbia Broadcasting System (*The Billboard*, May 10), expects to conclude negotiations with the National Broadcasting Company (NBC) next week.

The session, which may be the final one, is set with NBC execs for Tuesday (13).

## RWG, Networks To Talk It Over

NEW YORK, May 10.—It appeared virtually certain this week that there would be no strike of the Radio Writers' Guild. The Guild and the networks have succeeded in finding a basis for negotiations. Another meeting is slated for Friday (16).

## General Foods Eyes Folksy Nesbit as Kate Smith Fill-In

NEW YORK, May 10.—General Foods, in casting about for a replacement for its *Kate Smith Speaks* seg, aired across the board at noon over Columbia Broadcasting System (CBS), is said to have evidenced considerable interest this week in a John Nesbit package. The food company must fill the time slot by June 20, when Miss Smith moves to her new co-op show on Mutual Broadcasting System (MBS).

If selected over his more glamorous competitors for the much-coveted spot, Nesbit probably would do a folksy news and commentary stint. Others previously mentioned for the spot include Mrs. Eleanor Roosevelt, Helen Hayes and her daughter, and Bob Burns.

## Calif. Senate Tables University FM Bill

SACRAMENTO, May 10.—A bill presented to the State Legislature, which would have permitted the University of California to establish an FM network, has been tabled by the State Senate Committee on Education. Commercial broadcasters have been fighting the plan.

UC educators testified the \$725,000 appropriated under the bill's provisions would have created a non-commercial network to broadcast educational programs, particularly extension courses to agricultural regions.

Sen. Jack B. Tenney, of Los Angeles, committee member and chairman of the much-publicized Senate Un-American Activities Committee, charged that the UC-sponsored writers' congress was "communist" dominated. The committee's action is tantamount to killing the bill.

## Carlton Takes Over "County Fair" Helm

NEW YORK, May 10.—Leonard Carlton, one-time radio editor of *The New York Post* and heretofore associate director of Borden's *County Fair*, has been named producer and director of the show by Kenyon & Eckhardt, the agency handling the account.

Arthur Moore, former director of the show, left *The Post* to take the lead role in *Arthur's Place*, new Borden show.

## "Info Please" for Sale

NEW YORK, May 10.—*Information Please*, Wednesday night show on the Columbia Broadcasting System (CBS), is up for sale. The Dan Golenpaul opus has not been signed for next year by Parker Pen, but J. Walter Thompson, agency on the account, says it still may.

## Firm Looks Like "Agency Of the Year"

### Lewis Leads Radio Drive

NEW YORK, May 10.—With entries in the 1947 advertising sweepstakes nearing the end of the first half, dark horse Kenyon & Eckhardt (K&E) this week made its bid for honors as "Agency of the Year." In the brief space of a week, K&E jumped its radio billings over 50 per cent from last year's \$4,300,000 by acquiring all Ford radio business from J. Walter Thompson (JWT) and gaining control of all Borden radio billings, previously split with Young & Rubicam (Y&R).

Jockeying K&E into a niche among the front-runners was its vice-president in charge of radio, William B. Lewis, who engineered both coups. Lewis estimates that the two new pieces of business will increase K&E billings anywhere from \$2,500,000 to \$3,500,000 per year.

### After Ford 3 Years

Switchover by Ford was all the more remarkable considering that its Dinah Shore program, produced via JWT, is skedded to exit June 11 and Lewis' pitch to the Ford brass included no specific replacement show, but instead emphasized long-range principles. K&E had been angling for the Ford account for about three years, and Lewis' trip to Detroit this week was in the nature of a final, do-or-die attempt. He went west with the hope of selling Ford on an institutional show to replace the old *Sunday Evening Hour* and succeeded in capturing the commercial-dealer program as well. While institutional show has been set for the fall, agency (See *Onward, Upward on page 13*)

## 250-Watt Pair Sells for 805G

WASHINGTON, May 10.—Big price of little stations is receiving new emphasis in the wake of Federal Communications Commission (FCC) approval this week of the transfer of two 250-watters for a total price of \$805,000.

Control of WDAS, Philadelphia, was sold to William Goldman Theaters, Inc., by Alexander Dannenbaum and Cecile Naumburg for \$485,000. The other 250-watter sold was WTMV, East St. Louis, Ill., to Evansville on the Air, Inc., by Mississippi Valley Broadcasting Company for \$320,000. On the latter sale, Commissioners Clifford Durr and Rosel Hyde voted against approval.

## Philip Morris Renews Milton Berle Show

NEW YORK, May 10.—Philip Morris has lifted Milton Berle's option and renewed the comic for another 13-week cycle over National Broadcasting Company on Tuesday nights. Berle's first 13-week cycle still has about one month to run.

Biow company is the agency.

# NAB PONDERERS OWN INSTITUTE

## Constructive Criticism Aim Of Industry

### Requires Documentation

By Cy Wagner

CHICAGO, May 10.—The National Association of Broadcasters (NAB), tired of seeing radio batted from pillar to post by educators and other critics, is contemplating setting up an annual radio seminar to which critics would be invited but which would be so run that only specific, well-documented discussion would take place. The idea has the wholehearted backing of Prexy Justin Miller, who indorsed it at the NAB area meeting here this week. Miller has instructed the NAB public relations department to prepare a plan for such a meeting, to be submitted to the next session of the NAB board, in Washington May 21.

Behind the indorsement of the plan by Miller and by other NAB execs and various segments of the radio trade is the belief that radio should adopt a more positive public relations policy, on the offensive, not defensive.

#### Ohio State the Last Straw

Altho the need for an offensive policy has been felt for some time in the top level of the NAB, and altho plans along this line have been in the formative stages, the recent Ohio State Institute brought the situation to a head. It was at Ohio that radio—as it always has at such institutes—received a lot of criticism from educators, parents, psychologists and representatives of many other groups who wanted to take a crack at the medium. Execs feel that in many cases criticism is justified, and they say they will never attempt to stifle it. But at Ohio, they hold, much of the criticism was overly generalized, was stated without a sound conception of radio's problems and was on levels where critics and backers of radio could not meet.

It has also been pointed out that at Ohio and at similar meetings the industry does not have its most articulate spokesmen.

All these factors have demonstrated the need for an industry-run seminar. Altho at this point any ideas on how such a meeting could be run are still embryonic, there's been enough talk so that a few possible basics are apparent. It now appears that NAB will run the institute either annually or semi-annually. To the meetings would be invited top critics or those who would like to see some change in American broadcasting. Educational groups, such as Ohio State and the College of the City of New York (CCNY), which have run their own radio institutes, would be invited to send representatives and take part in planning.

However, one point the industry will hold out for; that only a few specific subjects be discussed. One of the biggest faults of the Ohio and similar meetings is said to have been that they try to cover so many subjects that only surface discussion is possible and little if any clarification is forthcoming.

Whatever the plan, there's a much better chance now that the industry will have its top brass on hand to take the offensive.

## Oops, Sorry!

WASHINGTON, May 10.—Newsmen got a mild shock when, in hastily scanning handouts this week, they came across one with the heading, 1947 Blue Book Honors Miller. A second glance at the release, however, revealed that it came from the National Council of Farm Co-Operatives, and the reference was to that organization's "blue book" directory and not to Justin Miller, but to the late John D. Miller—who had no connection with radio.

## U. S. Overseas Airing Gains Capitol Favor

### Congress May Not Nix

WASHINGTON, May 10.—Informed sources on Capitol Hill are forecasting that there will be "no break in continuity" of the State Department's shortwave broadcasts despite the House Appropriations Committee's threatened liquidation of funds. The administration's hope for uninterrupted continuation of the department's shortwave set-up is based on three major developments here this week: (1) Rising sentiment in the Senate to perpetuate the project; (2) introduction of a bill by Rep. Karl Mundt, giving the department legislative authority to set up and maintain foreign information service; (3) avowed willingness by Rep. John Taber, chairman of the House Appropriations Committee, to support "reasonable financing" of some sort of "reasonable program."

The change in the picture, as foretold by *The Billboard*, followed strong pleas this week in behalf of the overseas radio project by Secretary of State George C. Marshall and several key figures in the radio industry and the government, including Charles Denny Jr., chairman of the Federal Communications Commission (FCC). As matters now stand, the Senate can vote to restore the full State Department shortwave fund of \$31,381,220, even if the House Appropriations Committee persists in refusing the outlay.

#### Conference May Settle It

This would toss the issue back to the House doorstep. With Taber now favoring some sort of "unreasonable" outlay, the issue would be disposed of eventually in the joint Congressional Conference Committee. If this Conference agreed, the House could then vote for or against the Conference report without facing any parliamentary point of order. If, however, either the Senate or the Conference failed to include the outlay, the only other recourse would be the permanent type of legislation recommended by Mundt.

Expectations are that the row over the shortwave broadcasts will reach an early climax. This, too, is seen as favoring the State Department's cause, since it would allow leeway for hearings on the Mundt bill if passage of that measure becomes necessary. With Congress pointing toward a mid-July adjournment, it is figured that ample time remains for hearings

## NAB District Meeting Plan Draws Squawks; Changes Due

CHICAGO, May 10.—Dissatisfaction with the present district meeting set-up of the National Association of Broadcasters (NAB) became manifest at the Ninth District meeting here this week. The result has been that several suggestions for revisions will be made to the NAB board, which meets at the end of the month in Washington. Indications here are that a new method will be installed.

The principal objection to the present area system—which was adopted at the NAB convention here last fall over the protests of the board—is that NAB officials, along with broadcasters, advertisers and Broadcast Measurement Bureau (BMB) representatives, now are required to be away from their home bases too long and too frequently, interrupting administrative procedures.

#### Attendance Slumping

The second is that by taking in too much territory, district meetings aren't drawing as they should. There were 125 at the meeting here, covering a much greater territory than a more localized district meeting last year when attendance was 150.

Proposals going to the NAB board call for a tenure of meeting period of 18 weeks a year, nine in offices and nine on the road, with reps to travel three weeks, return to headquarters for three more, travel the following three weeks, etc. In addition, in the three weeks' travel, there would be two meetings a week, covering six districts in all.

The NAB board will also get the recommendation that hereafter NAB

headquarters in Washington set up the agenda for district meetings, complaints having been made that lack of interesting subjects and lack of publicity have affected meetings adversely. It was stated locally, however, that Les Johnson, of WHBF, Rock Island, Ill., had done a good job as district chairman here.

## NAB Prepares For Stations' Editorializing

CHICAGO, May 10.—The National Association of Broadcasters (NAB), anticipating the time when stations may editorialize as do newspapers now, is considering setting up two offices to help broadcasters carry out the policy, Prexy Justin Miller disclosed at the NAB area meeting here this week. The two officers would (1) train station managers in side-stepping libel and slander and (2) give them short courses on public affairs and social sciences to help them to understand and interpret current affairs better.

#### New District Directors

The area meeting elected two new district directors. Charles C. Caley, WMBD, Peoria, Ill., was named director of District 9 to replace Les Johnson, WHBF, Rock Island, Ill. John F. Meaher, KYSM, Mankato, Minn., was elected to head District 11, succeeding Ed. Hayek, KATE, Albert Lea, Minn. The new directors, who will serve for two years, will take office after the NAB convention in Atlantic City in September.

The area meeting adopted resolutions advocating the use of more music from Broadcast Music, Inc. (BMI); that Associated Music Publishers (AMP), the Society of European Songwriters, Authors and Composers (SESAC) and other music licensing orgs start clearance at source similar to BMI and ASCAP; that uniform time plans be adopted in various sections thruout the country (a vote against present daylight saving time); that the 2 per cent discount to agencies paying cash for radio time be eliminated; that the industry support editorializing by stations, and that standards of measurement of station circulation be improved.

## P&G Turns Drene's Night Lights Out

HOLLYWOOD, May 10.—Procter & Gamble will eliminate all nighttime radio for its Drene product following a four-week summer fill which follows exit of Don Ameche-Danny Thomas seg next month. P&G made it clear that Drene budget could not stand high cost of a nighttime show when they failed to pick up the Danny Thomas option May 1.

Understand Kastor, Farrell, Chesley and Clifford are holding Drene time open for P&G until further notice, altho no future show plans are now under discussion. It is believed that soap firm will attempt to merchandise Drene with daytime show with direct fem appeal.

## CBS Closing Gaps In Commercial Sked; 13¼ New Hours in '47

NEW YORK, May 10.—There is still considerable time open on Columbia Broadcasting System (CBS), but the web gradually is closing the gaps in its commercial schedule. Open spots now include Tuesday, 9:30-10:30 p.m.; Saturday, 6:45-7:15 p.m. and 10:30-11 p.m. In addition, 3:30-4 p.m. and 4:30-5 p.m. are open across the board. There are also two remaining spots on the Arthur Godfrey 11-11:30 show, but these are optioned and regarded as good as sold.

Optimistic picture is further brightened by pending Coca-Cola business and the coming to the web in the fall of new business, including Lowell Thomas for Procter & Gamble in the old Bob Trout 6:45-7 p.m. time.

New business grabbed by CBS in 1947 adds up to a total of 13¼ hours. This includes the \$4,500,000 in billings to accrue from the Campbell's Soup and Chesterfield deals. In addition, to date during 1947 the web has signed 26 renewals totalling 20¼ hours.

and floor action on the Mundt bill and the deficiency appropriations measure. If current sentiment continues on Capitol Hill, congressional leaders will see to it that there is no break in the State Department programing at the end of the fiscal year (June 30), even tho the issue may not yet be settled by that time, according to reliable informants.

# FCC HEEDS ECONOMIC FACTORS

## Ax Hangs High Over the FCC Under G.O.P.

### Budget Slash, Probe Loom

WASHINGTON, May 10.—The ax hangs high over the Federal Communications Commission (FCC) and the Republican Congress will bring it down sharply in the next few weeks with the edge honed by a sharp appropriations cut, a projected probe, and a new bill precisely defining FCC legal practices.

FCC is asking \$7,300,000 to operate thru the 1948 fiscal year, but the House Appropriations Committee is slated to report on a bill May 23 slashing this amount by approximately 25 per cent. Several members of the commission went into a closed hearing Wednesday (7) and emerged with gloomy faces. It is reported they were closely pressed to justify nearly every item in the '48 budget, with members of the committee sharply critical of FCC's explanation. The amount requested by FCC is nearly \$2,000,000 more than was appropriated for the 1947 fiscal year.

### Probe Held Likely

The threat of a thoro investigation of FCC is more real than ever with the authorizing resolution of Rep. Charles A. Wolverton (R., N. J.) now only awaiting clearance by the House Rules Committee before reaching the floor. According to House Majority Leader Charles A. Halleck (R., Ind) the measure is certain to be brought to a vote this session, with passage assured. Whether the investigation can be started before the slated July recess is problematical, depending on whether the resolution can be passed before June 10. Commerce committee sources state it would be impractical to begin the probe after that date.

As the proposed investigation is strictly a House matter, the Senate will have no vote on it, but the upper chamber is about ready to do its own striking at FCC. Majority Leader Wallace H. White is readying a bill which is expected to chart definite procedure for the commission to follow in its quasi-judicial functions.

## Letters Bare Hooper Offer to BMB April 1

NEW YORK, May 10.—Copies of correspondence between C. E. Hooper, Inc., and Broadcast Measurement Bureau (BMB), showing that Hooper had offered his new station listening index to BMB April 1, were made public here this week by BMB. The action followed announcement by Hooper last week that he had been invited to make a presentation to BMB. The latter's umbrage appeared to rise from the fact that the field got the impression the first overture had been made by BMB.

The letters show that Hooper wrote Hugh Feltis, BMB president, suggesting that BMB should be informed as to the merits of his new index system. Feltis's acknowledgement stated his organization would be pleased to call a special meeting of the BMB research and technical group to hear the details of the Hooper method.

## WNEW, IDE Team Up To Push Anti-Intolerance Air Spots

NEW YORK, May 10.—What is regarded as the most ambitious program ever to have been developed to promote and exploit a series of one-minute announcements is being developed by WNEW, New York independent, and the Institute for Democratic Education (IDE) campaign is in connection with a new series of one-minute jingles designed to combat intolerance and to promote interracial understanding. This is the second series of such spots produced by WNEW for IDE, the first having been the recent "Keep Faith With America" disks featuring Jay Jostyn, which were aired by 403 U. S. stations.

New series was recorded by Ted Cott for WNEW last week, using Roy Ross and his orchestra, with vocals by the Jesters. They were written by Hy Zaret and Lou Singer, writers of the novelty hit, *One Meat Ball*. There are 14 spots in all and one of them, a two-minute number, is going to be programed by WNEW as a standard tune rather than as a spot. This means it will be used as an ordinary record during WNEW dish shows. Jingles, which are exceptionally catchy and infectious, will be played by perhaps 1,000 stations, it is hoped.

Promotion campaign includes plans for their publication in book form—the first time any such step has been taken with radio spots or jingles; plus publication as sheet music, to be handled by the Zaret-Singer firm, Argosy Music; possible release in a special phonograph album and regular "broadcasts" over the public address system of a top New York restaurant. Latter is the Twenty-One, on West 52d Street, which is going to put the jingles on its p.-a. system each afternoon.

Jingle book will be published either by Simon & Shuster or Arco. It will be illustrated by Roger Duvoisin, noted children's illustrator. Preface will be written by Louis Unter-

## ABC To Fight NBC Tues. Comedies With Town Meet, Symp

NEW YORK, May 10.—American Broadcasting Company (ABC) this week turned to a policy of back-to-back mood programing as a weapon to combat powerful competing shows. In switching the co-op-sponsored *America's Town Meeting* from Thursday to Tuesday night beginning September 2, and airing it from 8:30 to 9:30 p.m. before the Boston Symphony's (Hancock Insurance) hour broadcast, the web intends to counter comedy shows put on by the National Broadcasting Company (NBC). The two-hour span of political discussion and longhair music, ABC hopes, will attract listeners from NBC's array of *Date With Judy*, *Amos 'n' Andy*, *Fiber McGee* and *Bob Hope*. Switch moves the Boston Symphony back an hour later than this season.

Going into the 9-9:30 seg of the Thursday time now held down by *Town Meeting* will be *Tales of Willie Piper*. The lamp division of General Electric will sponsor the comedy opus beginning September 4.

meyer, noted literary critic and author. A special phonograph album is being considered by Decca. Title of the series, the book and other releases will be *Little Songs About Big Subjects*.

Tolerance spots are gaining stature in radio as public service programing with high public acceptance. Especially significant is the fact that the first series was aired by almost 70 stations in the South, where racial conditions represent an acute social problem.

## Local 802, Webs Set 1-Year Pact With 20% Hike for Musicians

NEW YORK, May 10.—Local 802, American Federation of Musicians (AFM), and reps of networks this week finally settled terms of new one-year pact covering musicians on sustaining and commercial jobs. As indicated previously in *The Billboard*, web staffers get a 20 per cent hike in scale.

On commercials, rehearsal scale is hiked from \$6 to \$7.50 for one hour or less. Commercial broadcasts are hiked from \$14 to \$18 for broadcast of one-half hour or less, and from \$18 to \$23 for a full hour or less.

New gain for musicians in the contract is a clause specifying a charge for doubling on commercial broadcasts. Tootler who doubles gets \$3 for the first instrument and \$2 for each instrument used thereafter.

Contract does not provide for vacations—a point which was holding up earlier settlement. Webs' argument against vacations was that musicians work for other employers in addition to webs. Contract is retroactive to February 1, 1947.

## Foote-Cone-Belding Maps Billings Drive

NEW YORK, May 10.—A drive to increase radio billings of Foote, Cone & Belding ad agency is reported due shortly, following a revamping of the firm's radio set-up. Latter started with the resignation this week of Hubbell Robinson, vice-president in charge of radio. Robinson's departure, reported some weeks ago, was denied to *The Billboard* in Hollywood by Emerson Foote, F. C. & B. president at the time.

Agency now is moving into a more autonomous operation insofar as radio operations here and in Hollywood and Chicago are concerned. However, New York, under Doug Coulter, by virtue of its talent resources, is figured to head the works.

Outfit has a slew of accounts which it believes should be using radio, and it is thru these it hopes to bolster its air billings.

**Van Gunten Made Veepee**  
CHICAGO, May 10.—H. R. Van Gunten, media director for Foote, Cone & Belding, has been elected vice-president of the agency. Van Gunten has been associated with F. C. & B. and its predecessor, Lord & Thomas, since 1933.

## Priorities to Spots Able To Support Them

### New Policy on Station Bids

WASHINGTON, May 10.—The Federal Communications Commission (FCC) shortly will announce a drastic change in the application-processing policy, under which priority will be given to bids for stations in communities where the market is not already flooded. The prospective new policy is expected to supplant the existing system of "line-processing," which has left the under-staffed commission with an overwhelming backlog of cases despite the recent "freeze." Change in policy also is expected to result in a slowdown on grants for stations in cities already overloaded and in hamlets that cannot support a station.

Commission has explained that under the Communications Act it has no right to deny an unchallenged grant for a station on the economic ground that the community could not support the station. New policy would not overstep the law, inasmuch as the commission would simply be "slowing down" the processing of such applications and giving priority to bids for cities which obviously could support new stations.

### Reverts to Former Policy

This will mark the first time the FCC has reverted to such a policy since the era prior to James Lawrence Fly's chairmanship. The commission virtually ceased examining the economic "marketability" of communities in reference to new radio stations after the celebrated KHMO court decision in 1936. In that case, the commission had denied grants to two rivals for stations in Hannibal, Mo., on the ground that a need did not exist in the community, served by stations elsewhere. Decision was challenged in court, and the Court of Appeals in the District of Columbia held the commission in error. The commission then issued a grant to one of the rivals.

It has been learned that the commission has been reluctant to revert to the policy of putting priority on applications in the interests of economic factors. (See *Commission Heeds* on page 18)

## Replacement Is Set For Prudential Hour

NEW YORK, May 10.—Summer replacement for the *Prudential Family Hour*, aired Sundays over Columbia Broadcasting System (CBS), will feature singers Eileen Farrell, who was featured in same slot last summer, and Charles Fredericks. Ted Malone is slated to remain as program host, while a band fronted by Tommy Jones will sub for Al Goodman's ork.

Benton & Bowles is the agency.

## CBS Declares Dividend

NEW YORK, May 10.—A cash dividend of 50 cents per share on \$2.50 par value Class A and B stock was declared this week by Columbia Broadcasting System (CBS). Dividend is payable June 6 to stockholders on record May 23.

# PROGRAM AVAILABILITIES

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

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

## Networks

### NAT'L BROADCASTING CO.

**The Adventures of Frank Merriwell**  
10-10:30 a.m., Saturday

Rep.: NBC Program Sales

A 30-minute dramatic show designed for family and juvenile listening, dealing with the adventures of Frank Merriwell, collegiate hero of the first decade of the 20th century. It is founded on the long series of books of the same name. Frank Merriwell typifies the American ideal of the sound mind and the healthy body, of clean living and good sportsmanship, qualities which appeal to old and young alike. The program attracts old friends and makes new ones.

## Radio Stations

### Georgia

#### WBBQ, Augusta

**Bob and His Girl Friends**

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

Rep.: Joseph Hershey McGillvra, Inc.

This is not just another disc jockey show. It's a fast paced, carefully produced package wrapped up by WBBQ's own Bob Meskill. Every day Bob lines up five of his favorites girl friends for 15 minutes of smooth melody directed to an audience just charmed by Mutual's Heart's Desire. Very few choice periods are still available on the busy WBBQ. Suggest you contact a McGillvra office for information about a participation on Bob and His Girl Friends.

### Illinois

#### WJJD, Chicago

**Ernie Simon Show**

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

Rep.: Avery-Knodel

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

### Indiana

#### WOWO, Fort Wayne

**Nancy Lee and The Hilltoppers**

1:30-1:45 Saturday (CST on ABC)

Rep.: NBC Spot Sales

Variety program from deep-in-the-hills mountain music to violin, accordion combinations bordering on the classics. Sam deVincent, Roy Hansen, Jack Carmen and the irresistible Nancy Lee provide network with one of its popular Saturday afternoon features. Also featured on Little Red Barn and other farm programs. This talent can be arranged to fit time purchased by client.

### Iowa

#### KRNT, Des Moines

**Betty Wells Presents:**

**"Letters From Aunt Effie"**

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

Rep.: The Katz Agency

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

#### KRNT, Des Moines

**Sports of All Sorts**

10:15-10:30 p.m., Mon. thru Sat.

Rep.: The Katz Agency

Complete sports round-up by Jon Hackett, Iowa's most popular radio sports personality (1947 radio poll, Des Moines Tribune). Hackett has been miking Midwest sports 13 years. Fourth year to broadcast Drake relays; Iowa basketball, football . . . other Hawkeye sports. Annually Hackett emcees Iowa's Sports and Vacation Show, Corn State auto races. His 6:15 broadcast has had same sponsor five years. Plenty good salesman. Highly merchandisable; highly promoted. Night show available in participating minutes, or in toto.

### KSO, Des Moines

**7 o'Clock News**

7-7:15 a.m., Mon. thru Sat.

Rep.: Headley-Reed Co.

Edited and presented on the air by R. J. Nash, the 7 o'Clock News on KSO is a listened-to period. Being the first newscast of the morning, it is fresh with overnight developments. R. J. Nash is a friendly yet authoritative reporter, with a delivery that builds and holds a big following. This combination—Nash at the mike, with the day's first newscast—makes the 7 a.m. News a GOOD BUY—highly merchandisable at low cost. Now available 3 or 6 days a week.

### Massachusetts

#### WBZ-A, Boston

**Weather**

11-11:15 p.m., Mon. thru Sat.

Rep.: NBC Spot Sales

Are New Englanders interested in their weather? You bet they are! New England Tel & Tel says that a spell of average weather brings between 9,000 and 10,000 daily phone calls to its automatic forecast service; stormy weather, between 20,000 to 30,000, and during the 1944 hurricane 80,000 inquiries per day were received. Because New Englanders are so concerned about their weather, you can be sure they listen to WBZ's late weather broadcast at 11 p.m.

### Montana

#### KBOW, Butte

**Sports Spotlight**

6:15 p.m., 6 times wkly.

Rep.: Donald Cooke, Inc., New York, Chicago & Detroit; Gene Grant, Inc., Los Angeles & San Francisco.

New but popular. Butte is great sports town and the sports commentator does not merely read press releases but adds personal touches through years of observance of major league baseball and other sports. Local sports are carried. Weekly award made to Butte individual with outstanding sports performance of the week. Now sponsored by local beer brewery on Mondays, Wednesdays and Fridays. Sponsor pleased. Informal survey indicates Butte sports fans consider this their first evening broadcast with late sports.

### New York

#### WGY, Schenectady

**The Howard Reig Shows**

Six times weekly: 7:05-7:30, 8:05-8:30, 9:05-9:30 a.m.

Rep.: NBC Spot Sales

Here are three low-cost announcement periods with a double advantage . . . an exceptionally large audience and a popular personality. Twenty-five sponsors who have consistently used one, two or all three Howard Reig Shows on WGY since January 1, couldn't be wrong, nor could the 11,661 listeners who have written Reig for information about the products he advertises. For complete details on getting your announcement on "The Howard Reig Shows" contact your nearest NBC Spot Sales office or Station WGY.

#### WHAM, Rochester

**Max Metcalf and the News (News)**

1 p.m. daily, 5 times wkly.

Rep.: Geo. P. Hollingbery Co.

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

#### WNEW, New York City

**The Johnny Andrews Show**

9:35-10 a.m., Mon. thru Fri.

Rep.: John Blair & Co.

Handsome young man here plays fine piano, sings beautifully, sells strongly. Only two months old (the program, that is), his PULSE is fourth best in N. Y., topped that of a network outlet in March and April. Good job for one sponsor already under his belt. Available 10, 15-minute segments. Immediately precedes "MAKE BELIEVE BALLROOM" with Martin Block—nuff said!

### North Carolina

#### WBT, Charlotte

**Afternoon Dancing Party**

2:30-3:25 p.m., Mon. thru Fri.

Kurt Webster, who put "Heartaches" at the top of the "Hit Parade" and recently represented America's disc jockeys on "Vox Pop," conducts an afternoon version of his famous "WBT Midnight Dancing Party." Preceded by CBS's "Bouquet for You," followed by WBT's top-rated "Briarhoppers," the show offers a low-cost approach to the biggest audience in the Southeast. Limited to 3 announcements per quarter hour. For participations call us or RADIO SALES, the SPOT Broadcasting Division of CBS.

#### WBT, Charlotte

**Carolina Hayride and Hit Parade**

9-11 p.m., Saturdays

A choice quarter hour is now available on a music-comedy show emceed by Variety award-winner Grady Cole, the South's outstanding salesman. (8,000 monthly is his average mail pull—his early morning hour on WBT draws an average daily share of audience amounting to 55%, according to the CBS Listener Diary.) A round-up of popular WBT personalities, the variety show plays to a capacity crowd at the mammoth Armory Auditorium. For full information call us or RADIO SALES, the SPOT Broadcasting Division of CBS.

### Ohio

#### WING, Dayton

**Swing With WING**

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

Rep.: Weed & Co.

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

### Oregon

#### KEX, Portland

**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.

#### KEX, Portland

**At Home With Kay West**

1:30-2 p.m., Mon. thru Fri.

Rep.: Free & Peters

Half hour, 1:30 p.m., Monday through Friday, offering one-minute participations to non-competitive products used in the home. Almost since its inception two years ago, this program has been the undisputed champion of all KEX programs at mail call. Recently two announcements pulled twelve hundred requests for home planning booklets and calendars. The program achieves a wide variety of home suggestions. Interviews with women in the news, gay and humorous chit-chat of interest to homemakers provide a near perfect tie-in for any product bought by women or used in the home. Kay West has been a radio favorite in Portland for 15 years.

### Pennsylvania

#### KDKA, Pittsburgh

**Brunch With Bill**

12:15-1 p.m., 5 times wkly.

Rep.: NBC Spot Sales

Visitors to Pittsburgh see Fort Pitt, steel plants, the view from Mt. Washington, and "Brunch with Bill." KDKA's big noontime variety show features the KDKA orchestra, vocalists, gags, skits, MC Bill Hinds. Forty-five minutes of fun, with musical direction by Bernie Armstrong, scripts by Ed King. Listeners love the show, write for reservations to see it weeks ahead. Brunch is preceded and followed by established news broadcasts. One-minute participations.

### KYW, Philadelphia

**Ruth Welles, Home Commentator**

9-9:30 a.m., Mon. thru Fri.

Rep.: NBC Spot Sales

"This is the largest response we have ever received by radio . . . you not only have a large listening audience but a receptive and attentive one as well." That's just one of many testimonials for Ruth Welles, an experienced home-maker who has influenced feminine buying for six years on KYW with astonishing results. She offers latest ideas on economy, home planning, marketing, decorating, clothes and recreation, endorsing products in a pleasant effective manner. Participations only.

### WDAS, Philadelphia

**News—Every Hour on the Hour**

8 a.m. thru 7 p.m., Mon. thru Sat.

(AP News Service)

Rep.: Chicago and West, Forjoe & Co.

New York, direct.

Entire 12-daily, 72-weekly, 3-minute newscasts available to one sponsor making the most unusual package availability in the country. Eight years' highly successful sponsorship by top national accounts. Blind survey indicated that 26% of Philadelphia housewives correctly identified station and type of program carrying the sponsor's message. Newscast reaches those who specifically habit-tune the hourly news, those who are tuned to the preceding program and those "travelers" who look for new programs "on-the-hour." Immediate availability.

### WIP, Philadelphia

**"Lobby Parley"**

12:45-1:00 p.m. (EDT), Mon. thru Fri.

Rep.: George P. Hollingbery Co.

Howard Jones, veteran announcer and facile ad-libber each day puts a microphone under his arm and fares forth to the Benjamin Franklin Hotel (biggest in Philadelphia) lobby, to find out what the "man-in-the-street" thinks about the world and its doings.

A definite, carefully thought-out topic is planned for each day—the topic being one on the news horizon at the moment.

"Lobby Parley" lends itself admirably to prize offers should the sponsor so desire.

### Washington, D. C.

#### WRC, Washington, D. C.

**Robert McCormick, News**

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

Rep.: NBC Spot Sales

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

#### WTOP, Washington, D. C.

**Corn Squeezin' Time**

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

The 1946 CBS Listener Diary proves that during its period "Corn Squeezin' Time" is the most popular program in Washington. It stars "Uncle Bill" Jenkins, the effective salesman, who does Arthur Godfrey's "Sunday" every Saturday morning. As an old codger on "Corn Squeezin' Time," Jenkins plays music from Spike Jones to John Charles Thomas, and jangles a cowbell for a time signal, and tells the world's worst jokes. Radio Mirror says, "His friends include the wealthy of Embassy Row and the boys down on the farm." For participations, call us or RADIO SALES, the SPOT Broadcasting Division of CBS.

#### WWDC, Washington, D. C.

**Uncle Samjack, new children's program**

7:45-8 p.m., Mon. thru Fri.

An entirely new children's program presented nightly at bedtime. Combination of stories, games, songs tied into an appealing package by Uncle Samjack, who, under another name, is an outstanding showman and musician. Uncle Samjack was inspired by a six-year-old girl. It's a natural that children will love and is the answer to blood-and-thunder critics. Live locally, available nationally on transcription. Audition disc on request.

Live Shows

**MAURICE C. DREICER PRO-GRAMS**  
998 Fifth Ave., N. Y. C.  
Double Jam

Tested on WINS, WBYN, WWRL. Special format includes problems and complete format for show to be handled by local mc. 15 minutes across boards or half weekly. Unique method takes actions such as forgetting anniversary and talking one's way out with opposition from other contestant, who plays ad lib role of aggravated wife, then situation is reversed and man is mad because wife forgot his birthday. Judge clinches who does best job, then other contestants arrive.

Transcribed Services

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

8953 Beverly Blvd., Hollywood  
"The Theater of Famous Radio Play-ers"—Family Drama, 1/2 hr.  
Features the best 15 names of Hollywood's Radio Row in "top-flight" family entertain-ment. Lurene Tuttle, Cathy Lewis, Peggy Webber, Joe Kearns, Tom Collins, Jack Ed-wards, etc. Drama, comedy, suspense, ro-mance by name writers plus deft produc-tion. Auditions on request. Priced right! 39 shows available, more in production.

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

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

**TELEWAYS RADIO PRODUC-TIONS, INC.**  
8949 Sunset Blvd., Hollywood 46.  
Strange Wills

Half-hour dramatic. A bright new for-mat. Currently boasting 9.8 Coast Hooper-ating. Dramatizes strange stories behind strange wills. Starring famous Hollywood actor Warren William. Twenty-six pro-grams immediately available. Additional twenty-six in production. Special quotation for multiple market or regional sponsorship. One-a-week basis only. Definitely a net-work caliber program. Produced by Tele-ways Radio Productions, Inc. Send for free audition platter.

**FREDERIC W. ZIV CO.**  
1529 Madison Rd., Cin. 6, O.  
The Wayne King Show

A brilliant half-hour show transcribed and available for local and regional sponsors starring the incomparable waltz king, his famous arrangements, his golden saxophone, the voices of Nancy Evans and Larry Doug-las and narrated by Franklyn McCormack. Earning top-the-competition ratings in city after city: Detroit, 15.7; New Orleans, 9.4; Cincinnati, 8.1; Columbus, 13.3. A tremen-dous audience is waiting to hear Wayne King on the air. Fifty-two half hours avail-able. Write for availabilities.

**BEULAH KARNEY, INC.**  
228 N. La Salle St.  
Chicago 1, Ill.

*Meal of the Day*  
5-minute open end, 5 times wkly.  
A ten-year tested program used locally and nationally by big name advertisers. Five minutes, five times a week. Written and narrated by Beulah Karney. 160 shows ready for local or regional sponsorship. More in production. Tailored especially for grocers, dairies, appliance dealers, flour mills, utility companies and household prod-ucts. Merchandising plan. Send for free audition platters and availabilities.

**HARRY S. GOODMAN**  
19 E. 53d St., N.Y. 22, N.Y.  
Your Gospel Singer

Edward MacHugh. Your Gospel Singer, now available to local and regional sponsors. 420 fifteen-minute transcribed programs consisting of hymns known and loved by young and old. Featuring Edward MacHugh, who is said to have the most perfect diction of any singer without sacrificing warmth of expression. His many years on the networks have created a loyal ready-made audience. Newspaper mats, glossy prints, press re-leases, etc., are available for publicity pur-poses. Write, wire or phone for availabilities and audition disk.

Part I

The Billboard



COMPARATIVE TERRITORIAL INDEX

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



BASED ON "FIRST TWENTY" DAYTIME HOOPER RATINGS, NATIONAL AND PACIFIC COAST, FOR PERIOD OF APRIL, 1947

National Opposition	Nat'l Hooper	Nat'l Rank	Program	Pacific Rank	Pacific Hooper	Pacific Coast Opposition
No Sponsored Show No Sponsored Show No Sponsored Show	ABC CBS MBS	31.0	1 BOB HOPE	2	28.3	No Sponsored Show No Sponsored Show Warden Lawes Special Investigator
No Sponsored Show No Sponsored Show No Sponsored Show	ABC CBS MBS	26.4	2 FIBBER MCGEE AND MOLLY	6	21.3	No Sponsored Show No Sponsored Show No Sponsored Show
No Sponsored Show Gene Autry No Sponsored Show	ABC CBS MBS	24.9	3 JACK BENNY*	1	34.3	4 p.m., P.T. Comp. No Sponsored Show Gene Autry No Sponsored Show 9:30 p.m., P.T. Comp. No Sponsored Show No Sponsored Show No Sponsored Show
No Sponsored Show Gabriel Heatter Real Stories— Real Life Telephone Hour Borge-Goodman Show	ABC MBS MBS NBC NBC	24.1	4 RADIO THEATER	15	16.8	No Sponsored Show Gabriel Heatter Real Stories— Real Life Borge-Goodman Show
No Sponsored Show No Sponsored Show No Sponsored Show	ABC CBS MBS	23.9	5 RED SKELTON	3	27.4	Alvin Wilder No Sponsored Show Red Ryder
Sunday Evening Hour Crime Doctor Parker Pen News No Sponsored Show	ABC CBS CBS MBS	23.3	6 FRED ALLEN	8	19.6	Sunday Eve. Hour No Sponsored Show No Sponsored Show
Boston Symphony Orch. Vox Pop Gabriel Heatter Real Stories— Real Life	ABC CBS MBS MBS	22.9	7 AMOS 'N' ANDY	26	18.3	No Sponsored Show Vox Pop Gabriel Heatter Real Story— Real Life
Doctors Talk It Over Fishing and Hunting Club, L.N., MA Contented Program	ABC MBS MBS NBC	21.7	8 SCREEN GUILD PLAYERS	7	18.7	Lone Ranger No Sponsored Show Contented Program
Sunday Evening Hour Adv. of Sam Spade No Sponsored Show	ABC CBS MBS	21.7	9 CHARLIE MCGARTHY SHOW	5	21.6	Sunday Eve. Hour No Sponsored Show No Sponsored Show
No Sponsored Show Ford Show Dinah Shore No Sponsored Show	ABC CBS MBS	20.2	10 MR. DISTRICT ATTORNEY	33	12.1	Henry Morgan Adv. of Ellery Queen Inside of Sports Land of the Free
The Whistler No Sponsored Show The Big Story	CBS MBS NBC	20.0	11 BING CROSBY	15	15.1	Jack Carson News Mel Winter Dennis Day
No Sponsored Show Songs by Sinatra Gabriel Heatter Real Stories— Real Life	ABC CBS MBS MBS	18.9	12 DUFFY'S TAVERN	65	9.0	No Sponsored Show Songs by Sinatra Gabriel Heatter Real Stories— Real Life
Meet Corliss Archer Exploring the Unknown Man, Merry-Go- Round	CBS MBS NBC	18.7	13 WALTER WINCHELL*	4	24.6	ABC Competition Meet Corliss Archer Exploring the Unknown Manhattan Merry-Go-Round DLBS Competition No Sponsored Show ABC CBS NBC
No Sponsored Show Blondie No Sponsored Show	ABC CBS MBS	17.1	14 BANDWAGON	10	18.5	Milyd. Music Hall No Sponsored Show No Sponsored Show
No Sponsored Show Dr. Christian Johns-Manville News No Sponsored Show	ABC CBS CBS MBS	16.8	15 GREAT GILDERSLEEVE	12	17.9	No Sponsored Show Dr. Christian No Sponsored Show
I Deal In Crime Mayor of the Town Parker Pen News No Sponsored Show	ABC CBS CBS MBS	16.6	16 TRUTH OR CONSEQUENCES	11	18.2	Lone Ranger Vaughn Monroe No Sponsored Show
Boston Symphony Orch. Mel Blanc Show Johns-Manville News Adv. of the Falcon	ABC CBS CBS MBS	16.3	17 DATE WITH JUDY	49	10.3	No Sponsored Show No Sponsored Show No Sponsored Show
No Sponsored Show No Sponsored Show Twenty Questions	ABC CBS MBS	14.7	18 LIFE OF RILEY	25	13.7	Fat Man Mayor of the Town No Sponsored Show
Lum & Abner McGarry and His Moose** Cavalcade of America	ABC MBS MBS NBC	14.7	19 INNER SANGTUM	18	16.3	No Sponsored Show Inside of Sports Henry J. Taylor No Sponsored Show
Amer. Town Meeting LN-CO-OP F. B. I. in Peace and War Johns-Manville News No Sponsored Show	ABC CBS CBS MBS	14.7	20 GEO. BURNS AND GRACIE ALLEN	34	12.1	No Sponsored Show Suspense News Washington Man

\*Includes first and second broadcast.  
\*\*April 15 report only.  
LN—Limited Network.  
MA—Moving Average.  
ABC—American Broadcasting Co.

CBS—Columbia Broadcasting System.  
DLBS—Don Lee Broadcasting System  
NBC—National Broadcasting Co.  
MBS—Mutual Broadcasting System.

Night Shows Hold Steady Thruout U. S.

Little Change in Top 20

NEW YORK, May 10.—National and Pacific Coast ratings in the Comparative Territorial Index, a feature of *The Billboard's* Continuing Program Studies prepared in co-operation with the C. E. Hooper organiza-tion, remain fairly

steady for leading nighttime shows in the top 20. Bob Hope, for in-stance, first nationally, is second on the Coast, whereas in last report he was third on the Coast. Jack Benny, nationally and Coast-wise, is in third and first position respectively, whereas in the last report he was second and first. *Fibber McGee and Molly*, third and fifth last time up, are second and sixth this trip.

Fred Allen dived somewhat, be-ing fourth and seventh last time and now showing in sixth and eighth position. Walter Winchell, too, altho coming up on his Coast standing from sixth to fourth, fell nationally from seventh to 13th. *Amos 'n' Andy*, who moved up to seventh nationally, fell to 26th on the Pa-cific Coast.

More Uniform Appeal

Wide variations in national and Coast standings do not show up as sharply on the latest chart as on previous reports—trend apparently being in the direction of more uni-form listener appeal. A few shows in the list are an exception to this trend. *Duffy's Tavern*, for instance, continues to show a widely diver-gent listener appeal, scoring 12th nationally with a Hooper of 18.9 as against 65th on the Coast with a Hooper of 9.0.

None of the others varies as greatly as *Duffy's*, altho there's *Lux Radio Theater*, fourth and 15th on the national and Coast-wise lists; *Mr. District Attorney*, 10th and 33d; *Date With Judy*, 17th and 49th; *Life of Riley*, 18th and 25th, and *Burns and Allen*, 20th and 34th.

**BASCH RADIO PRODUCTIONS**  
17 E. 45th St., N.Y. 17, N.Y.

"Fact or Fantasy"

A successful and fascinating five-minute program series. Weird and gripping stories of true experiences, based on mental and psychic phenomena. These stories, by Ed Bodin, famous psychic writer, are all investi-gated and confirmed and are currently running in national magazines. Dramatically narrated by Frances Scott, "Fact or Fan-tasy" has a big success record for selling products to women and to mixed audi-ences. 100 programs ready. Wire, write, or phone for audition recording.

**Socony Drops B. G. June 30**

NEW YORK, May 10.—Socony-Vacuum has announced its in-tention to drop the Victor Borge-Benny Goodman show, currently aired Monday nights over National Broadcasting Company, after the June 30 broadcast. The show long has been regarded as on the skids. Compton was the agency. The spon-sor is said to have no further radio plans.

**Weldon Named Blair Veepee**

CHICAGO, May 10.—William H. Weldon, who has been on the sales staff of the John Blair sales rep New York office, this week was made vice-president and assistant sales manager of the office, it was an-nounced at Blair headquarters here. In addition to his new executive duties, Weldon will continue active sales work.

Part II

The Billboard



5-Month Sectional "Program Hooperatings" FIRST FIFTEEN — DAYTIME



Rockies Fave 8 Shows Not in Nation Top 15

East, West Coast Hew to Line

NEW YORK, May 10.—Eastern and Pacific Coast listeners to daytime radio hew closest to the National average program Hooperatings. The accompanying chart, compiled for the period between October, 1946, and February, 1947, also indicates that Mountain zone listeners show the greatest variance from the average National taste. Where the Eastern and Pacific areas



each have only three shows in their top 15 which do not make the National list, the Mountain zone has eight.

Shows preferred by Easterners which did not gain enough support to make the National top 15 were *Romance of Helen Trent*, *Front Page Farrell* and *Just Plain Bill*. These supplant National favorites *Breakfast in Hollywood* (Kellogg), *Theater of Today* and *Stella Dallas*. Pacific listeners tuned in *Breakfast in Hollywood* (Procter & Gamble), *Ma Perkins* (National Broadcasting Company) and *County Fair* instead of the more universally favored *Our Gal Sunday*, *Kate Smith Speaks* and *Stella Dallas*.

Mountain's Choices

The Mountain zone, which also proved most independent in evening listening choices (*The Billboard*, May 10), placed in its top 15 daytime faves such non-National listings as *Superman*, *Masquerade*, *Life Can Be Beautiful*, *Woman in White*, *Breakfast in Hollywood*

(Procter & Gamble), *Front Page Farrell*, *Tom Mix* and *Breakfast Club* (Philco).

Next in variance to the mountaineers, were the North Central zoners, which ran least contrary to the National taste in evening shows. In place of seven National choices, they went for *Let's Pretend*, *Romance of Helen Trent*, *Rosemary*, *Give and Take*, *Road of Life*, *Second Mrs. Burton* and *Young Doctor Malone*.

South's Pick

The Southern area had five choices which differed from the National; *Backstage Wife*, *Just Plain Bill*, *Betty Crocker*, *Breakfast Club* (Philco) and *Today's Children*.

Sectional lists showed considerable variation from National. The top U. S. daytime favorite, *When a Girl Marries*, made the top five shows in only two of the five sections. The National No. 3 show, *Young Widder Brown*, failed to make the first five in any of the sectional lists.

ALL FOR PERIOD FROM OCTOBER, 1946, THRU FEBRUARY, 1947

SECTIONAL "PROGRAM HOOPERATINGS" FIRST 15 DAYTIME NATIONAL AVERAGE	SECTIONAL "PROGRAM HOOPERATINGS" FIRST 15 DAYTIME EAST	SECTIONAL "PROGRAM HOOPERATINGS" FIRST 15 DAYTIME NORTH CENTRAL	SECTIONAL "PROGRAM HOOPERATINGS" FIRST 15 DAYTIME SOUTH	SECTIONAL "PROGRAM HOOPERATINGS" FIRST 15 DAYTIME MOUNTAIN	SECTIONAL "PROGRAM HOOPERATINGS" FIRST 15 DAYTIME PACIFIC
1. When a Girl Marries 8.0	When a Girl Marries 8.0	Stars Over Hollywood 9.0	Stella Dallas 10.5	Right to Happiness 8.7	Breakfast in Hollywood (Kellogg) 9.8
2. Stars Over Hollywood 7.8	Kate Smith Speaks 7.4	Grand Central Station 8.9	Back Stage Wife (E) 10.3	Superman (F) 7.8	Breakfast in Hollywood (P&G) 9.3
3. Young Widder Brown 7.3	Portia Faces Life 7.1	Ma Perkins (CBS) (A) 8.7	When a Girl Marries 9.9	Masquerade 7.8	Stars Over Hollywood 8.0
4. Ma Perkins (CBS) (A) 7.2	Stars Over Hollywood 7.1	Our Gal, Sunday 8.7	Right to Happiness 9.7	When a Girl Marries 7.6	Theater of Today 7.0
5. Portia Faces Life 7.1	Aunt Jenny 7.0	Theater of Today 8.7	Lorenzo Jones 9.6	Life Can Be Beautiful 7.4	Portia Faces Life 6.9
6. Breakfast in Hollywood (Kellogg) 7.0	Romance of Helen Trent (C) 6.9	Let's Pretend 8.4	Young Widder Brown 9.5	Woman in White 7.3	Right to Happiness 6.9
7. Right to Happiness 7.0	Young Widder Brown 6.9	Romance of Helen Trent (C) 8.0	Pepper Young's Family 9.1	Breakfast in Hollywood (Kellogg) 7.2	When a Girl Marries 6.9
8. Grand Central Station 6.9	Our Gal, Sunday 6.7	Big Sister (B) 7.7	Ma Perkins (NBC) 9.0	Pepper Young's Family 7.1	Ma Perkins (CBS) (A) 6.8
9. Theater of Today 6.9	Front Page Farrell 6.8	Breakfast in Hollywood (Kellogg) 7.5	Portia Faces Life 9.0	Breakfast in Hollywood (P&G) 6.8	Grand Central Station 6.6
10. Aunt Jenny 6.8	Ma Perkins (CBS) (A) 6.4	Rosemary 7.5	Just Plain Bill 8.6	Young Widder Brown 6.7	Young Widder Brown 6.5
11. Lorenzo Jones 6.8	Big Sister (B) 6.3	Give and Take 7.3	Ma Perkins (CBS) (A) 7.9	Front Page Farrell 6.6	Ma Perkins (NBC) 6.2
12. Our Gal, Sunday 6.8	Grand Central Station 6.3	Road of Life (CBS) (A) 7.3	Betty Crocker 7.4	Our Gal, Sunday 6.6	Aunt Jenny 6.1
13. Stella Dallas 6.5	Just Plain Bill 6.3	When a Girl Marries 7.3	Breakfast Club Philco 7.4	Portia Faces Life 6.5	County Fair 6.1
14. Kate Smith Speaks 6.4	Lorenzo Jones 6.3	Aunt Jenny 7.1	Today's Children 7.0	Tom Mix 6.5	Lorenzo Jones 5.9
15. Big Sister (B) 6.3	Right to Happiness 6.3	Second Mrs. Burton 7.1	Breakfast in Hollywood (Kellogg) 6.8	Breakfast Club (Philco) 6.4	Pepper Young's Family 5.8
Pepper Young's Family 6.3		Young Doctor Malone (D) 7.1		Ma Perkins (CBS) (A) 6.4	

A—Program cancelled January 3d and 6th.  
 B—Program cancelled January 6th.  
 C—Program cancelled October 1st.  
 D—Program cancelled January 2d and 6th.

E—Program cancelled November 1st.  
 F—Live portion of program cancelled October 1st, October, 1946, thru February, 1947.

First Webs-AFRA Labor Body Parley Due in Few Weeks

NEW YORK, May 10.—First meeting of the joint labor management committee representing the networks and the National Association of Broadcasters (NAB) on the one hand and the radio actors' union on the other is due within the next few weeks. Committee, created under the terms of the new union contract signed by the nets and the American Federation of Radio Artists (AFRA), is the first radio group of its kind.

Altho no official word has been given out yet, it is believed certain that NAB will participate in the joint committee. Originally, NAB demurred on the ground that it did not believe in the AFRA unfair-station clause and would not delegate representatives to meetings concerned with it. However, AFRA has since explained that the committee is to deal with all labor union talent problems, with NAB unofficially said to be amenable in view of the explanation.

Representatives appointed so far include George Heller, Ray Jones, Claude McCue, Bud Collyer, Frank Reel, Alex McKee, House Jameson and Jesse Messitte, for AFRA, and Frank White, treasurer of Columbia Broadcasting System; Ernest de la Ossa, National Broadcasting Company; Joe MacDonald, American Broadcasting Company, and Bob Swezey, Mutual network, for the broadcasters.

"Take It" Emsee Sweeps Growing

NEW YORK, May 10.—Kenny Delmar is set for an audition by the Biow Company for the Phil Baker spot on Eversharp's *Take It or Leave It*. The audition was supposed to have been made already, but has been delayed.

Red Barber, sports director of Columbia Broadcasting System (CBS), who took over the spot last week, will fill in again tomorrow (11). Other unidentified emsees are also being mullied.

Second AFL Show Thursday

NEW YORK, May 10.—American Federation of Labor's second Coast-to-Coast program combatting anti-labor legislation will be aired Thursday (15) over American Broadcasting Company (ABC) in the 9:30 p.m. slot with a batch of names participating. Talent scheduled includes Eddie Cantor, Danny Kaye, Gregory Peck, Hattie McDaniel, Ken Carpenter, and Charles Dant and orchestra. Charlie Fanda is producing.

NBC's Hope Slice Seen as Test Case

NEW YORK, May 10.—Elision of part of Bob Hope's script this week by the National Broadcasting Company (NBC) is interpreted in the trade as tantamount to a test case, following NBC's recent row with Fred Allen. Hope was cut when he sought to make a cross reference to Frank Sinatra's broadcast series on the Columbia Broadcasting System (CBS).

The cut was made on the basis of NBC's avowed policy of prohibiting cross references as unfair to its own advertisers. Hope was warned in advance, but tried to get the comment in nevertheless.

NBC is said to believe that in the light of the Allen situation, in which it publicly recanted, comics are

KTHT Raises 100G For Texas City Aid

HOUSTON, May 10.—Check for \$5,000, turned over to Mayor J. C. Trahan of Texas City this week, brought contributions raised by KTHT past the \$100,000 mark. Station's aid represented largest single contribution to the disaster-wrecked city. Since several network commentators mentioned the KTHT fund, donations have poured in on the 250-watt station from more than half the States of the country, as well as from several foreign nations. Hollywood troupe's recent personal appearance performances in Houston and Galveston netted total of about \$76,000.

going out into right field in an effort to grab additional freedom. Accordingly, the web cut Hope, feeling that if it retreated in the first post-Allen instance, it would encourage others.

Y&R Prexy Denies Tom Lewis Exiting

NEW YORK, May 10.—Rumor that Tom Lewis, vice-president in charge of radio for Young & Rubicam (Y&R), was leaving the agency was officially denied this week by Sigurd S. Larmon, Y&R president. Report that the parting was near followed shortly after the Borden account switched from Y&R to Kenyon & Eckhardt. In a wire to trade papers, Larmon stated:

"Rumors wholly without foundation have been circulating to the effect that Tom Lewis... has or shortly will resign... I feel it necessary... to officially and unequivocally deny this as gossip and entirely untrue. Believe you would like to help prevent further circulation of erroneous information and personally appreciate your co-operation."



IT WON'T BE LONG NOW MARTIN BLOCK IS COMING TO WARNER BROS. KFWB

### WOV Launching Sales Campaign Cued by Research

NEW YORK, May 10.—After several months of quiet audience research, WOV, New York, next week will begin an intensive advertising, sales and promotion campaign based upon backgrounds, listening and buying habits of listeners. Slogan of the drive will be: Take the Guess Out of Buying.

Station grouped its listeners into five "audited audiences" divisions. Each group has "memberships" of listeners who wrote in for cards and returned special questionnaires. These contained such specific information as brand preferences, economic status, residence locality, dislikes, and preferences and age brackets. Samples numbering about 1,000 from each of the five groups were turned over to Pulse, New York research firm, by WOV for analysis, results of which are available to sponsors and potential sponsors.

#### Station Adding Personnel

Promotion arm of the campaign will begin with the addition of several new station employees, who will service sponsors. New personnel, numbering about eight to begin with, will tie in with sponsors' merchandising problems by dealer and distributor calls, campaign letters, local trade surveys and distribution of sales promotion matter.

Five divisions which constitute WOV's "audited audiences" include Peggy Lloyd's *Wake Up, New York*; Rosalie Allen's *Prairie Stars*, Fred Robbins's *1280 Club*, Bill Gordon's *Band Parade*, and the station's daytime Italian-language shows.

### Merryman Leaves NBC; Forms Consultant Firm

NEW YORK, May 10.—Philip I. Merryman, manager of planning and development division of National Broadcasting Company (NBC), resigned last week to form an organization of radio consultants in partnership with H. V. Anderson, of New Orleans. Merryman, who spent 20 years with NBC in field of engineering, research and market analysis, is being retained by the web as a consultant.

Merryman's new firm, which has offices in New York and New Orleans, will offer broadcasters a consultant service on general policy as well as technical, marketing and research data, and guidance on AM, FM and video.

Heard by most...

Preferred by most

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

### "EASY COME, EASY GO"

New Musiquiz Show  
Harold Gingrich Associates, Chicago

### 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.



#### Series Title: The Best Things in Life

Sub-Title:  
STORY FROM THE STARS

Reviewed May 8, 1947

ENTERTAINMENT UNIONS' COMMITTEE IN CO-OPERATION WITH AMERICAN FEDERATION OF LABOR

Thru Furman, Feiner & Company, Inc.  
Norman Furman, Acct. Exec.

Via ABC (254 Stations)

Thursdays 9:30-10 p.m.

Producer, Ed Byron; director, Perry Lafferty; writers, Arthur Miller, Joe Stein, Aaron Rubin, Peter Lyon; cast, Milton Berle, Henry Morgan, Georgia Gibbs, DeMarco Sisters, Clayton Collyer, Arnold Stand, Charlie Irving, Bert Parks, Ethel Owen, Larry Haines, Wendel Holmes; music, Ray Bloch's ork.

Current Hooperating for this program—none (Premiere).

Average Hooperating for shows this type (Variety).....13.5

Current Hooperating of show preceding: "America's Town Meeting"..... 3.7

Current Hooperating of show following: (Sustaining).....None

CURRENT HOOPERATING OF PROGRAMS COMPETING ON OPPOSITION NETWORKS

CBS: "Crime Photographer".....13.9

MBC: "Treasure Hour of Songs"..... 2.9

NBC: Jack Haley and Eve Arden.....11.1

*Story From the Stars*, first of the four Thursday night variety shows sponsored by American Federation of Labor (AFL), featured a star-studded bill delivering not only specialties, but a potent message on trade unionism as well. Milton Berle, Henry Morgan, the DeMarco Sisters, Georgia Gibbs and the other members of the cast sped thru 30 minutes that were uneven but seldom lagged. Script was heavily larded with theme of the show—opposition to the Taft-Hartley anti-labor measures currently up in Congress, but both open and hidden commercials were done in a humorous ingratiating manner.

After a brief introduction which mentioned that the show was "presented by the AFL," the DeMarcos went into the call with which they open the Fred Allen program, but this time they paged "Mister Public." Berle's Allenesque response was, "It isn't the NAM, kiddies." Emsee Bert Parks, too, kept the theme rolling when, after introducing the cast, he gave his own name and added: "I hold union card 16780 in the American Federation of Radio Artists." This is an approach being used in the entire AFL radio drive.

#### Gags by Berle

Berle's routine was interrupted a few times when the comic unaccountably found himself tongue-tied, and some of his attempts to ad lib out of the situation were not too successful. However, his gags pulled a healthy crop of laughs, though he seemed to try a bit too hard to be topical, as when he said his doctor informed him he has "Hartley trouble."

First real commercial came at the four-minute mark and consisted of a 30-second pitch along the lines that folks in showbiz are equally concerned with other workers about See *Story From the Stars* page 18.

#### The Little Show

Reviewed May 3, 1947

Sustaining Via CBS

Saturday, 7:45-8 p.m.

Estimated Talent Cost: \$1,500; producer-director, Ace Ochs; writers, Aaron Rubin, Doc and Dan Simon; cast, Robert Q. Lewis, Billy Williams, Florence Robinson, Jackson Beck, William Keene and Milton Kaye orchestra.

Average Hooperating for all shows of this type (Variety)..... 13.5

Current Hooperating of show preceding: Jean Sablon..... 4.6

Current Hooperating of show following: (Sustaining).....None

HOOPERATING OF OPPOSITION SHOWS ON OTHER NETWORKS

ABC and MBS

No Sponsored Shows.....None

NBC

"Curtain Time"..... 8.7

Columbia's *Little Show*, with erstwhile disk jock Robert Q. Lewis, is a very promising package. It offers adult and smart comedy, and if writers Aaron Rubin and Doc and Dan Simon fulfill the promise of the opening show, then CBS will have come up with a good one. The show is bright not only in its scripting but also in its basic, satiric conception.

The opener presented various highlights of the week in sports, motion pictures, music, etc. The film highlight for instance, was a review of *The Jolson Story*, delivered in wonderful Brooklyneese by a supposed usherette, "Luella Pitkin," whose voice magically captured the flavor of Brownsville and Flatbush and DeKalb avenues. Strictly wonderful stuff. The material showed the fine hand of Goodman Ace, CBS supervisor of comedy programs.

#### Ratings Spoofed

The show hit another high spot in its spoofing of radio's predilection for ratings—a sample telephone interview with an eight-year-old listener bringing forth the information that she was listening to a series on nuclear atomic energy. Answering her sentiments apropos *The Little Show*, Lewis said, aghast: "... but not to the high heavens!"

One of the brightest things in the Lewis show is its structural economy. The seg is only a quarter-hour, but contains a wealth of laughs, a few brief but effective satiric developments, plus a bit of music. The music is capably handled by Milton Kaye's ork, which accompanied Billy Williams, a good vocalist, in *I Love You For Sentimental Reasons*.

#### Competent Handling

Lewis handles his material well, with good diction and apt timing. Production-direction by Ace Ochs very competent, keeps the show moving rapidly. The opening show had no studio audience, the theory being that if a show is really funny the studio laughs are unnecessary. Other comedy shows have tried to get on without the studio claque, but have felt obliged to reinstate them. *Little Show* didn't seem to need the artificial hypo.

Paul Ackerman.

#### Series Title:

### The Best Things in Life

Sub-Title:

NOTHING TO FEAR

Reivewed May 9, 1947

ENTERTAINMENT UNIONS' COMMITTEE IN CO-OPERATION WITH AMERICAN FEDERATION OF LABOR

Thru Furman, Feiner & Company, Inc.  
Norman Furman, Acct. Exec.

Via ABC

Monday Thru Friday, 3:45-4 p.m.

Director, Anton M. Leader; writer, William Norwood; cast, Sam Wanamaker, Arlene Frances and Peter Frif-fith; announcer, Alan Williams.

Average Hooperating for shows this type: (daytime serials).....5.2\*

Current Hooperating of show preceding: (Edwin C. Hill).....2.0\*

Current Hooperating of show following: (Sustaining).....None

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

CBS: "Hint Hunt".....3.0\*

MBS: (Sustaining).....None

NBC: "Right to Happiness".....6.2\*

\*Based on April 15, 1947, network program Hooperatings report.

In its campaign against repressive labor legislation, the American Federation of Labor (AFL) is taking essentially a two-pronged slant, directing some of its radio programs toward the American family as a whole, via star-studded evening shows, and others at women, thru a soap opera series. Latter has the generic title *The Best Things in Life*, (originally called *Pursuit of Happiness*, but changed after protests by CBS, which had a series of that title on the air). Over a four-week period, *Best* will tell four stories, starting a new one each Friday in the hope this cliff-hanger technique will sustain listener interest over the week-end.

But perhaps the most important aspect of this program, and others in this AFL campaign, are its "commercials." One thing is certain—this is forthright talk, dramatic especially in its inherent emphasis on group cleavages within the country. On the first broadcast of *Nothing To Fear*, second in the program series, no words were minced in laying the blame for spiraling prices at the feet of those who opposed continued price control, nor in warning that if they succeed in passing the anti-labor legislation now before Congress, depression and economic chaos will ensue.

#### Lacks Simple Explanation

Final appeal was to write to legislators, urging them to vote against the Hartley Bill. It represents, all things considered, an unprecedented—and exciting—use of radio, albeit its outcome will be measured, most likely, not by congressional action, but by evoking public support of the inevitable presidential veto.

All this obviously is something new in soapdom, heretofore concerned only with sales of household items to hausfraus and its own peculiar escape-dream world. True, what the unions say is provocative, but despite their bluntness, they (See *Nothing To Fear* on page 18)

Part IV

The Billboard



LOCAL PROGRAM Reviews & Analyses

Rating figures are used whenever available from authentic sources. Data concerning advertiser's expenditures, campaign themes, promotion or other pertinent information, as in the case of public service programs, are based upon material supplied by station, advertisers, agencies, etc.



Lowell Watts, KLZ Farm Reporter

Reviewed Via Transcription

Sustaining Over Station KLZ, 5,000 watts, Denver, Colo.—CBS Affiliate

Monday Thru Friday, 12:30-12:45 p.m.

**Estimated Talent Cost:** Show costs the Station somewhere around \$30,000 annually, tho this does not represent talent heard on the show. Farm Reporter Lowell Watts and Announcer Glenn Martin, plus guests (usually cuffo), are only talent used. Solid chunk of the expenditure comes from the station's all-out efforts to enable Watts to do his job. He has a specially equipped car, a plane, wire-recording equipment, secretary and publicity assistant.

Rating this program (see review).  
Current Hooperating of show preceding: "Perry Mason" ..... 4.5  
Current Hooperating of show following: KLZ newscast (see review).

CURRENT HOOPERATING RATINGS OF SHOWS ON OPPOSITION STATIONS

KOA: "Masquerade" (NBC fed).....	8.1
KFEL: "Queen for a Day" (MBS fed)...	3.6
KVOD (ABC): News.....	3.3

KLZ forsakes the national rating arena to bring this purely local public service program to farmers in the Denver-Rocky Mountain region. Obviously if you slant a program exclusively to farmers in your area (and particularly if you slant if effectively) you automatically drive away listeners with no interest in farming. And KLZ does an extremely effective farm job with this show. Station doesn't compromise at all, and consequently the show comes out a tight, information-packed stanza, which gives the guy with the hoe vital dope on every conceivable phase of his work, and gives it to him in an authentic, practical, yet friendly fashion. All of which explains why this program has won public service awards (CCNY and others) as a model of its type.

Announcer Glenn Martin kicked off program caught with a simple precise reading of market reports on cattle, sows, sheep, eggs, poultry and grain futures. J. C. Eberhart, of the U. S. Weather Bureau at Stapleton Airfield, then came on with five-day forecast. Just short of halfway in the show, Watts took over. He has a homey, yet authoritative delivery, and in this session amply demonstrated several of the major reasons for the show's success. Same reasons being: Neighborly atmosphere, knowledgeable handling of practical farm matters, complete honesty and printed aids to further clarify matters handled on program.

Informed Interview

Watts interviewed H. H. Cobb, of the engineering section of the Agricultural Experimental Station of Colorado A. & A. on a new post-hole digger just coming into use in the area. Watts' questions indicated (1) that he knows what he's talking about and (2) knows how to get the best material out of his interviewee.

A circular 144A, available from either KLZ or Colorado A. & A., was offered, another cuffo pamphlet, (See Lowell Watts on page 18)

Country Editor

Reviewed Via Transcription

Sponsored by International Milling Company for Robin Hood Flour thru H. W. Kastor & Sons, Chicago, over WMT, 5,000 watts, Cedar Rapids, Ia., CBS affiliated.

Monday thru Friday, 1-1:15 p.m.

Production Cost: \$100 per week. Producer, Douglas Grant, WMT program director and producer; writers, Hugh Orchard, plus staff of 40 WMT correspondents thruout the station's primary listening area; cast, Hugh Orchard.

No rating information available on this show or its opposition.

The old maxim that names make the news has proved itself justified in the case of this show, which is a favorite in Eastern Iowa. Program reviewed crammed into its 15-minute space dozens of names of plain folks of the region from a score of towns. Church, lodge and community items of the type that're important news to a rural journal are featured, making the show's title an apt one. Character of the Country Editor is handled with warmth and friendliness by Hugh Orchard, and delivered in a casual, informal manner. That this type of program gains the ear of farm folk is not, all this considered, to be wondered at.

Show was set up about seven months ago to make use of items submitted by station's correspondents. Orchard's characterization offers sufficient tonal and inflection variety to make the flow of less-than-earth-shaking subject matter stand up over 15 minutes. He is fond of earthy phrases and will talk about a "jim-jam jamboree" which a high school is throwing to raise money for band uniforms, etc. He specializes in elections of lodge officers, church auction sales, recent marriages, American Legion dances and occasional human-interest yarns with a regional flavor.

Aimed at Farmer

However, the program never forgets that its primary listener is the farmer, and scattered thru the script are references to farming today as "a marvelous adventure"; of modern farming as "1,000 miles ahead of 50 years ago," and reverently about "what a great bunch Eastern Iowa people are." In program caught, delivery was occasionally uneven, with intermittent coughs and mispronunciations. Nature of the show makes even this seem not too unnatural.

One-minute commercials were delivered at about the five-minute mark and shortly before the close of the show. First was handled in character by Orchard, second was spied straight by announcer. They were very similar, both plugging a coupon-request deal, which offered listeners 15 cents off on sponsor's product. Pitches could be considerably more effective if they were written to contrast with each other, with Orchard taking advantage of the prestige of personal recommendation.

Grocers handling Robin Hood Flour report considerable comment (See Country Editor on page 18)

Here's Looking at You

Reviewed May 9, 1947

PARTICIPATION PROGRAM

Via WNEW, New York

10,000 Watts; No Web Affiliation

Mondays-Fridays, 12:35-1 p.m.

**Estimated Talent Cost:** \$500 weekly; Richard Willis, beauty consultant; studio organ; staff announcer.

Current rating of this show..... 2.3 Pulse  
Current rating of show preceding: "Take It Easy"..... 2.5  
Current rating of show following: "Luncheon With Lopez"..... 2.1

OPPOSITION SHOWS ON DAY REVIEWED

ABC: "Nancy Craig" .....	2.5 Pulse
CBS: "Helen Trent" (12:30-12:45 p.m.)..	7.0
"Our Gal, Sunday" (12:45-1:00 p.m.)..	6.8
MBS: News—H. Gladstone (12:30-12:45 p.m.) .....	3.0
"So This Is Love" (12:45-1:00 p.m.)...	2.4
NBC: "Maggi's Private Wire" (Maggi McNeill, 12:30-12:45 p.m.).....	2.4
"Memory Album" (recorded) (12:45-1:00 p.m.).....	2.0
WEN: "Ask Ella Mason".....	0.9
WINS: "Bundy Time".....	1.0
WMCA: "Mr. and Mrs. Music" (Bea Wain, Andre Baruch).....	1.6
WGXR: Luncheon Concert (recorded)...	1.2

SPONSORS AND AGENCIES

- The Hennafoam Co. (Gleam Shampoo). Thru Arthur Rosenberg Co., Inc.
- MacLevy Slenderizing Salons. Thru Associated Advertising Service.
- Mystic Laboratories, Inc. (Immae-deodorant). Thru Donahue & Co., Inc.
- Volupte, Inc. (vanity cases). Thru Abbott, Kimball Co., Inc.
- Anre (L'Estrona—face cream). Thru Maxwell, Sackheim Advertising.
- Twirlkomb. Thru United Advertising Agency.

Dick Willis has compiled an enviable record in the year or so he's been on WNEW, so much so that recently he was signed to do a similar beauty advice stint for Columbia Broadcasting System. Latter program is heard outside New York only, by virtue of the WNEW commitment. Pulse figures show that a gain of some 25 per cent ratingwise has been scored so far this year, with a corresponding increase in mail response.

Willis, a one-time Warner Bros. make-up man, conducts a program simple in format. He interviews, on the air, about a half a dozen women, whose appearances and garb are first described by the staff announcer, and who then confess, within limits, their age—stating whether they are twentyish, thirtyish, etc. They then pose their problems for Willis, who offers advice on how the gals can best return to the human race.

Wide Program Scope

Virtually any conceivable type problem can arise, and does. Women ask advice on make-up guidance, lipstick use, mascara, rough cuticles, hair-do's—everything imaginable with the possible exception of a cure for webbed feet. Willis, who obviously knows his stuff, answers ad lib and quickly, and with a reassuring manner which undoubtedly helps instill confidence in the worth of his suggestions and the commercial products he recommends, when appropriate. Nature of the show obviously leads to integrating commercials, either in the interviews or (See Here's Looking on page 18)

Magazine-Radio Tie-Ups Prove Hypo Both Ways

NEW YORK, May 10.—Innovation in magazine-radio tie-ups by Macfadden Publications, Inc., resulting in hypoped Hooperatings and needed newsstand sales, this week gave promise of leading to greater future collaboration. Macfadden has gone in for a series of one-shot deals with top commercial radio shows on all major webs, offering a unique promotional package in return for plugs on the shows. Involved to date are Lux Radio Theater, Bing Crosby, Burns and Allen, Blondie, Dennis Day, Don McNeill's Breakfast Club and Dick Haymes, with more name deals cooking.

Current deal is a radical departure from traditional radio-mag joint efforts. In the past, publishers have sponsored their own program series or tied in with another sponsor's show by permitting regular dramatizations or use of material from publications in return for plugs. But system of tapping different name shows for special single promotions strikes a new and, it seems, profitable note.

Tried on Awards Program

Conceived and directed by S. O. (Shap) Shapiro, Macfadden's vice-president in charge of circulation, plan first was put into trial with Radio Theater in January, 1946. Pretext then was presentation of Photoplay magazine's Gold Medal Awards to the year's most popular actor, actress and motion picture, named on the basis of a survey by Dr. George Gallup. First such affair, with dramatization of picture selected, proved so successful it was repeated this year, on January 13. Since then, Macfadden has closed one tie-up on the heels of another.

On February 19, Philco's Bing Crosby show celebrated the Groaner's receipt of the Photoplay gold medal for three straight years, and the magazine came in for a juicy number of plugs over American Broadcasting Company (ABC). The following night, the Burns and Allen program, over National Broadcasting Company (NBC), was produced in collaboration with True Story magazine. On March 16, the Columbia Broadcasting System's (CBS) Blondie program contained a hook-up with True Story, and the entire NBC Dennis Day show April 23 was written around a True Story tie-in. In the offing are a Dick Haymes-Photoplay deal covering the singer's May 22 CBS show, and a special arrangement whereby Don McNeill's ABC Breakfast Club will plug True Story all thru the week of May 19.

Stars Get Build-Up

In return for the mentions over the air, Macfadden unlimbers its promotional guns for the co-operating stars. Invariably, the programs find their way into print in the publication involved in the deal. Then Macfadden pours out press releases on the special program to 1,700 newspapers, (See Mag-Radio Tie-Ups on page 18)

1946 DISC JOCKEY AWARD WINNER  
1946 TOLERANCE AWARD

**Tedd LAWRENCE**

MORNING REVIEW  
7:00-9:00 A.M. DAILY

ROBERT HALL OF FAME  
10:45-11:00 P.M. DAILY

VIA WHN NEW YORK  
SPORTS COMMENTATOR AND TRANSCRIPTION ARTIST

# Onward, Upward With K&E; Firm Looks Like Agency of Yr.

(Continued from page 5)

and sponsor are withholding disclosure of details.

History of K&E-Ford relations is studded with interesting milestones which served to buttress Lewis' arguments. K&E veepee originally brought Ford into the agency's fold by producing its last series of institutional *Sunday Evening Hour*, which wound up last September. Same time, he made fully nine separate recommendations for a Ford commercial program, nearly all of which were justified as time passed. Major effort last year was to get Ford to bank roll Bing Crosby instead of Dinah Shore.

### 10-Year Radio Plan

Another interesting aspect of the deal is Lewis' emphasis on long-term, rather than immediate pay-off. He outlined to Ford execs a radio plan embracing the next decade, and stressed that the auto industry as a whole has not utilized radio with the effectiveness of other groups. The accepted attitude that radio is fine for institutional use but can't sell cars was challenged by Lewis, who said that bad radio will not sell, just as a bad salesman cannot sell. Lewis proposed intensive use of radio research for the Ford account to determine how best to reach listeners who might buy Ford products. This struck a responsive note with the auto firm, which itself is undergoing an internal revolution, following the recent death of its founder. For the first time, Ford will essay research stressing elementals long accepted by competing firms. Arrangement for switch of Ford radio business to K&E left the auto firm's video account still up in the air. In the past, it too was handled by JWT.

Acquisition of Ford and Borden business justified, to K&E execs, a policy of daring promotions and production innovations shunned by most other ad agencies as unorthodox. These include switching a highly criticized *Superman* program into a crusading moppet show which has won numerous awards, with more changes in the offing, producing

## Chi Store Chain Hypos Biz With All-Out Promotion

CHICAGO, May 10. — Way in which use of radio time plus an all-out promotion effort in conjunction with programs can hypo department store business, as well as help institutionally, was revealed this week by the Goldblatt Department Store chain, which now has two programs on WGN and recently has been plugging them with special promotion.

A recent promotion run in conjunction with attendance of 250,000th woman to see the store chain's *Let's Have Fun* program at its State Street store resulted in increase of about 5 per cent in biz during the week. It also resulted in store getting into its doors about 10,000 extra potential customers each day during the week.

Store this week started its second major promotion, a write-in contest for those who had ideas on how to best entertain hospitalized children. In the first three days of the contest, over 1,000 letters were received from States as far distant as North Dakota and Iowa.

four programs for Kellogg at lowest cost per thousand listeners of any cereal company, keeping notoriously tough sponsors happy, spectacular promotion on the *County Fair* show, and perhaps the greatest one-shot commercial radio attraction in recent radio history—the appearance of Margaret Truman on Henry Reichhold's *Sunday Evening Hour*, which

garnered first-page spreads on newspapers all over the world. Lewis attributes many of the agency's accomplishments to the agency's smooth teamwork, which arises out of what is almost a college spirit.

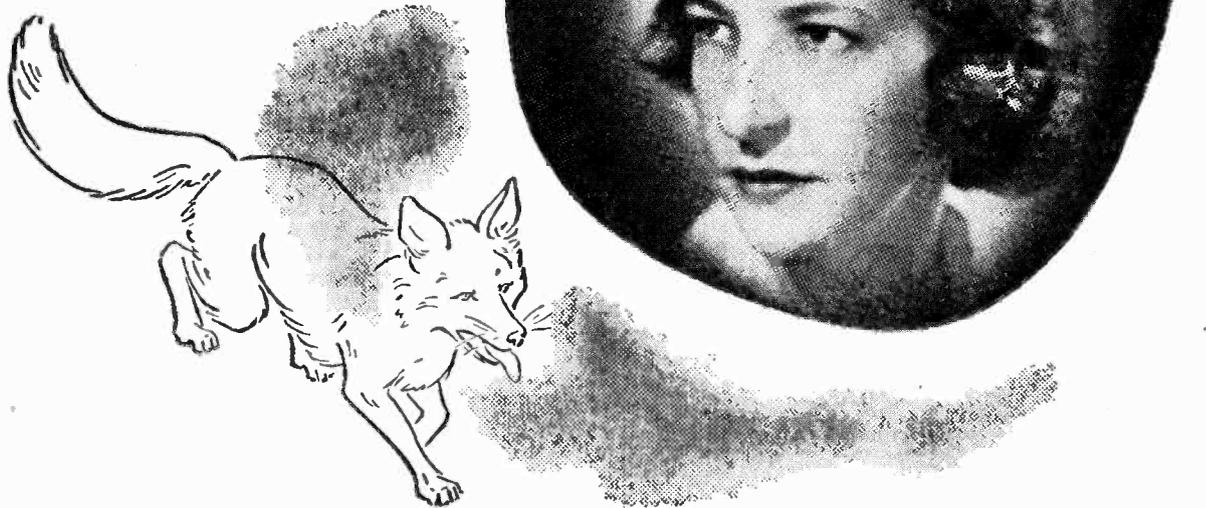
### Future Clients

Looking to the future, Lewis says he would prefer that "no new radio accounts be added during the coming two years," this to permit consolidation. However, K&E has several clients not using radio at present who are strong prospects for an early plunge. These include Mallory Hats, Stetson Hats, *Look Magazine* (which has just begun a \$108,000 spot cam-

paign), Chesapeake & Ohio Railroad, Pere Marquette Railroad and Bank of Manhattan. K&E also produces one (Jean Sablon) of Hudnut's three radio shows, and nobody would be surprised if K&E eventually gets the other two (Sammy Kaye and *Grand Marquee*), currently placed thru Roche, Williams & Cleary.

In addition, K&E just added to its staff, as assistant to exec veepee Dwight Mills, the former assistant ad manager of Lever Bros., George I. Chatfield. This is regarded by admen as an indication that K&E soon will go out for some of the lucrative soap business.

Katherine Fox, WLW's Director of Special Broadcast Services; Vice-President Cincinnati Radio Council; Ways and Means Chairman Zonta Club of Cincinnati; Executive Committee Y.W.C.A.; 7th District Chairman, Association of Women Broadcasters of NAB; Charter Member, Association for Education by Radio and Junior Town Meeting League of America. Director of Women's Activities for the War Finance Committee of Ohio. Ten years with *The Nation's Station*.



every radio station Needs a Fox

Once upon a time there was a smart fox. She worked for a radio station. The sign on her door read, "Katherine Fox, Director of Special Broadcast Services". (It might also have added, "And the sales department gets v-e-r-y unhappy with me".)

We all agree that a radio station must have advertising revenue to exist. It also must serve the best interests of its audience. Sometimes these two fundamentals cause minor crises. Because if some event, program, or service should be broadcast for the good of our listeners—it must be aired at a time when the majority will hear it. Naturally, this is just the time when the nice clients want their shows broadcast.

Obviously, then, this fox has a tough job—she's strictly in the middle. The sales department and their nice clients scream, tear their hair and beat their chests in frenzied agony—but then they both agree that she is a smart fox that knows what Special Broadcast Services mean to the vast WLW audience.

So what happens? Usually it follows the pattern pointed out by *Variety*: "... they think nothing of

cancelling an hour of choice commercial time to air a public service show". (Please, *Variety*... "think nothing"? You shoulda asked our sales department!)

The moral? Simply that every station should have a smart Fox AND a smart sales department. Happily, for us AND our listeners, we have both.

WLW Special Broadcast Services is a separate department requiring the full-time services of four experienced persons. Assistant to Miss Fox is Larry Neville, former FBI agent with 15 years as a writer, producer and special events director with KMOX and WLW. Eloise Coffman Brown, former teacher and director of radio education, has charge of the international division while Jean Friar handles secretarial and office details.

All policy matters in connection with the Special Broadcast Service Department are handled directly through the office of the president of the corporation.

In 1946, WLW broadcast 1,210 hours of programs in the public interest. Had this time been purchased, the cost for station time alone — figured at the greatest possible discounts and not including the cost of dramatic talent, production, music, etc.—would have amounted to \$1,134,210.69.



CROSLY BROADCASTING CORPORATION

# It's Just Around the Corner: Music Without Commercials, Piped by FM "Baffle System"

## Two Stations Already Eager To Buy Subscriber Service

(Continued from page 3)  
service. The originators of the system revealed that two broadcast stations already are negotiating for the service, which is planned to be launched in a few months. Expectations are that existing FM frequencies will be used, but it is pointed out that if the operation produces any interference with existing signals, the old unused FM frequencies on the 40-60 mc. band could be brought into use. Apparently any "ordinary FM licensee" would be eligible to operate the baffle system. The latter term refers to a mechanism—the baffle—which is adjusted to the station transmitter.

Practical application of the system, according to the originators, yields high fidelity of reception equal to the quality now obtained in radio by use of coaxial cable.

Disclosure of the system came at the wind-up of a three-day meeting of the International Scientific Radio Union and the Institute of Radio Engineers, where nearly 100 papers on radio scientific development were read. The baffle system, however, is described as "far beyond the theoretical stage" and is about to get its first practical operation, after a probable three to six months for working out administrative procedures.

# WARNING

A FEDERAL COURT HAS RULED  
THAT THE NAME

# GRAND OLE OPRY

IS THE EXCLUSIVE PROPERTY

OF RADIO STATION **WSM**  
NASHVILLE

INFRINGEMENTS WILL BE  
VIGOROUSLY PROSECUTED

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

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

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

Theatre Managers and Booking Agents:

In case of doubt as to the authenticity of a "Grand Ole Opry" act, contact

**WSM, INC.**  
NASHVILLE, TENN.

## Talk of the Trade

G. W. (JOHNNY) JOHNSTONE, director of the public relations division of the radio department of the National Association of Manufacturers (NAM), leaves Tuesday (13) on a flying trip to Pacific Coast radio stations and NAM officers. His one-month itinerary includes stops in Chicago, Portland, Ore., Seattle, San Francisco and Los Angeles. . . . Bill Murphy, president of VIP Service, is handling two local packages for stations, *Cinderella Weekend* and *Question Market*. . . . Murray Carpenter, vice-president of WPOR, affiliate of the American Broadcasting Company (ABC), in Portland, Me., is in New York for a confab with web officials.

Henry Morgan, comedian for the American Broadcasting Company (ABC), will be chief speaker at the Springfield, Mass., "I Am An American Day" ceremonies May 18, sponsored by the Springfield Adult Education Council. . . . Robert Kalaidjian, CBS employment manager, is the father of a boy, William Getrie, born May 8. His wife, the former Adene Gerrie, of Montreal, was with the Cockfield, Brown & Company ad agency there. . . . Nancy Osgood, director of women's activities at WRC, the Washington station of the National Broadcasting Company (NBC), has been re-elected corresponding secretary of the Women's National Press Club.

PHIL JASEN, promotion head of WTAG, Worcester, Mass., was in New York last week. Ditto Chet Brauer, of N. W. Ayer's Coast flackery. . . . The take-off award list prepared by Dick Pack, of WOR, New York, satirizing the Ohio Institute kudos, is getting plenty of laughs around radio row. . . . Syd Eiges, of NBC, and his family are off to Pittsburgh next week for a spell. . . . Jack McManus is back on the radio desk of PM, New York. He started there as radio head in 1940, shifted to pix.

Bob Reel, of KSOX, Arkansas City, Ark., is handling a new top-tune disk jockey show on that station, giving biographical data on the featured artists. . . . Jay Jostyn is set for the lead in Howard Lindsay's *Uncle Dudley*, to be played at the Legend Playhouse, Stamford, N. Y., straw-hatter. The producer is George Humphrey, ex-NBC page boy. . . . Don Severn, Kenyon & Eckhardt talent head, is back from Hollywood.

JAMES CONNOLLY, of ABC's station relations department, is now in the Chicago office. . . . Otto Brandt, of ABC's station relations staff, is the father of a girl, Christina Lee. . . . Dick Hyman is handling publicity for the new NBC co-op show, Robert Ripley's *Believe It or Not*. . . . Arthur Hull Hayes, general manager of WCBS, is off to Atlantic City for the two-day (May 15-16) meeting of the sales managers' executive committee of the National Association of Broadcasters (NAB). . . . Mark Woods, ABC president, returned to New York May 13 from meetings with affiliates in Denver and San Francisco. Sitting in on the sessions were Ivor Kenway, ABC director of advertising, and John H. Norton Jr., the web's veepee in charge of stations. . . . Frank Samuels, ABC Pacific Coast sales chief, is on his way back to Hollywood from New York.

After 10 years with WLW, Cincinnati, Gordon Waltz joins WKAT, Miami Beach, as production manager, May 19. . . . James F. Clancy, recently retired sales promotion chief of WTIC, Hartford, Conn., has been named public relations director for the Connecticut

Society for Crippled Children and Adults. Bernard Mullins, WTIC manager of special programs, has been upped to director of public relations and special programs. Inez Hansen, of the publicity department, will be his assistant.

NBC Program Manager Thomas C. McCray has been named chairman of the staff operations group, the web's "junior management" group. He succeeds Charles A. Wall, who recently became Broadcast Music, Inc. (BMI) veepee in charge of finance. . . . The trophy for the best actor at the Saskatchewan Provincial Drama Festival has been won for the second time by Bill Walker, announcer at CKRM, Regina.

## Ad Agency Notes

JACK WYATT, radio director of the Cecil & Presbrey Agency, is off to the Coast on a four-week junket to look over the talent situation. . . . Lysbeth Tee Blankenship has switched from the Compton Agency to William Esty's copy department. . . . A. M. Martinez, vice-president of Melchor Guzman reps, is back from a five-week swing around Central America, where he gained exclusive rights with four more stations: TIPG, San Jose, Costa Rica; HRN, Tegucigalpa, Honduras; HRP1, San Pedro Sulas, Honduras, and TGO-TGOA, Guatemala City, Guatemala.

Ed Hauser has been added to the Duane Jones copy staff. . . . Alfred R. Beckman is now radio time buyer of Cecil & Presbrey. He had a similar post with Buchanan & Company. . . . Abbott K. Spencer, former account executive at J. Walter Thompson, has taken a like job with Sullivan, Stauffer, Colwell & Bayles.

THE New York Council of the Four A's has elected Harold Thomas, of Pedlar & Ryan, as chairman, and Gordon Hyde, of Federal, as vice-chairman. . . . Peter Langhoff is now research director at Young & Rubicam, replacing George Gallup, resigned. . . . Will Yolen, Jack Ross and Hal A. Salzman are now operating their own publicity and public relations firm at 43 West 51st Street. . . . George Perkins, former radio account man with Batten, Barton, Durstine & Osborn, has joined WHDH, Boston, as program director.

Bob Bragarnick, research supervisor at Ted Bates, has been elected chairman of the American Veterans' Committee's press, radio and advertising chapter. Hall Davis, publicity chief at Kenyon & Eckhardt, is vice-chairman. . . . Robert E. Mayer has left Biow to handle the Revlon account for McCann-Erickson. . . . Robert Otto & Associates are preparing a radio and press campaign in foreign markets for the Lydia E. Pinkham Medicine Company.

**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.



# CBS' GAG WRITERS' STABLE

## NAB Due To Move for Poll On Change in Membership Status and Fees of Webs

Lively Debate Expected at Board Meeting May 21

WASHINGTON, May 10.—A lively discussion is due to be staged at the closed-doors session of the National Association of Broadcasters (NAB) Board of Directors here May 21-22 when the issue of membership status of networks reaches the floor. The board is girding to propose final decision by a full membership vote on whether the webs will shift to associate membership status and whether the rate of membership fee for the webs will be reduced. The decision will determine whether the National Broadcasting Company (NBC) and the Columbia Broadcasting System (CBS) will retain NAB affiliation.

Incidental to preparations for the annual board meeting, strong rumors were current here that the Television Broadcasters (TBA) was discussing the possibility of merging with NAB. Such a merger, if under discussion, would be certain to be on the agenda of the board meeting. Its feasibility is questioned by some TBA members inasmuch as its membership embraces several nonbroadcasters. TBA has 17 active members including such production jumbos as the Allen B. Dumont Laboratories, the Raytheon Manufacturing Company and the Philco Radio and Television Corporation. In addition, affiliate members include such nonbroadcasting outfits as the Research Council of Academy of Motion Pictures Arts and Sciences, and the American Telephone and Telegraph Company. Also, there are eight educational members, including Yale, Syracuse, Rutgers and Western Reserve universities.

### Web Issue Is Highlight

Preparatory discussions in connection with the coming board meeting are highlighted by the network membership issue with NBC and CBS to be represented at the board meeting by active voters and with the Mutual Broadcasting System (MBS) to be represented by President Edward Kobak, sitting as an observer. As active members, the webs now contribute about 10 per cent of the total \$650,000 annual budget of NAB.

The Board is empowered to propose changes in the by-laws, and any shift in web membership status would require such a change. The board can also recommend whether the rate of membership fee for associates shall be increased to match the active membership rate.

Any proposal by the board for a change in by-laws would require full membership vote, either at the annual meeting next September in Atlantic City or by mailed referendum. In addition to the member webs, each of NAB's 17 districts is represented on the board, which also has six at-large members.

### Editorializing on Issue

The board is expected to air more fully than ever the question of how broadcasters can become empowered to editorialize on the air in spite of the Mayflower decision in which the Federal Communications Commission (FCC) denied that right to stations. The board is expected to give its renewed support to proposed changes in

the Communications Act to restrict FCC's jurisdiction over the subject.

It is anticipated also that the board will survey the progress of the NAB Special Standards and Practice Committee, which is now drafting a new code for submission to the fall NAB meeting. The committee will meet at the Waldorf-Astoria Hotel in New York Monday and Tuesday (12-13), but is not expected to arrive at a final set of code recommendations at that time.

## WCAU Sold, or Not? Even FCC's in Dark

WASHINGTON, May 10.—What's become of the application for the sale of J. David Stern's station WCAU in Philadelphia? That's a question which is going the rounds in the Federal Communications Commission (FCC) months after published announcement of the sale. The situation is an anomalous one, since it leaves WCAU technically still owned by Stern, who announced he had sold it to *The Philadelphia Bulletin*, owner of WPEN in Philadelphia.

The story here is that *The Bulletin* is taking its time in transferring WPEN, which it must scuttle because the law prohibits dual ownership of stations in one city. With applications still not filed in FCC for transfer of either WCAU or WPEN, the commissioners themselves are taking a hands-off attitude. One official explained: "It doesn't become our business until either the applications are filed for transfer or somebody complains that he didn't have a chance to buy."

## WJZ April Revenue 2d Monthly Highest

NEW YORK, May 10.—April revenue of WJZ was second highest for one month since the station was founded, according to Manager Murray Grabhorn. New York flagship of American Broadcasting Company (ABC) showed a 9 per cent increase over revenue for April, 1946, and 6 per cent jump in the first four months of 1947 over the same period last year.

Grabhorn also said April's spot revenue was up 12 per cent over April, 1946, while local revenue showed an increase of 5 per cent.

## WOKO Loses Appeal For FCC Hearing

WASHINGTON, May 10.—Last hope of present owners of WOKO, Albany, N. Y., to continue operation of their station appears to be banished as a result of the order of Federal Communications Commission this week denying the station's petition for reconsideration of its case.

It now looks as tho the owners must either junk their equipment or sell it to the highest bidder.

## Hooch Plug Foes Stampede Senate Committee Hearing

WASHINGTON, May 12.—The effort by dries to ban liquor advertising from the air reached a high pitch today as they stampeded a Senate Interstate and Foreign Commerce Committee hearing with arguments favoring the bill by Sen. Arthur Capper, which would outlaw interstate advertising of alcoholic beverages. The prohibitionists were led by Elizabeth A. Smart, secretary of the National Temperance and Prohibition Council and a long-time Capitol Hill figure in the fight to restore prohibition. Miss Smart said that "copiously signed declarations," including "collective petitions" and personal letters, had been sent to members of both houses to urge support of the Capper Bill.

Heavy opposition to the measure was also on hand at today's hearing.

## Five Westinghouse Stations Hike Pay

PHILADELPHIA, May 10.—Following the pattern set by the parent Westinghouse Electric Corporation, the subsidiary Westinghouse Radio Stations, Inc., this week granted wage increases to more than 200 salaried workers in five cities. The increases, retroactive to April 1, will range from a flat \$5 to 7 per cent, covering the 40-hour week, with 80 supervisory employees receiving proportionate boosts.

They are the firm's second wage hikes this year. Employees of KYW, Philadelphia; KDKA, Pittsburgh; WBZ-WBZA, Boston; WOWO, Fort Wayne, Ind., and KEX, Portland, Ore., are affected.

## Scribes Being Developed on Web Program

Goodman Ace Supervising

(Continued from page 3)

the means to develop not only a performer—Lewis—but writers. In the past, such experimentation has been limited to isolated writers hired by top comics themselves. Importance of the move is that it represents a concrete network step toward solving one of radio's most pressing talent needs—comedy scribblers. Business learned long ago that in virtually all cases, radio humor is no better than the guys who write it. However, not much has been done about it till now.

### Two Writing Teams

Among the writers on *Little Show* are George Foster and Mort Green, a team; George Axelrod, and Doc and Dan Simon, another team. Their assignments are to write two-minute spots, pegged on the program's formula, built originally by Ace. Understood CBS is paying writers \$100 per two-minute spot of which there are six per program. In cases where the material doesn't muster up, CBS is paying anyhow, since the spots are being done on an assignment basis, with CBS staffers then trying to salvage whatever material was turned in.

Actual writing for a web show is figured a practical means of evaluating writers, rather than basing judgment on scripts submitted as typical of their work. A script might be terrifically funny, Ace pointed out, but it also may have taken six months to do. Radio's need is for writers who can do it week in and week out.

# BRUNO

*Holly & Hollywood*

Phone Circle 7-3505

CARNegie HALL  
154 W. 57th. N.Y.C.

Photographers  
STAGE · SCREEN · RADIO ARTISTS

## SUMMER SPECIAL

FROM MAY 15th to AUGUST 15th

WITH EVERY PROFESSIONAL SITTING, THIS ADVERTISEMENT, WHEN PRESENTED, WILL BE GOOD FOR ONE 11x14 BEAUTIFULLY COLORED ENLARGEMENT

You'll enjoy being photographed in our DELIGHTFULLY AIR CONDITIONED STUDIOS

BOSTON STUDIO  
HOTEL LENOX KENMORE 5-300

# TELE SALES TALK TIRESOME

## Agency Exec Sees Fewer Video Words

### More Impact in Pictures

NEW YORK, May 10.—Television, already recognized as having a more forceful commercial impact than radio or any other medium, will have to limit its verbal sales messages to a much shorter time interval than is customary in broadcast advertising. This much is indicated by the results to date of the video research now being done by Kenyon & Eckhardt Agency on behalf of the Borden account over the facilities of the National Broadcasting Company.

According to Garth Montgomery, who supervises production of the Borden video commercials, talk is the most tiresome element in tele sales messages. Montgomery, who wrote the lyrics for the *Chiquita Banana* radio commercial, states that what is indicated in tele is a minimum of verbiage with weight of the sales message carried by the picture. In line with this view, K&E on the Borden series continually has pared the length of verbal commercials. On Sunday (27) this philosophy reached such an extreme that some of the commercials on the show (*Twelfth Night*) had no talk at all—just pictures.

### Visual Dominates

In explaining the logic behind the brief verbal sales message, Montgomery points out that when the visual element is added to sound, the impact is of such proportions that the chatter is an irritation and must be edited down to a minimum. This may be an oversimplification, according to Montgomery, but he pointed out that in much video production currently—notably in sports—announcers who are most hep have learned to curb their chatter and let the picture tell the story. In other words, the fear of “dead air”—so common in radio—has no place in television. Too much talk, for instance, can spoil the illusion of being at a game.

That verbal sales messages necessarily must be brief in video is not subscribed to by all parties. One line of thought is that, while video commercials cannot take the repetitive technique common to radio blurbs, they may nevertheless run to good length if they have something informative to say. Good model for this sort of thing, and for video commercials generally, it's pointed out, is the better type of commercial film.

### Integrated Plug Problem

Problem of integrated commercial

**REAL PROFESSIONAL**

**8x10 PHOTOS**



\$2.95

FOR 25

SEND NEGATIVE OR GLOSSY PRINT

Negative Charge \$1.50 first order

CASH WITH ORDER BALANCE C.O.D.

50% OFF WITH ORDER

100 POST CARDS \$2.95

GLOBE PHOTOS

P.O. BOX 1242 BALTIMORE 3, MD.

### Olympic Boxing Card

Reviewed Tuesday (6), 8:30-11:30 p.m. Style—Boxing bouts. Remote from Olympic Auditorium. Sustaining over KTLA (Paramount), Hollywood.

This is the type of tele fare that packs the set-selling punch. For the first time in six years, area's living room lookers got into Olympic Auditorium (or any fight arena) to view boxing thru the video eye. Judging by what was seen at this show, dealers may well expect receiver sales to mount, especially since the outlet has put its Olympic visit on a two-a-week sked.

While KTLA has been scanning studio-staged matches for more than two years, the atmosphere of the professional ring, the roaring crowd and the feeling that is the real thing made tonight's offering head and shoulders above any leather-pusher seg yet to be picked up by this outlet. KTLA brought the Olympic's complete card, including the State championship featherweight bout between Carlos Chavez and Harold Dade. Experience gained by lensers in wielding the tele eye at KTLA's studio matches paid off with high dividends. So well were the cameras piloted that not once did the home-viewer miss his ringside seat. Actually, the set watcher had a better-than-ringside seat from his easy-chair. OWO cameras (image orthicons) were used, blanketing all corners of the ring.

Bill Welch turned in an excellent announcing job. Avoiding the perils of radio's right-to-the-body, left-to-the-jaw school of fight patter, Welch let the tele screen speak for itself, stressing mostly identification of the leather-pushers. A tele-wise move on the part of KTLA Chief Klaus Landsberg was the occasional cut-in shots of the crowd, helping to project into the home the ringside atmosphere.

Lee Zhitto.

### Gaeth on 3 Web Outlets

WASHINGTON, May 10.—Arthur Gaeth, commentator for WOL (Mutual-Cowles), got a surprise hour-long airing on three major network outlets in Savannah, Ga., Wednesday night, April 30, when he delivered a lecture under the aegis of the United Jewish Appeal. The three stations—outlets for the Mutual, National and American nets—agreed to pool facilities for the 8:30-9:30 hour when they heard that Gaeth had a dramatic talk scheduled. Gaeth related his escape from Poland with aid of the Jewish underground.

als also is agitating the video experimenters. According to the Kenyon & Eckhardt viewpoint, television in its present stage of development has not been able to make good use of this type of commercial—chief complaint being that it impresses the audience as phony—much more so than the same type of commercial on the air. Great research is indicated in this field, it is believed, and here, too, the technique of commercial films probably will be studied carefully. In the present stage of tele program development, K&E believes it is better to give the audience an “honest” commercial rather than a poor, integrated sales pitch.

Re the matter of where a program's commercials should be spotted, Montgomery states that the formula so noticeable in radio probably will not prevail in video. Much will depend on the type of show and the opportunity it presents for good visual plugs.

### Kelvinator Kitchen

Reviewed Wednesday (7), 8:30-8:45 p.m. Style—Home economics. Sponsor—Nash-Kelvinator Corporation. Agency—Geyer, Newell & Ganger. Station—WNBT (NBC), New York.

*Kelvinator Kitchen*, with Alma Kitchell, radio gabber and president of the Association of Women Broadcasters, is an unpretentious program with sustained commercial impact. It's fairly pleasant viewing, too, even for males, for so many of the bristly sex are at heart frustrated cooks with a deep interest in the culinary art.

From the commercial point of view Miss Kitchell's show rates an accolade. It's apparently a reasonably produced opus, production calling for nothing more than an elaborate kitchen in which the woman of the house can demonstrate cookery, and in so doing, casually display Nash-Kelvinator products. In other words, this is an easy and forthright means of getting across the sales message. There are a few verbal commercials, but the talk spiel is secondary to the sight commercial—the latter being ever-present thruout the program. Among the items on view and in use, for instance, are the Kelvinator range, freezer and refrigerator.

Miss Kitchell prepared a steak, and while we couldn't sample the product, it nevertheless made our taste buds happy. This is more than we have come to expect from video generally. She also described the different types of steaks, gave hints on how to buy them, how to make a plank on which to prepare the delectable viand, etc. All in all, an interesting quarter hour.

Paul Ackerman.

### Killers of the Deep

Reviewed Sunday (11), 9:30-10 p.m. Style—Film plus live running commentary. Sustaining over KTLA (Paramount), Hollywood.

Having ironed out the kinks in its thriller-diller series, *Adventure Is My Hobby*, outlet's *Killers of the Deep* episode tonight was its smoothest to date. Opened with telephone operator gimmick, gal telling a “caller” that the show is about to go on. Then a brief shot of a glamour gal operator was faded into a close-up of explorer-narrator Erwin Williamson. Latter then presented a short explanatory intro to the undersea footage, laying the groundwork for the suspenseful material to follow.

Filmed by Williamson off the coast of Florida, footage showed the deadly creatures of the deep. Undersea camera suddenly sprung into action as it was focused on an eel and octopus locked in a death battle. Williamson, providing the live commentary, made the most of the situation in describing the struggle that brought death to the octopus. Williamson's “I was there” patter, was voiced and worded in a manner that had viewers biting their nails.

Roy Rowen this week replaced Dick Lane in the interviewer's slot, definitely improving the question-answer portion of the seg that followed the film. Rowen handled the queries in a straight fashion, giving Williamson the limelight thruout. Audience participation gimmick is worked, with studio audience as well as home viewers calling in questions. Seg is rounded out with a shot of the “phone operator” and “call in your questions next week” routine. Operator's fade-out sequence could be improved by trimming it down to just a brief shot.

Lee Zhitto.

## Denied Color, CBS Will Go All Out in B-W

### Seeks Fresh TV Studio Ideas

NEW YORK, May 10.—Columbia Broadcasting System (CBS), beaten in its color video venture, has decided to drop the role of dissenter, re-enter the Television Broadcasters' Association (TBA) and come back strong in black and white. Further, the web is revamping its entire approach to television in the hope of coming up with a fresh angle on studio programming. The latter point is significant, for the CBS admittedly curtailed television activity for reasons of economy, its execs expect to turn this “lay-off” period to good use.

No official pronouncement on this point has been issued, but ideas being kicked around include not only improvements in equipment but also a bettering of facilities and co-operation with advertising agencies in an effort to develop fresh programming ideas. Web's philosophy, in other words, is not only to enter the black and white field vigorously, but to forge ahead in that phase of video which is admittedly weakest—studio production. While tele has advanced far in sports and special events, all hands admit studio production lacks originality and has succeeded only in aping established media.

### New Equipment Ordered

CBS has already ordered some new equipment, in addition to a second mobile unit for remote coverage. Execs say that among important items on the agenda is an improvement in the transmitter, to get a better signal. Other contemplated improvements would give the advertiser more adequate facilities. The last-mentioned is significant, in that clients using tele on the various webs have long felt that facilities were still in the dark, or pre-war age. According to this viewpoint, any fresh approach to programming presupposes a revamp of facilities.

### New Educational Segs

CBS meanwhile is adding three new educational programs to WCBS-TV, originating from the Metropolitan Museum of Art, Museum of Modern Art and the Museum of Natural History. Second mobile unit will go into operation this month.

Gulf Oil, incidentally, is retaining its CBS commercial tele stanza and is working out a deal with CBS whereby the studio news show will be replaced by film, animated with maps and cartoons. Doug Edwards remains on the show.

### HELP! I'M CAUGHT . . . !

Can't get out of the clutches of leading stage, radio and screen stars! . . . and don't want to! They're after my fine, glossy photos! I produce over 50,000 daily.

8x10's—5c ea. (in quantity)  
Postcards 2c ea. (in quantity)  
20x30, \$2.00; 30x40, \$3.00  
(in quantity)

Write for Free Samples and Price List P.

**MOSS PHOTOS**  
155 W. 46th St.  
BRYANT 9-8482 N. Y. C. 19



# Video Channels Go Begging

## BK Sees Midwest Tele Net Grow From New Relay Plan

(Continued from page 3)

will soon be able to see programs originating in Indiana. Foremost on plans for bringing to Chi audience happenings originating in far distant cities will be televising of all the home football games of Notre Dame University, in South Bend, Ind., about 100 land miles from Chicago.

Working in secret for many months, WBKB has installed relay transmitters in Michigan City, and New Carlisle, Ind. These transmitters will send a signal from South Bend, across Lake Michigan to Chicago. South Bend will be connected to New Carlisle, about 20 miles away by relay. From New Carlisle the signal will be transmitted to Michigan City where, on Eddy's own property another transmitter has been installed which will send the signal across the lake to Chicago's Morrison Hotel. From the Morrison the signal will be sent to the WBKB station atop the State-Lake Building, where it will be sent out in lower frequencies to Chi video audience.

Altho WBKB at this time says transmitter link was set up to bring to Chi audience happenings in cities heretofore not within the programing scope of the station, there is nobody at the station, including Eddy, that will deny that such a system of radio relaying could eventually be the foundation of the formation of a Midwest network that could connect such cities as Indianapolis, Cleveland, Toledo, Detroit and St. Louis as well as Chicago and other cities. It is known by *The Billboard* that there has been talk of such a venture in the trade here for many months and that WBKB is fully cognizant of the possibility of making the station central hub in such a network.

First official use of the new WBKB link will occur early in July when the station plans to program a special program saluting the new means of cementing relationships between Illinois and Indiana. This show undoubtedly will take place at the Michigan City Airport, with civic and governmental officials of both States on hand. Later it is planned to telecast a county fair originating in La Porte, Ind., and other shows of interest here. Then the Notre Dame games and other sporting and special events taking place in the South Bend and Michigan City areas will be transmitted to Chicago.

Peculiar feature in the entire developmental plan is that the trade here has constantly said that such a system would be a good means of providing television programs for movie houses of the B&K chain in the Midwest. Fact that this could be accomplished is proved, for example, that shows originating in South Bend will be sent via relay on a complete circuit to Chicago and then back to South Bend. Thus there would be no reason (and this, Eddy said, could be done) for not showing programs at movie houses or other theaters in South Bend. However, Eddy definitely denied that servicing of B&K movie houses with video shows was reason for working out relay plans.

As a result of the statements denying theater service by Eddy, it is felt that B&K may not be working toward the setting up of a video theater chain but is seriously contemplating a video station network plan. This is especially thought to be so

since WBKB has constantly been among the foremost exponents of Midwest originated network television rather than East or West Coast originated shows to be shown here. Regardless of what the eventual outcome, and even the WBKB execs are not bragging, it is felt here that this new move by WBKB is one to be watched and that it could develop into a big thing for midwest television.

## Chi TV Boom: WBKB Sells 3 Segs; More Due

CHICAGO, May 10.—A sudden up-sweep of time sale is taking place at WBKB, Balaban & Katz video station here. Within the past week three sports segments have been sold and other potential sponsors are asking for studio time.

Programs sold included the Rockets' professional football games, starting late in August, bought by the Keeley Brewing Company, which just two weeks ago purchased wrestling and boxing. The others were harness racing, to the Fox Brewing Company, and racing at Arlington and Sportsman parks later in the summer, to the Canadian Ale Company, another beer maker. In addition, midjet auto racing from Soldier Field is lined up for the Automotive Supply Company, with contract signing just a formality.

### Other Bids Made

Don Meier, station salesman, has received requests for time from a cross section of manufacturers. This week bids came from four potential sponsors who wanted to put on either 15-minute or half-hour studio shows, the programs to be supplied by the station. Two more wanted to use film, and another wanted to use 5 or 10-minute program stanzas.

The new upsurge of commercial interest in television here has been attributed not only to the Federal Communications Commission (FCC) decision favoring black-and-white video, which has had a settling effect and made planning more feasible, but also to the fact that Meier has been making the rounds of agencies and sponsors more than the station has ever before had a staff member do.

### In On the Ground Floor

Regardless of the causes, most significant, the trade says, is the fact that at last agencies here are on their television toes and if present interest is maintained, WBKB will have all the sponsors it can handle without increasing time on the air. Those getting in now are obtaining franchises due to become very valuable property.

Strong contributing factor also has been the sales efforts of Television Advertising Productions, newly formed video programing org, which has canvassed all agencies. Many agencies did not have a complete picture of the potentialities of television as a commercial medium until TAP men preached the gospel, and many accounts now considering purchase of time on WNBK first got video fever as a result of TAP sales efforts.

## Don Lee, CBS Film Strip Deal Hits Jell Stage

HOLLYWOOD, May 10.—Reciprocal news film-strip exchange plan between Don Lee's W6XAO and Columbia's CBS-TV in New York has now reached an active stage and bids fair to become an important tele adjunct in the future, according to Harry Lubcke, Don Lee tele director. Film switch deal was consummated around first of this year and provides for free interchange of news shots deemed of interest to video lookers in both areas.

Exchange to date has been one sided, with Don Lee airmailing eight news strips to CBS. Columbia last week shipped a total of 11 minutes of footage as its first contribution to Coast lookers.

It has been Don Lee's practice to shoot footage on week-ends for inclusion in regularly skedded Monday telecasts, with prints flown to New York the same day. Films are silent, altho Don Lee provides cue sheets for narration and music cues to be edited and produced by CBS in New York.

## Don Lee Pacts H'wood Stadium

HOLLYWOOD, May 10. — Hollywood tele got its first real competitive hypo this week when it was learned that Don Lee's video station W6XAO had quietly closed a long-term deal for tele rights to all wrestling and boxing events from Hollywood's Legion Stadium. Don Lee's announcement followed closely on the heels of word last week that Paramount's KTLA had signed for similar events from the competing Olympic Stadium.

For home viewers, station pactings will mean a choice of two wrestling events and two boxing nights weekly on non-competing evenings. For Don Lee, Hollywood Legion deal marks the first regular post-war tele remote signed and clearly indicates a drastic turn in program thinking of station toppers.

Don Lee Vice-Presy Willet Brown told *The Billboard* that the station will hereafter de-emphasize live studio shows in favor of an extensive sked of action remotes. (Because of equipment shortages, and manpower problems W6XAO programing has heretofore been restricted to cuffo studio presentations.) Arrival of one of two image orthicon cameras ordered will now enable the outlet's mobile crew to reach out into the remote field, Brown stated.

At the same time it was learned that Don Lee is currently completing negotiations for daily videocasting of Mutual's *Queen for a Day*, audience participating show. Video rights have been secured from Earl Carroll (from whose theater-restaurant *Queen* originates in Hollywood), and the deal is expected to be set as soon as minor legal ramifications are ironed out. Simultaneous video-radio airings of *Queen* will mark the first time a regularly skedded commercial air show will be telecast on a five-a-week basis. Since Don Lee's video outlet is non-commercial, no time on *Queen* will be sold.

## Applications On Hand in Only 23 States

### FCC Blames Small Audience

WASHINGTON, May 10.—A lull in demand for commercial television stations has set in and may last for at least another year despite preparations by present video broadcasters to expand drastically programing to over existing stations, according to the Federal Communications Commission (FCC).

"No money, no talent, not enough sets and no audience" are the main reasons for the lag in video bids for all but the largest cities, a high-ranking FCC told *The Billboard*.

The official was queried after a survey of the tele situation revealed that only New York, Los Angeles, Washington, Chicago and Baltimore are moving fast toward full-scale video operation. It was explained at FCC that high cost of building stations, lack of trained video talent in most areas, and the shortage of receiving sets are holding up applications—a situation that may stay unchanged until possibly the spring of 1948. It was emphasized, however, that this will not stall preparations by existing operators to go into big-time commercial programing and pave the way for network telecasting.

### Chi Channels Go Begging

Survey shows that even in Chicago there are three allotted channels going begging, with four already assigned. Of the 48 States, video grants and applications are on hand for only 23 States and the District of Columbia. West of the Mississippi, the country, with the exception of California, is almost totally barren of prospective television. Salt Lake City, with five channels available, has one grant; Spokane, San Antonio and Denver, with five allotted channels each, have no grants and no pending applications. Portland, Ore., has one grant, with no bidders for four remaining frequencies.

Other examples of video apathy in large cities include Pittsburgh, with one grant out of four allotted channels; Memphis, with no bidders for its five channels, and Cleveland, with three channels remaining open of its original five.

On the other hand, Washington has its four channels assigned and Baltimore has three grants for its three allotted channels. Los Angeles has six out of seven channels assigned, with one application pending. New York's video was practically completed with the four prospective (See *Tele Channels* on page 18)

Producers of Genuine Photo Post Cards for SHOW PEOPLE

**FINEST QUALITY**

SINCE 1918  
Hi Gloss — Photo Post Cards  
Send Photo or Glossy Print  
No Negative Charge.  
250 Post Cards . . . . . \$ 7.50  
1000 Post Cards . . . . . 22.00  
½ Down, Balance C. O. D.

When in the West—It's the  
**LOS ANGELES PHOTO POST CARD CO.**  
1209 W. 24th., Los Angeles 7, Calif.  
Phone: PProspect 2668

# BGI Picks Its First E.T. Package: Husing Jock Show

HOLLYWOOD, May 10.—The first program to be offered by the Broadcasters' Guild, Inc. (BGI), newly organized transcription syndicate, will be Ted Husing's disk jockey show, currently heard over WHN, New York. The program will be available waxed and split into 15, 30, 45 or full 60-minute segs. At the same time, it is learned that BGI now has six of its proposed 18 basic stations lined up, with other tie-ups reported in the making. Don Davis, co-founder and operator of BGI with Jimmy Parks, is winding up an Eastern tour and is expected to return here with additional deals set.

Already signed with the wax web are Glenn Snyder, for WLS, Chicago, affiliate of the American Broadcasting Company (ABC); John Gillin, owner-operator of WOW, Omaha outlet for the National Broadcasting Company (NBC), and Fred Weber, manager of WDSU, ABC's New Orleans affiliate. Also involved is Davis's own station, WHB, Kansas City, Mo., and WHN, which just joined the line-up.

### Half-and-Half

BGI is half syndicate, half network, formed solely to distribute transcriptions. The firm will operate thru 18 franchise-holding stations, handling waxings by a method similar to that used by pic studios in releasing thru their film exchanges. BGI will distribute only the shows it contracts, but will not produce any segs of its own, unlike the 260-station Keystone Broadcasting System e.t. network.

The sales division is headed by

## NOTHING TO FEAR

(Continued from page 11)

lack one ingredient—a simple, A-B-C explanation of the economic factors involved. In a measure this is brought out in the story itself, but added exposition by the announcer, or better still, a permanent air AFL representative, might be more effective.

### Typical of Soap Operas

Story presentation itself is typical of the soap opera genre, altho the story line certainly is far more realistic than customary and by virtue of dealing with a widespread problem—lack of security in wage earners' homes—achieves far more interest and impact than average soapers. In this way itself, the yarn may have a sales effect comparable to the commercials themselves.

Effective performances are turned in by Arlene Francis and Sam Wanamaker, who incidentally also contribute, in line with an overall device in the AFL radio drive, a truly effective opening. They come on cold, after the station break, introduce themselves, and state: "I hold card number so and so in the American Federation of Radio Artist's and Actors' Equity." A showmanly touch.

Jerry Franken.

Davis in Kansas City, while Parks handles programing from Hollywood. As promotion for BGI shows, the operation will tie in with Davis's magazine *Swing*. Each BGI outlet will have its own edition of *Swing* on the newsstands. The pocket-sized mag will devote 14 of its 68 pages, plus four-color front and back covers, to the local franchise holder's news. The national portion will contain articles of general interest, cheesecake, etc.

## STORY FROM THE STARS

(Continued from page 11)

anti-labor bills because they are equally effected. Following a rendition of *No Business Like Show Business* by the DeMarcos came a 90-second discourse on evils of the Taft-Hartley legislation by Clayton Collyer, national vice-president of AFRA. Effective use was made of voices impersonating Taft and Hartley, latter stating purpose of bill is to break unions down to the local level, while Taft was quoted as saying it would weaken the power of labor unions.

### Henry Morgan Routine

Morgan's routine was a repeat of a "Henry Morgan theater of coming attractions" skit used on his show about a month ago. Capsule picture version, he said, saved viewers enough time to write their congressmen against the proposed legislation. Georgia Gibbs gave a rendition of *Necessity*, which was in turn full-voiced and insinuating. Song's title, she said, sums up the reasons folks join unions.

Highlight and wind-up of the show was an eight-minute sketch by playwright Arthur Miller, called *The Hiccups of Alfred Higgins*. Tale carries Higgins thru pre-union days, when his employer moved him from two operations (represented by clever sound effects) to five (also indicated by sound), which brought on hiccups. Comes the union, and Higgins is back to two operations, minus the hiccups. But gloating by the boss about days to come under the Taft-Hartley bill, when "You'll all be running around like jack-rabbits," brought back the hiccups. Skit ends on Higgins's plea for public support to kill the bills. Brief concluding announcement of the program emphasized that the entertainers, usually heard only as such, in this case were heard also as loyal union members. Sam Chase.

## COUNTRY EDITOR

(Continued from page 12)

on the show, with patrons asking for "the flour the 'country editor' talks about." Station promotes show with displays in groceries and has sent 500 letters to grocers on two occasions, calling attention to the show and plugging the flour. Sam Chase.

## HERE'S LOOKING

(Continued from page 12)

between them, both systems being used. Program has an accrual interest feature for its fem listeners, who, once they tune in, probably will keep listening in the hope that something bothering them might be analyzed. It's strictly for the ladies, obviously, altho Willis makes it more palatable by a light breezy manner. However, his penchant for calling married gals, "dear" and "honey" might some day fetch him a pop on the bezer from some ag-grieved husband. Jerry Franken.

## Omaha Dept. Store Buying FM Time

OMAHA, May 10.—KOAD, Omaha *World-Herald* station, has signed the first FM sponsor in Nebraska. J. L. Brandeis & Sons, large Omaha department store, has signed with the FM station for a one-hour daily show except Sunday. The store picked a 9 a.m. spot to appeal to housewives.

The store said it was tackling FM because "it is receiving constantly greater acceptance in Omaha and its retail trade territory." B. C. Corrigan, KOAD sales manager, said Brandeis is believed to be the first department store in the country to sponsor an FM program.

The number of FM sets in the city area has increased 50 per cent in the last 10 weeks. A survey completed April 19 showed 1,664 sets in the Omaha area.

## MAG-RADIO TIE-UPS

(Continued from page 12)

and mat services to another 600. Colorful truck banners, measuring 30 by 40 inches, are attached to 3,200 distributing trucks in 350 cities, plugging the joint tie-up. Posters, 12 by 14 inches, are spread among 30,000 newsstands and 3,000 window displays. Finally large house ads are placed in the eight major Macfadden publications, totaling about 7,000,000 copies.

Result of this added plugging invariably seems to boost the shows' Hooperatings for the special broadcast. *Radio Theater*, for example, jumped from 22.7 the preceding sample to 25.9. Bing Crosby rose from 16.3 to 17.3. Burns and Allen hiked from 16.8 to 19.0.

Macfadden is not ignoring the traditional tie-ins while turning to one-shots. Its *True Story* magazine is continuing co-operation with *My True Story*, aired over ABC five times weekly, sponsored by Libby, McNeill & Libby. *True Detective* magazine is working with Williamson Candy, which sponsors *True Detective Mysteries* on Sundays over Mutual Broadcasting System. *Hollywood Tour* is broadcast sustaining five times weekly over ABC in conjunction with *Photoplay*. Macfadden's new *Sport* magazine has tie-ins with 20 stations broadcasting baseball games, and has prepared a transcribed show called *Sport Court*, for which ABC currently is hunting a sponsor.

## LOWELL WATTS

(Continued from page 12)

*Strawberry Production in Colorado* also was tendered.

Futher indicative of Station Manager Hugh Terry's careful planning in making this show of greatest public service was survey conducted by the station before show went on the air, to determine best listening time for farmers. That's how the noontime 15 minutes was decided upon. Station also spots a 15-minute news stretch after the Watts program, so that in a half hour the farmer gets latest dope on his own till-and-toil racket and at same time is brought up-to-date on national and international events.

What we can't understand is why some advertiser interested in the Denver-Rocky Mountain farm populace doesn't bankroll this one (it's been on since January 10, 1946) for it's a cinch to hold the lunchtime ear of any farmer who has sense enough to run a successful farm. And the mood of the program would make it a cinch for an account with a genuinely useful product or service to get these soil-tillers on his side. Joe Csida.

# Tele Channels Go Begging

(Continued from page 17)

grants announced by FCC a few weeks ago. Three other Gotham stations already are in operation.

In contrast with other applications at FCC, video bids represent only a small backlog. Ten cases now are in the hearing stage, with only seven other pending applications. Construction permits have been granted to 55 video applicants, while 91 have been dismissed, mostly at the request of the applicant.

## Bloomington Steals March

WASHINGTON, May 10.—If prospective telecasters fail to get busy with their applications, they may find big-city channels shifted to smaller towns, the Federal Communications Commission (FCC) indicated this week. In granting the application for a new video station in Bloomington, Ind., to Sarkes and Mary Tarzain, the FCC "borrowed" a channel from Indianapolis. The commission earlier had allotted five video frequencies to the larger city, but finding only one application, lifted Channel 10 for the Bloomington bidder.

# Commission Heeds Economic Factors

(Continued from page 7)

conomic factors, but the prospective change is deemed essential in order to assure orderly processing. The commission does not wish to again "freeze" applications. FCC has indicated repeatedly during the last year that it has been powerless to stem the tide of grants to already overcrowded cities and to sparsely populated hamlets where trading areas obviously are not big enough to support a station.

The rush of grants to undersized hamlets reached a record peak in the last 18 months. In addition, several metropolitan areas, such as Washington, have amassed a pile-up of stations, leading to recurrent rumors that some of the stations would have to withdraw from operation thru lack of enough advertising support for all.

Under the present method of processing, the commission uses categories of "simple" applications (bids where there are no engineering complications or no challenges) and "complex" applications (bids which involve engineering complexities or are destined for hearings because of challenges from existing stations). This method of processing is now regarded as unsuitable in view of the changing economic situation in AM broadcasting.

Processing of FM applications is less complicated, altho facing a pile-up because of FCC personnel shortages. Meanwhile, the commission this week prepared to make final its proposed amendments calling for drastic reallocations of FM frequencies in metropolitan areas in order to reduce interference and threats of interference.

## 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 1/3 Deposit With Order, Balance C.O.D.

## QUALITY PHOTO SERVICE

Perkins St. Box 42  
BRISTOL, CONN.

**GENUINE GLOSSY PHOTOS 5 1/2**  
Unsurpassed in Quality at any Price  
NO NEGATIVE CHARGE—NO EXTRAS OF ANY KIND  
100 8"x10" \$6.73  
1000 8"x10" \$55.00  
Fan Mail Photos  
1000 5"x7" \$34.00  
1000 Postcards \$22.00  
MADE BY J. J. KRIEGSMANN, THE MAN WHOSE PHOTOGRAPHS GRACE BILLBOARD'S COVERS  
Copy Art Photographers  
165 West 46th St. NY 1  
BRyant 9-1723 N.Y.  
WE DELIVER WHAT WE ADVERTISE

# ORKS GETTING 'INC.' PITCH

## Sonora Strike Averted With 20% Wage Hike

39c Wax Seen Upped to 50c

CHICAGO, May 10.—Threatened strike of workers in the Meriden, Conn., record plant of the Sonora Radio & Television Corporation was averted early this week when Joe Gerl and other Sonora execs met with reps of the workers' union and effected a compromise agreement. Strike threat was eliminated when Sonora execs agreed to the general wage increase of 20 per cent to be given to all plant employees, while union reps agreed to soften somewhat their demand for increased vacations, insurance and hospitalization.

While definite effects of the wage increase will not be ascertained until next week when Sonora biggies huddle in Chi, spokesman for the company said that the cost of Sonora disks will probably be raised. Sonora, which is currently offering the least expensive pop platters on the market with its 39-cent label, may have to raise that class of disks to 50 cents, while its specialized catalog, which now sells for 50 cents, will probably go to 60 cents. Even though the price hike is imminent, a 50-cent retail price would still give Sonora the cheapest pop platters currently being peddled.

The previous wage level at the Sonora plant was \$1.42, with the pressmen getting \$1.60 hourly, and company brass feels that with an additional 20 per cent hike prices will have to mount.

## Aylesworth, Porter Mentioned in Quest For ASCAP Chief

NEW YORK, May 10.—Eligibles are still being culled by the committee appointed by the American Society of Composers, Authors and Publishers (ASCAP), but reports have it that the successor to the late John G. Paine as general manager will definitely be someone with background in radio as well as with top social and political contacts in Washington.

Altho no confirmation could be made at press time, two of the names said to figure in the committee's latest discussions are Merlin H. (Deak) Aylesworth and Paul Porter. Aylesworth, former prexy of the National Broadcasting Corporation (NBC), unquestionably would fit the radio-experience bill, as would Paul Porter, who recently had figured prominently in talk that he would take over as president of Broadcast Music, Inc. (BMI).

Porter also probably would meet political qualifications. He expressed distinterest in the BMI post (later given to Carl Haverlin) on the grounds that he was interested in a government career. This was just before Porter was appointed to head a special mission to Greece. Most of his work on that mission now has been concluded, a fact which may lead to the reports that the ex-member of the Federal Communications Commission (FCC) might go for the \$40,000-yearly post with ASCAP.

## Beneke-Carle Radio Deals Snafu Bookings; Tex To Lose 35G in Canceled Road Dates

NEW YORK, May 10.—Signing of the Tex Beneke and Frankie Carle orks for the *Chesterfield Supper Club* summer replacement broadcasts (beginning June 9), has piled heavy complications on General Artists Corporation (GAC) band bookers. Bookers thought they had enough trouble when Spike Jones was lost to Music Corporation of America (MCA) and Stan Kenton's illness canceled many lucrative dates, but now they've got more. They've been switching dates all over the place ever since it was verified that the *Chesterfield* contract made it a "must" for Beneke to do his Monday-Wednesday shots from New York (his Friday shot can be picked up from wherever the ork works) and for Carle to do his Tuesday-Thursday sessions from Hollywood.

Beneke's booking sked will take the heaviest beating. The ork had been set for almost all the lucrative summer locations, in addition to a few one-nighters worth upwards of \$2,500 each to the leader. It still will be at Frank Dailey's Meadowbrook when it kicks off the *Chesterfield* airers, but must skip Wednesday, June 11 (GAC will fill the night with a substitute ork). Next, Beneke was to have moved to the Totem Pole, at Auburndale, Mass., for two runs, June 16-21 and June 23-29, with a one-nighter slipped in on June 22. The air show deal, however, has forced GAC to cut the Totem Pole dates down to June 20-22 and 26-29.

The Convention Hall at Asbury Park, N. J., had been skedded for the entire week of July 2, but the band will play there only July 3-6. A one-nighter at Carrolltown, Pa., July 9 is out. After two one-nighters, the ork's next stop was to have been Atlantic City's Steel Pier for the week of July 13, but it is more than

likely that there will be a switch or cancellation, since opening day falls on a Sunday.

Eastwood Gardens, Detroit, originally booked for two weeks beginning July 25, has been cut down to a single week, with no opening date set yet. Permission was received from Newell-Emmett, *Chesterfield* agency, to pick up shows that week from Eastwood. Band manager Don Haynes is now trying to set up his opening date.

### Canadian Tour Unlikely

After Detroit, Beneke was to have played a week of Canadian one-nighters. All these are more than likely out.

This was as far as Beneke had been booked, with three weeks of broadcasting to go after the last Canadian date, August 14. All told, the band will lose upwards of three weeks in bookings, with a conservatively estimated loss of \$35,000 in guarantees.

Carle's two-week date at Rainbow Rendezu, Salt Lake City, beginning June 14, has been canceled to meet his broadcasting sked, which has been pushed up to begin on June 17 (with Jo Stafford due to fill the June 10 and 12 airers) to make room for filling another two-weeker at Lakeside Park, Denver (set for May 29). Carle has the Palladium Ballroom, Hollywood, set from July 22 thru September 1 and will use his two free weeks as a vacation, which GAC execs say Carle has been trying to get in for some time.

An interesting sidelight to the *Chesterfield* deal is the rumor that GAC had until May 31 to bring Beneke a commercial broadcast or face possible loss of the ork. With signing of these papers, the ork's pact with GAC is said to run automatically an additional year.

## Agencies Woo Bands With Corp. Set-Up

Treasury Reaction Awaited

(Continued from page 3)

the 20 per cent non-personal services clause naturally is not being revealed, but various tax authorities claim that there are legal ways and means. These are said to include "selling" the maestro stock in some corporation (transferring assets over a period of time) and ultimately, with the help of a few quiet tho legit book transactions, leaving the incorporated maestro with more personal loot than he could have dragged as straight salary. Corporation tax maximum is only 38 per cent compared to 90 per cent personal income limit.

Internal Revenue Department reaction to these deals is being awaited by some top agency execs, it is understood, with those who have lost an attraction on the incorporation count waiting to see if the other guy can get away with it and then, bingo, they'll get in on the act. One official was skeptical that the tax boys would go for the reported transactions, pointing out that last year the incorporation trend among Hollywood actors turned producer had been squelched somewhat by the government. He felt that orksters-and-nothing-but-orksters probably would come in for the same complaints.

At any rate, tradesters were quite bemused at the prospect of band bookers—pretty good collectors themselves—helping their clients to defray tax expenses.

## Decca Takes Kaye From Col.; Preps New Crosby Wax

NEW YORK, May 10.—Officially clinching earlier reports of the move, Decca Records signed comedian Sammy Kaye to a waxing pact last week. Kaye's former wax affiliation had been with Columbia Records.

Other recent Decca activities have centered on a fellow named Bing Crosby, now in New York and due to cut 8 to 10 sides here under the direct recording supervision of Prexy Jack Kapp. Kapp himself was busy last week delivering another address on *Our Common Heritage* at Cornell University Thursday (8). He's due to make a similar speech in June at Stanford University.

cares to at the 5G per shot figure, and will continue to do so thru the new fall season. He still is saying firm "nays" to all regular program offers.

The Jolson story of the past year would be showbiz news at any time. In this period, when house bookers and managers, radio advertisers and agencies, as well as practically all other talent buyers are screaming about high talent costs, the saga takes on a decidedly rarefied quality, and proves the old saw that if you can bring 'em to the box-office in the proper numbers, you can always name your own figure.

## Jolson Nixes 40G a Week; Says Six-a-Day Too Tough

(Continued from page 3)

play one show a night, with plenty of time between jumps so that the tour wouldn't be too great a physical strain on him.

### Pic, Disk Small Abroad

There is even a possibility, tho at this stage it's a rather remote one, that the singer may play a part of his tour abroad. *The Jolson Story* pic is piling up the same terrific grosses in London, for example, that it has been setting in this country. Greenland's Theater, for instance, at the peak of the recent floods and other English aches, did a record gross of 9,000 pounds with the film. Figure, oddly enough, represents the house's greatest single week take since Jolson in *The Singing Fool* played there. Greenland's example is not an isolated case either.

Another example of the Jolson impact in London at the moment is the fact that, of the only two records released in the British Isles between January and March of this year, one was the English Decca disk of Jolson's *Anniversary Song*, backed by

*Avalon*. Other platter was an electrical musical industries (EMI) disk by Geraldo, of *Open the Door*, Richard.

### Big Disk Sales in U. S.

In the U. S. it is no secret that the Jolson Album is likely to hit close to 2,000,000 in sales, as will some of the Joly singles such as *Anniversary*. Jolson's new platter, on which he is paired with Bing Crosby doing *Alexander's Ragtime Band* and *The Spaniard Who Blighted My Life*, also is figured to sell better than a million. Disk-wise, Joly and Decca President Jack Kapp presently are discussing plans to cut masters of a flock of standards by Jolson and just lay them on the shelves to be released at proper intervals over the next year or longer. Joly realizes that now is the time to cut 'em, since the quality of his voice a year or a couple of years hence must be considered an unknown factor. And Kapp goes right along with the singer on this.

Jolson's radio history hardly needs repeating at this date. He is still picking up all the guest-shots he

# Trust Probe of Small Waxeries

## Langer Pledges Pearl a Hearing

Testimony to supplement that of jumbo diskeries, who denied monop trend

(Continued from page 3)

Manufacturers Association, which represents "little fellows" in the industry.

Langer's subcommittee, of the Senate Judiciary Committee, several weeks ago received testimony from top-ranking officials of the "big four" in the industry. The senator said that altho that testimony indicated the production jumbos in the record industry had a "clean bill," he had decided to hold another hearing in order to be sure that "all possible testimony has been gathered on the subject and that all persons have been given a chance to tell their story."

### Pearl Sees Langer

Jack Pearl, chairman of the record manufacturers' association, saw Langer this week to request the opportunity for the smaller manufacturers to "add their information to the record." Pearl was accompanied by Joseph Kupitsky, of Diamond Records, and Ivan Ballen, of 20th Century label.

Expectations are that the hearing will be held within a few weeks. It is considered likely, too, that the smaller manufacturers will be asked to explain whether they are giving war veterans an opportunity to get dealer franchises. This was one of the major questions put to the jumbo manufacturers when they appeared at the subcommittee's hearing.

It is expected, too, that the spokesmen for the record manufacturers' association will place on record a number of complaints against some trade practices in the industry. This testimony, it has been learned, will be made available not only to the Langer subcommittee, but also to the Federal Trade Commission (FTC), which will be represented at the hearing.

Also certain to be present will be a member of the anti-trust division of the Department of Justice.

## Heywood Ork Gets Flock of GAC Dates After Decca Series

NEW YORK, May 10.—General Artists Corporation (GAC) late this week suddenly set Eddie Heywood's six-piece ork for a series of cushy dates. A surprised GAC (Heywood had been working only sporadically lately) credited the big op reaction to orkster's flock of Decca records, made both with top Decca artists and with his own unit.

Heywood was set for the Astoria Club, Baltimore, for one week beginning May 16 at \$1,750, following which he will cut records for a week, including six with the Andrews Sisters and four sides with his own unit. On May 30, he begins a four-week session at Club Bali, Washington, at \$2,000 per week. Next he goes into the Continental Theater, Milwaukee, for four weeks beginning June 30, at \$1,750 per week.

After an open week, Heywood will hit the Regal Theater, Chicago, August 5 for one week at \$6,500, and a 50-50 split over \$19,000 gross for a show package topped by the pianist.

## Welk Claims Share In 'I Wonder' Ditty

NEW YORK, May 10.—Orkster Lawrence Welk has confronted the Robbins Music firm here with the claim that he is entitled to partial writer credit and royalties on the plug song, *I Wonder, I Wonder, I Wonder*, well-recorded ditty on which Darryl Hutchins had been listed as sole penner.

Welk claims he reconstructed and altered a "raw" manuscript brought to him by Hutchins about two years ago in Chicago. Matter was broached to the Metro-Robbins general manager, Abe Olman, who reportedly asked Hutchins to get in touch with Welk. Latter said if he didn't hear from Hutchins by Monday (12) he would start litigation.

## It's Birdwell (Inc.), Not Birdwell (Ret.)

NEW YORK, May 10.—Dispelling reports that he would retire, Russell Birdwell has incorporated his drummer org under the name Russell Birdwell & Associates, Inc., has set Ware Lynch up as proxy of the outfit and will himself serve as chairman of the board.

The newly incorporated flackery will re-open its Coast office, sending Paul Coates to the West, where he will hang a shingle under his own name but will also serve as Birdwell's rep.

## AFM Royalty Fund Periled By Congress

### Labor Bill Alarms Tootlers

WASHINGTON, May 10.—Growing concern over the omnibus labor bill was felt by the American Federation of Musicians (AFM) this week when a new amendment was adopted by the Senate. Passed Thursday (8), it bans all royalty funds under union control. The restriction renders illegal the AFM "tax" on phonograph records unless the money gathered is put under the joint control of the employers and the union.

Before the Senate adopted the amendment by 48-40, Sen. Robert A. Taft (R., O.) declared that under present law "welfare funds may well become a racket." He cited the AFM and the United Mine Workers as controlling the two largest funds.

Meanwhile, the Supreme Court heard AFM lawyers attack the anti-Petrillo act, while the attorney general tried to prove it constitutional. The union called the act "an expression of unrestrained vituperativeness." The attorney general contended that AFM practices were incompatible with the public interest and said the law was designed to protect the public.

## Sav-Way Signs 1-Year Deal To Press Records for Decca; 100,000 Monthly Starter

### Pact Calls for 200,000-a-Month Capacity in 3 Months

DETROIT, May 10.—Sav-Way Industries, which owns Vogue Records and has been pressing Vogue disks for two years, made a deal this week to do pressings for Decca. Confirmation of the deal, reported earlier in *The Billboard*, apparently puts an end to rumors surrounding Vogue for several months. Vogue will turn out a 12-inch vinylite record for Decca (at present identical with Decca's own output) under the latter's label. Possibility of using some form of "picture record," an outstanding feature of the Vogue line since its inception, remains in the background. The Vogue plant is resuming production in full about May 15 after temporarily closing down late last week to await delivery of resin (vinylite) and to allow change-over of 15 presses from 10 to 12-inch operation. The supply of vinylite received Thursday (8), plus material on hand, will assure full production under new schedule for three months, according to Vogue spokesmen.

The Decca deal, reported yesterday, calls for 100,000 records per month now, 200,000 monthly in three months. The contract runs for one year, with option to buy additional pressing capacity by agreement.

### 250,000 Capacity

Vogue's present capacity is claimed as 250,000 pressings monthly, with 40 presses in operation. The records for Decca will all be 12-inch disks, vinylite, dark red, nearly black.

Vogue, however, retains rights to manufacture its own entire line, including the newly announced 12-inch tot tallow. The firm will continue to press its own records in limited quantities at present and bring out (See *Sav-Way Signs Deal* page 23)

## 250G Song Suit Dismissed by Court

NEW YORK, May 10.—Judge A. C. Coxe in U. S. District Court yesterday (9) dismissed a \$250,000 suit brought by amateur songwriter Myron Pallant against Tommy Dorsey, Columbia Broadcasting System, National Broadcasting System, Robbins Music, T. B. Harms pubbery, Sammy Cahn, Jule Styne and Decca Records for allegedly stealing his song, *Come Out, Come Out, Wherever You Are*.

Judge Coxe dismissed the suit following failure of the plaintiff to appear in court after his lawyer made a number of unsuccessful efforts to extend the court's deadline until yesterday. Law firms of Schwartz & Frohlich and Spring & Eastman represented the defendants.

Defendants in the original suit, filed some years ago, also included Frank Sinatra and RKO Radio Pic-

## No Dough on Lion

NEW YORK, May 10.—MGM Records here is getting in on the trend of diskeries buying their own recorded-program time, but for Leo's wax it'll be free.

The firm premieres a 15-minute disk show, *MGM Record Round-Up*, today on local Station WHN. The broadcast will give an exclusive build-up to the wax firm's artists and new releases.

Since Loew's, Inc., owns MGM Records as well as WHN, the cost to Leo will be, ahem, nil.

## Majestic Adds To Staff, Then Whets the Ax

NEW YORK, May 10.—An add-but-ax policy is being invoked by Majestic Records. Additions include Percy Faith, conductor of the Carnation radio show, who formerly waxed with Decca; the Victor Lombardo ork, which goes into the Hotel New Yorker here next week, and Paul Baron, who will hold down the post of musical director for the diskery.

At the same time Ben Selvin, Majestic's artists and repertoire director, says that the firm will soon begin to pare its artist roster. He refused to name heads to fall under the ax, saying only that a number of his artist contracts will run out in the next month or so. At least two safe bets are that Eddy Howard and Ray McKinley will stay with the house. Howard is its star attraction and McKinley was just re-signed to a new paper.

Meanwhile, Dave Shelley, Selvin assistant, who has been on the West Coast for a few months, is on his way back to New York with a batch of new masters cut in Hollywood.

## Committee Drafting Contract To Protect Radio Artists' Wax

NEW YORK, May 10.—The committee on phonograph recordings appointed by the American Federation of Radio Artists (AFRA) is working on a contract to cover AFRA artists in the recording field.

With very few AFRA artists appearing on records (most radio artists doing disk work are covered by "scales" of the American Federation of Musicians (AFM) and the American Guild of Variety Artists (AGVA) in which they also hold membership)—the problem of the AFRA committee is admittedly slight and considered merely a formality to protect the infrequent radio performer who is neither AFM nor AFVA but might land a waxing assignment. Committee was originally mandated at the 1946 AFRA convention.

## Jack Fina Is Signed By Michaud-Greene

NEW YORK, May 10.—Jack Fina, whose ork is at the Palmer House, Chicago, for an indefinite run, has signed a personal management paper with the Arthur Michaud-Eddie Greene stable.

Fina, who records for Mercury Records, is booked by Music Corporation of America (MCA).

tures. Both settled with Pallant out of court in 1945 for an undisclosed sum to avoid possible damaging publicity.

**Phones Available Again, But Avail Bookers Little**

NEW YORK, May 10.—Settlement of the long-distance wires strike this week was small consolation to one-night bookers, after all. Both Howard Sinnott, of General Artists Corporation (GAC) and Phil Brown, of William Morris Agency, reported that altho they got calls thru now, they were having a tough time getting fill-in dates for end of May and parts of June for some of their lesser ork properties.

Despite a number of incomplete weeks, neither foresaw a serious shortage of dates. Those orks without dates were said to be working at least often enough to cover pay roll and transportation nuts.

**Col's Mexican Plant Complete; Pressings Skedded for Autumn**

NEW YORK, May 10.—An announcement by Edward Wallerstein, prexy of Columbia Records, reveals that the company's new Mexican factory has been completed with full operation and initial pressings expected by fall.

The Mexican plant holdings, in which Columbia is represented by Discos Columiba De Mexico S.A. (majority interest), are shared with Mexican business firms. The factory, which will be directed by Manuel S. Kestler, is intended to satisfy growing Mexican demand for native recordings, according to Wallerstein. The plant will make its own master records, chiefly by Mexican artists. This marks Columbia's first effort to cut masters in a foreign country.

**Unions Mull Disk Jockey Jurisdiction**

(Continued from page 5)

cure, it was pointed out, would involve regulation of disk programs not only thru pacts with stations and webs, but also thru agreements with various performer unions—notably American Federation of Radio Artists (AFRA). Possibility that AFM would attempt regulation by forbidding its members to work on such shows was discounted. Such a move, it was claimed, would be tantamount to penalizing a man for belonging to AFM, while leaving the way open for non-AFM members to work on such programs. In other words, any remedy ultimately would involve the matter of jurisdiction in the disk jock field.

**Whiteman Show Cleared**

Regarding Whiteman's show, it was learned this week that ABC already had cleared it with national AFM office. Question now is whether dissident AFM elements will be able to rally enough support to bring about a reconsideration of the matter. Another moot point is whether unions other than AFM would feel strongly enough about the matter to enter into pacts regulating such programs. Some AFM sources feel performer unions would fall into line, inasmuch as a web disk jock opus can be construed as replacing not only tootlers but also singers and other talent which might otherwise be bank-rolled by sponsors.

From the musicians' point of view, problem is similar to that affecting musicians in the general record business, namely, musicians displacing musicians. It's regarded as an ethical as well as monetary situation.

**Jock Paid Plugs Sheet Hypo?**

**Meadowbrook Summer Close Seen June 30**

NEW YORK, May 10.—Talk was hot and heavy at press time that Frank Dailey would close his Meadowbrook nitery, key Eastern ork location spot, for the summer after June 30. It is said he informed at least one top band agency that he had decided to shutter, since summer was the spot's toughest season. Further credence was given the rumor by tradesters who point out that Dailey usually has his orks booked far ahead, but now is set only thru June 15 closing date of the Tex Beneke ork's two-week engagement, and has made no new commitment in a couple of months.

But Dailey, who says he is auditioning orks to follow Beneke, did not commit himself regarding the rumor. He said the reason he was not booked as far in advance as usual was simply that most of the top name attractions were either disbanded or busy, and he felt it would not be too difficult to grab off a lesser ork on short notice.

Among orks he claims to have under consideration are the new Skitch Henderson crew; Ziggy Elman, now temporarily disbanded, and the Buddy Moreno ork. Altho tradesters insist that one of these orks will play out the last two weeks in June prior to the Meadowbrook's shuttering, Dailey suggested that, tho it is against his policy, he may chance a long summer engagement for one ork as a possible antidote to his seasonal lag. The three orks getting consideration are all Music Corporation of America (MCA) properties.

NEW YORK, May 10.—The Hollywood Teen-Ager Ork is reorganizing here for a summer series of Eastern one-nighter and location dates. Dan Terry, who leads the group, is now auditioning young tootlers, with rehearsals due to start in about two weeks.

**Hard Hit Chicago Ops Look To Local Bands for Relief From 10% Travel Tax Bite**

**Location Bookers Face Rough Going**

(Continued from page 3)

ing between road crews and Chi aggregations. Those using out-of-town rosters include Palmer House, Jack Fina's ork; Melody Mill, Billy Bishop; Sherman Hotel, Herbie Fields; Oh Henry Ballroom, Ozzie Clark, and the Edgewater Beach Hotel, Stephen Kitley. Spots favoring the Chi manned bands include Martinique, Gay Claridge's band; Blackhawk, Phil Levant; Bismarck, Benno Delson; Stevens, Henry Brandon; Club De Lisa, Fletcher Henderson; while the Karzas ballrooms, the Aragon and Trianon, have been using both the out-of-town and local musickers as bandstand attractions.

Fact that the local bands are starting to make inroads on the local scene has proven rough for location bookers, in that it cuts down on their list of available spots, when the remainder of the country is trying to find work for orks and having less

locations than the Midwest now affords.

One-night bookers are having an even harder time, for they are constantly being forced to book attractions without being able to persuade an op or promoter by telling him that the band has just closed an important Chi location, with, perhaps, the much-valued airtime. While promoters are becoming more hepped on the value of phonograph platters as promotional material for their one-night dates, a booker has a good wedge with which to grab off the hard-to-nab dates by explaining to the reluctant hinterlands' buyer that his product has a good recent record on a location and perhaps the network remote time that penetrates deep into the Midwest territory.

Bookers are hard pressed to replace local with road orks because they can't underbid the local crews, for most ops are paying Chi scale or a little above for their bands.

**Sabotage?**

NEW YORK, May 10.—Orkster Elliot Lawrence, who records for Columbia Records, played an afternoon dance for the employees of the RCA Victor plant in Paterson, N. J., May 7.

**Cap's Americana Label To Debut**

HOLLYWOOD, May 10.—Capitol next week will intro its new label, *Capitol Americana*, and will step up its releasing sked from a bi-monthly to a weekly basis. Americana, a red label instead of Capitol's usual black, will carry the waxery's race, Western and hillbilly artists. Regular release of pop material will alternate with the Americana label. Red sticker platters will retain the same price tag now held by the black label.

**Hotel Penn Holds Brooks Ork Over**

NEW YORK, May 10.—The Randy Brooks ork's option for its current date in the Cafe Rouge, of the Hotel Pennsylvania, has been picked up by the hotel manager, James McCabe, who reports that Brooks has been attracting good biz, showing week-to-week improvement.

Renewal of the Brooks engagement puts a temporary squeeze on efforts of the Music Corporation of America (MCA) to place the newly-formed Skitch Henderson ork in the Cafe Rouge for its New York location debut around June 1. McCabe says he has not made any decision on the Henderson crew for the spot, but admits he is considering it.

**Para First Pub Tackling Crisis**

Will tell disk listeners where they can buy the tune they've just heard

NEW YORK, May 10.—One of the first attempts by a music publisher to spend money on experimental research aimed at finding a hypo for the current sheet sales slump will be sent off shortly by the Famous-Paramount pub group.

Reportedly the brain child of Lou Silberling, F-P business manager, the experiment, which involves outright purchase of spot announcements on disk jockey shows, has been endorsed by Bernie Goodwin, over-all head of Paramount pic activities, as well as Eddie Wolpin, F-P's general professional manager

**Will Pick Test Areas**

Silberling's idea is to pick out a half dozen key areas where sheet music stores are plentiful but where time for "spots" is not too costly. Such cities as Hazelton, Pa., Topeka, Kan., and Sioux City, Ia., Silberling feels, will make fair test areas for his plan. He has already asked for rate cards from stations with big record-program audiences in those cities.

Once the stations and programs are selected, a local announcer or jockey will be called on to cut in, 30 seconds after playing a record—Dick Haymes's *Stella by Starlight*, for example—and spell: "You have just heard Haymes's recording of *Stella by Starlight*. For sheet music copies of this new hit song, why not visit Joe Doakes's Music Shop, located at 1234 Nowhere Street?"

**Silberling Hopeful**

Without predicting results, and emphasizing the strictly "experimental" nature of the project, Silberling is hopeful that the choice of low-cost station spots in selected areas may prove that artificial stimulus can profitably hike sheet sales, regardless of the caliber of songs. The research is designed not to find a mechanical method for making hits, but to determine whether the average potential for sheets can be increased by commercial promotion.

With the pub industry as a whole never getting up enough gumption to apply "research" methods, the individual action of the F-P group will be watched carefully by other major pubs, most of whom so far haven't got beyond the crying-towel stage.

**Keynote Adds Longhair To Its New Disk Series**

NEW YORK, May 10.—Keynote diskery has added more longhair talent to join the recently pacted Igor Stravinsky on the firm's newly created manuscript series, which will feature classical and contemporary works never before recorded in the United States. New additions include harpsichordist Ralph Fitzpatrick, Kroll String Quartet, violinist Alexander Schneider, harpsichordist Sylvia Marlow and oboist Mitchell Miller. Initial longhair disks will feature unrecorded works by Vivaldi, Mozart, De Falla and Stravinsky.

Among jazz packages being prepared for early release by Keynote are albums by Red Norvo and Teddy Wilson, an Earl Hines session and one cut by Lennie Tristano.

# DISKERS' DROP-IN DRAGNET

## Pre-Planned Pub Plugs Waysiding as Smaller Labels Hunt for "Material" Firsts

### Majors Feel Public Reaction

NEW YORK, May 10.—The record biz is turning more and more of a fast-moving "novelty merchandise" industry, with "material" songs, up-tempo "drop-in" or just plain one-disk tunes getting the lion's share of attention from wax repertoire execs. For the flood of calls for "material," the publishers blame the smaller diskeries that want to compete with jumbo wax firms on the basis of song, not artist, and are eager to get the tune out first. Growth in stature of the material ditty, and sublimation of the pre-planned publisher "plug" song, shows up clearly in a study of the week-to-week popularity charts in *The Billboard* and in the advance dope on new disk releases.

### Public Reacting

The smaller diskery influence has been growing strong enough to encourage public reaction to "material" or "drop-in" ditties, which in turn has frequently pressured major waxeries into getting on the bandwagon. The unpredictable public, too, has been showing less partiality to the name artist and more to the song, altho the superior combinations of both still manages to win out.

The prowl for a "one-record" smash song is leading smaller labels away from major pub plug submissions, on the theory that it no longer pays a smaller label to issue top ballad plugs because invariably mul-

(See Wax Rep. Execs opposite page)

## Allen Recordings Wins Cosmo Suit

NEW YORK, May 10.—Allen Recordings, Inc., a pressing plant, last week won a suit against the now defunct Cosmo Record firm. Allen firm was awarded \$20,000 of the \$29,000 asked in the action, with payment held up pending a move to reorganize the Cosmo diskery, now in abeyance in the U. S. District Court, Eastern Circuit, in Brooklyn.

Court ruled that Cosmo broke a contract for Allen to produce platters in its Massapequa, L. I., plant. Pact was to run for three years; but Allen only worked for Cosmo from April until August, 1946.

## Who Sez Kid Stuff?

NEW YORK, May 10.—The Korn Kobblers, now at Jack Dempsey's Cafe here, have persuaded the MGM diskery's Frank Walker to move up the release date on the forthcoming Kobbler kid album from August to June.

Seems that the Korn group brought Walker into Dempsey's and played all eight sides of the album for the customers. When Walker heard the acclaim for *Baa Baa Black Sheep*, *Mary Had a Little Lamb*, etc., he figured that if the Dempsey trade (who certainly ain't kiddies) liked it, he'd have no trouble convincing the tots.

## Jazz and Folk Series To Be Marketed by Reichold's Vox Firm

NEW YORK, May 10.—Henry Reichold's Vox diskery, which heretofore has specialized in longhair disks, will market a new hot jazz and folk line to be known as the Spotlight Series. Diskery has worked out an agreement with French Polydor and other European labels for reciprocal leasing of masters and will use much of the foreign material for the releases. Initial importation was six Louis Armstrong sides, made in France in 1934, to be packaged in an album for release this month.

Spotlight Series also will feature waxings taken from the broadcasts of *Saturday Night Swing Session*, weekly airer on local station WNEW, with first featuring Charlie Ventura, Buddy Rich, Bill Harris and other current hot jazz faves, due out in a month. Diskery has two other albums due for release this month, one a package featuring guitarist Charlie Christian taken from transcriptions cut at a private jam session, and the other waxing featuring the Alec Wilder Octet.

Series will be directed by Vice-President Larry Green and Bill Simon, former general manager of Gotham Records.

## London Terperery's Big Cash-In On Cleffer Contest

LONDON, May 10.—The recent songwriting contest run by a London terperery, Hammersmith Palais De Dance, brought both an artistic and economic pay-off, with 86,000 song manuscripts submitted. Spot ran 12 Saturday night concerts, during which contest tunes were aired by the British Broadcasting Corporation (BBC), and took in \$140,000.

Winner of the contest, sparked by Orkster Lou Preager who leads the Hammersmith house crew, was a 17-year-old factory worker, Jennie Parker, with a tune tabbed *You Went Away and Left Me*. The song was picked up for pubbing by the Box & Cox org.

Contest attracted over 700,000 voters and BBC tabbed it one of the most popular music features ever aired. British Tin Pan Alleyites claimed that the high quality of many of the entries supported their charges that BBC has been over-emphasizing

## Sub for Fields Snags Sherman's New Show Policy

CHICAGO, May 10.—Sherman Hotel's College Inn, which decided in favor of a show policy over the previously planned straight restaurant policy (*The Billboard*, May 10), this week struck a snag in its efforts to find a suitable record name small ork to fill its schedule for another small band to follow Herbie Fields' Octet which leaves May 29. Freddy Slack and seven pieces had been booked into the spot to follow Fields, but Ernest Byfield, Sherman prexy, received word this week that Slack would not be able to make the date because of undisclosed union troubles.

Marty Bloom, producer of the College Inn shows, is dickering with Bob Weems, of the General Artists' Corporation band department here, and Carlos Gastel for a band of selected sidemen from the recently disbanded Stan Kenton crew. Currently, they are trying to arrange for a band of eight, three brass, two saxes and three rhythm, which would include names like Vido Musso, tenor; Eddie Safranski, bass; Shelley Manne, drums, and Kai Winding, trombone, to fill the date. Gastel and Weems have given their tentative okay, pending upon whether or not they will be able to round up the sidemen necessary for the band, which has been disbanded for three weeks. Deal calls for June Christy, currently at the Bocage, Hollywood, to come in June 5 as featured chirp.

Byfield also is looking over the field of disk jockey candidates to fill the emcee post, which will be vacated soon by Eddie Hubbard (ABC Club, WIND nightly). He will handle Monday with Ernie Simon, featured jock over WJJD.

## Commodore To Use Dumor's Shellac Substitute, Openly

NEW YORK, May 10.—The Dumor Plastics firm in Dumarton, N. J., which supplies a shellac substitute to disk pressing plants, has swung a direct deal for Commodore Records to make open use of its product.

Dumor, which claims that its plastic product runs one-sixth cheaper than shellac and requires only one-sixteenth more poundage per record, swears it has worked for years with independent pressers who would never allow the supplier to reveal the use. The reasoning was that record companies were leery of plastic and would not buy unless they thought they were getting shellac.

The break-thru with Commodore, distributed nationally by Decca, was accomplished last week after A. H. Ciaglia, Dumor veepee, reportedly convinced the label that his plastic product was superior to shellac on several counts. Dumor says its plastic retards warpage better than shellac and also eliminates the use of carbon black, one of the binders that make up about 30 per cent of a record's composition.

foreign songs and not giving native cleffers enough air opportunities.

Both BBC and the Hammersmith management appear anxious to run a second contest. The thing may become an annual.

Have You Heard  
**Cecil Gant's**

**BOOZIE BOOGIE**  
Bullet Record No. 264



Recorded by

**CECIL GANT**

AND HIS

ORCHESTRA

Coupled With

**Every Minute of Every Hour**

**BULLET**

RECORDING CO.

2320 Twelfth Ave., South

P. O. Box 1002

NASHVILLE 4, TENN.



# Chi BMI Chief Threatens Recalcitrant Nitery Ops

CHICAGO, May 10.—Unless some definite word is received from the Chicago Cafe Operators' Association regarding the nitery owners' stand on the Broadcast Music, Inc. (BMI) licensing program, local BMI reps are preparing to follow the recent New York precedent of bringing infringement suits against Chi bistros which perform itemized BMI ditties without first getting performance papers.

Joe Gates, Midwest chief of the BMI licensing committee, told *The Billboard* that he feels local ops have been given sufficient time to consider the proposed license fees and that they should give a definite answer regarding their reaction to the program.

BMI, which brought suit against the Iceland Restaurant, New York nitery, in the first infringement suit ever initiated by the group against a night club (*The Billboard*, April 26), has been stymied in its attempt to license the Midwest by the failure of Chi ops to take any definite action on the projected BMI pacting. During the past three months, Gates and two associates have inked 65 spots, the bulk of which were lounges and eateries.

None of the major night clubs have signified any intention of inking the BMI agreement, and Gates said that unless he hears a favorable report from CCOA headquarters within the next three weeks, he will prepare to follow the Gotham procedure.

Gates has been sending out qualified checkers weekly to tabulate the BMI ditties being played by niteries, and unlicensed cafes which are using BMI music have already been spotted, he said.

## Second N. Y. Suit

NEW YORK, May 10.—Broadcast Music, Inc. (BMI) followed up its "precedent" suit against Iceland Restaurant here two weeks ago by slapping a suit against the China Doll this week in U. S. District Court.

Just as with the Iceland claim, BMI charged that the China Doll had infringed the rights of the licensing org and two music publishers, Peer International and Hispano American

**Decca's \$687,118 Profit Beats '46 Quarter by 175G**

NEW YORK, May 12.—With its \$1.05 pairing of Bing Crosby and Al Jolson on *Alexander's Ragtime Band* and *The Spaniard That Blighted My Life* mounted into the best-seller lists only two weeks after its release, Decca's fabulous profits continue to soar.

The firm reports its profits for the first quarter as \$687,118, topping the same quarter in '46 by over \$175,000. Stockholders collected 88 cents per share for the quarter, compared with last year's 66 pennies.

## St. Louis Jock Runs Jamboree for Kids

ST. LOUIS, May 10.—Disk Jockey Gil Newsome will run a teen-age jamboree at the Kiel Auditorium here Tuesday (13) free of charge for 5,000 kids. He has lined up Frankie Masters' ork, the Ink Spots, the Joe Mooney Quartet, Tommy Dix, Billy DeWolfe and Buddy Lester.

In addition, Newsome will run off a fashion show and serve refreshments for the teen-agers.

De Musica, by publicly performing for profit a number of BMI tunes without proper license. The action seeks an injunction and damages of not less than \$250 for each music publisher.

## Gwartz Ill; Two of His Biz Set-Ups Languish

NEW YORK, May 10.—With Irving G. Gwartz still reported ill at home two of his enterprises, Diamond Records and the Chelsea-Viking-Saunders pub group, are showing obvious signs of an economic pare-down.

C-V-S pub doors were shuttered this week (the staff was inactivated some weeks back) and the disk firm let out two of its personnel. Abe Schwartz, accountant and assistant biz manager for Diamond, has departed, as has Bob Kerr, salesman and promotion planner for the waxery.

## First International Wax

NEW YORK, May 10. — Walter Rivers, Capitol Records recording director here, cut the diskery's first international disks this week. The platters, which are versions of various foreign dances, will be aimed at the foreign market, which the diskery's international market topper, Sandor Porges, currently is lining up for Capitol disk distribution. The firm intends building a small backlog of foreign masters before making its first jump into the international field.

Meanwhile, Capitol's New York executive offices on Fifth Avenue were closed down and the company moved into 250 West 57th Street, which also houses its local distrib headquarters.

## Art Tatum, Detroit, \$1,800

DETROIT, May 10.—Art Tatum, booked in for a one-nighter at Masonic Temple Auditorium, drew a gross of \$1,800 Saturday (3) at a scale of \$1.20 to \$3. Attendance was estimated at 1,400 largely in the lower bracket seats. (The house capacity is 4,400.) Bill Randle, Detroit disk jockey who originated a concert series under the name of *Jive at the Institute*, was emcee.

## Eberle Draws \$2,556 in Erie

NEW YORK, May 10.—Ray Eberle's ork grossed \$2,556.08 (excluding taxes) at a one-nighter played at Waldemere Park, Erie, Pa., last Sunday (4). Orkster played to about 2,500 at \$1.25 (including taxes) per ducat. Eberle's take for the night was \$1,278.04.

## Al Millet Joins Continental

NEW YORK, May 10.—Al Millet, with the promotion department of *The Billboard* for three and a half years, joined the Continental diskery this week taking over sales promotion and advertising functions for the firm.

## WIP Seg Built on Legit Show Albums

PHILADELPHIA, May 10.—Radio Station WIP is doing a switch on the spinning of single sides by building an entire air show around legit show albums. Called *Words and Music* (a sponsored quarter-hour seg on Tuesday nights), the platter show utilizes the recorded albums of musical hits. The theme song, *There's No Business Like Show Business*.

## Wax Rep Execs Give Attention to "Novelty Mdse."

(Continued from opposite page) tiferious waxings of the same tune by jumbo artists come out on the jumbo label. They feel that with publisher control of record release dates the competition is too tough for their limited production and lesser-known artists. Which makes them yearn for those gold-laden "drop-ins" such as Mercury's *That's My Desire* by Frankie Laine and Vitacoustic's *Peg O' My Heart* by the Harmonicats.

Major diskers, who normally would wait out the near-blossoming of a "material" tune before rolling it off the presses, apparently have awakened to a quickening of the public pulse, probably stimulated by the small firms' "song-scouting." Altho it's a dark secret, sales departments of one or two major diskeries are reported to have sent down squawks to repertoire headquarters lately that, top artists or no top artists, it would be nice to get out first with some of the new crop of ditties.

This would not apply, however, to Decca, where sales analysis still draws a plausible conclusion for the Freres Kapp's coolness at achieving "firsts" with new songs. In its own way Decca has been unique in the pairing of material and artists, anyway, with Bing Crosby figuring in some expectedly sure-fire sellers. The line-up of these includes the forthcoming Crosby-Andrews Sisters *Go West, Young Man*, Crosby-Haymes-Andrews *There's No Business Like Show Business* and *Anything You Can Do, I Can Do Better*, Crosby-Hampton *Pinetop's Boogie Woogie* and others.

## Columbia Takes a Fling

Columbia also is taking a fling at the "drop-in" jackpot with its reissue of Dick Jurgens' *Cecilia*, which reflects two of the current trends in public taste. For one it's another in the line of recent unplanned revivals (a la *Heartaches*) and it also fits within novelty-type brackets.

Publishers are doing their darnedest to meet the demand for material with the big boys—Buddy Morris, the Big Three, Leeds, etc.—all swollen with "plugs" that developed out of a smaller label's push.

With sheet sales still lagging, major pubbers are plenty happy to give out material for waxing in the hope that one of the tunes will hit the jackpot without the \$20,000 to \$30,000 expense incurred by No. 1 plugging campaigns. It also helps to cash in on mechanical royalties without too much investment.

## SAV-WAY SIGNS DEAL

(Continued from page 20) releases already recorded but not issued. It will not undertake additional recordings now, altho company execs say they're in the market for the right top artists and would turn over a substantial portion of production to them if signed.

This means a definite cutback in Vogue's own program now, but the present distribution set-up will be retained. The company, burned in the past by turning out larger editions of releases than its distributor-dealer set-up could absorb, will operate on a more cautious policy, putting pressings on virtual hand-to-mouth schedule.

Additionally, Vogue will expand operations in the special pressing field such as the disk jockey platters now being turned out for Mercury Records. These are 10-inch vinylite picture-type records on which appear the photo of the artist, biographical data, the names of the music publisher and licensing org, and the running time of record so that the jockey has full details.

Just Released!

# The RAVENS

the Rave Quartet You Can't Forget



in their Sensational Hit!

# "MAHZEL"

(means Good Luck)

AND FOR YOU

NATIONAL 9034

- also
- ★ Joe Turner  
Rock O'Gibraltar  
AND Sally Zu-Zaz 4016
  - ★ Gatemouth Moore  
They Can't Do This To You  
AND Love Doctor Blues 4015
  - ★ Jack Carroll  
I Wonder, I Wonder I Wonder  
MAM'SELLE 9032
  - ★ Billy Eckstine  
Time On My Hands  
AND I Love the Loveliness of You 9030

Enric Madriguera



and his Orchestra

# CU-TU-GU-RU

# JACK, JACK, JACK

AND MADE FOR EACH OTHER

NATIONAL 9028



NATIONAL Records

ORDER FROM YOUR NEAREST NATIONAL DISTRIBUTOR

NEW SONG HIT SENSATION  
SWEEPING THE COUNTRY

# "SWISS BOY"

RECORDED BY

## LAWRENCE DUCHOW

AND HIS  
RED RAVEN  
ORCHESTRA

# VICTOR RECORDS

COUPLED WITH

## "PEPPER POT POLKA"

VICTOR NO. 25-1079

## "RED RAVEN POLKA"

## "RAVINO WALTZ"

VICTOR NO. 1072

GOING STRONG

RED RAVEN  
ENTERPRISES

BOX 259  
APPLETON, WISCONSIN

MORIN-SCHWARTZ  
AGENCY

ALHAMBRA THEATRE BLDG.  
MILWAUKEE, WISCONSIN

## The Billboard MUSIC POPULARITY CHARTS

PART I

### The Nation's Top Tunes

The nation's 100 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, May 9



## 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 Last Week

- 1. MAM'SELLE** 1  
*By Mack Gordon and Edmund Goulding*  
*Published by Feist (ASCAP)*  
 From the 20th Century-Fox film "The Razor's Edge." Records available: Ray Block Ork, Signature 15093; Dennis Day, Victor 20-2211; Ray Dorey, Majestic 7217; Dick Haymes, Decca 23861; Art Lund, MGM 10011; Marshall Young Ork, Rainbow 10014; Derry Falligant, Enterprise 257; Frankie Laine, Mercury 5048; The Pied Pipers, Capitol 398; George Towne Ork, Sonora 2023; Frank Sinatra, Columbia 37343; Jack Carroll, National 9032; Edo Lubich, International D-240.  
 Electrical transcription libraries: Skitch Henderson, Capitol; Silver Strings, MacGregor; Jan Garber, Capitol; Freddy Martin, Standard; Frankie Masters, Lang-Worth; The Music of Manhattan Ork, NBC Thesaurus; Art Mooney Ork, Associated.
- 2. HEARTACHES** 2  
*By AB Hoffman and Al Klenner*  
*Published by Leeds (ASAP)*  
 Records available: Joe Alexander, Capitol 372; Richard Cannon, Diamond 2057; Cowboy Copas, King 598; Jimmy Dorsey, MGM 10001; Harry James, Columbia 37305; Monica Lewis, Signature 15065; Gordon MacRae, Apollo 1045; Ted Martin-The Airline Trio, De Luxe 1068; Red McKenzie, National 9026; Don Pablo Ork, Latin-American 10; Cedric Wallace Trio, Diamond 2057; Ted Weems Ork, Victor 20-2175 and Decca 25017; Ray Smith-The Pinetoppers, Continental C-8021; Ted Straeter Ork, Sonora 2005; Bobby True Trio, Mercury 3057; Eddie Howard, Majestic 1111.  
 Electrical transcription libraries: Barclay Allen, MacGregor; Chuck Foster, Lang-Worth; Eddy Howard, World; Eddie Skrivanek, MacGregor; Leighton Noble, Standard; The Four Knights, Lang-Worth; Art Mooney Ork, Associated.
- 3. LINDA** 3  
*By Jack Lawrence*  
*Published by E. H. Morris (ASCAP)*  
 Records available: Bob Chester Ork, Sonora 2006; Larry Douglas, Signature 15106; Chuck Foster Ork, Mercury 3058; Hollywood Rhythm-Aires, Hollywood Rhythms 1551; Gordon Jenkins Ork, Decca 23864; Ray Noble Ork-Buddy Clark, Columbia 37215; Charlie Spivak, Victor 20-2047; Paul Weston Ork, Capitol 362.  
 Electrical transcription libraries: Barclay Allen, MacGregor; Jack Pina, Standard; Chuck Foster, Lang-Worth; Jan Garber, Capitol; Jack Lawrence, Lang-Worth; Leighton Noble, Standard; The Sweetwood Serenaders, NBC-Thesaurus; Art Mooney Ork, Associated.
- 4. MY ADOBE HACIENDA** 5  
*By Louise Massey and Lee Penny*  
*Published by Peer International Corp. (BMI)*  
 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 Kessel, Vogue R-785; Louise Massey-The Westerners, Columbia 37332; Jack McLean Ork, Coast 8001; Bobby True Trio, Mercury 3057; Billy Williams, Victor 20-2150; The Coffman Sisters, Enterprise 174.  
 Electrical transcription libraries: Chuck Foster, Lang-Worth; Leighton Noble, Standard; The Novatime Trio, NBC Thesaurus; Sunshine Girls-Jimmy Wakely Ork, MacGregor; Barclay Allen, MacGregor; Mindy Carson-Hank D'Amico Sextet, Associated.
- 5. ANNIVERSARY SONG** 4  
*By Al Jolson and Saul Chaplin*  
*Published by Mood (ASCAP)*  
 From the Columbia film "The Jolson Story," sung by Al Jolson. Records available: Tex Beneke-Miller Ork, Victor 20-2126; Russ David, De Luxe 1057; Larry Douglas, Signature 15075; Anita Ellis, Mercury 3036; Al Jolson, Decca 23714; Guy Lombardo, Decca 23799; Don Pablo Ork, Latin-American 10; Louis Prima, Majestic 1107; Andy Russell, Capitol 368; Artie Shaw, Musiercraft 428; Dinah Shore, Columbia 37234; Kate Smith, MGM 10003; George Towne Ork, Sonora 2004.  
 Electrical transcription libraries: Barclay Allen, MacGregor; Hal Derwith, Capitol; Freddy Martin, Standard; The Novatime Trio, NBC Thesaurus; Russ Morgan, World; Silver Strings, MacGregor; George Towne, Associated.
- 6. APRIL SHOWERS** 6  
*By Buddy De Sylva and Louis Silvers*  
*Published by Harms, Inc. (ASCAP)*  
 From the Columbia film "The Jolson Story," sung by Al Jolson. Records available: Larry Clinton, Cosmo SS-708; Dennis Day, Victor 20-1978; Guy Lombardo, Decca 23846.  
 Electrical transcription libraries: John Gart Trio, World; Mel Torme-The Page Cavanaugh Trio, MacGregor; Norman Cloutier, NBC Thesaurus; Allen Roth Ork, NBC Thesaurus; Claude Sweeten, Standard; Galli Sisters-Jesse Crawford, Associated.
- 7. THAT'S MY DESIRE** 9  
*By Carroll Loveday and Helmy Kresa*  
*Published by Mills (ASCAP)*  
 Records available: Ray Anthony Ork, Sonora 2019; Hadda Brooks, Modern Music 147; The Cats and the Fiddle, Manor 1064; Ella Fitzgerald, Decca 23886; Golden Arrow Quartet, Continental C-8048; Woody Herman, Columbia 37329; Sammy Kaye, Victor 20-2257; Frankie Laine, Mercury 5007; Curtis Lewis, Apollo 1056; Art Mooney Ork, MGM 10020; The Scamps, Modern Music 20-516; Martha Tilton, Capitol 395.  
 Electrical transcription libraries: Barclay Allen, MacGregor.
- 8. MANAGUA, NICARAGUA** 9  
*By Albert Camse and Irving Fields*  
*Published by Encore (BMI)*  
 Records available: Jose Curbelo Ork, Victor 26-9015; Julie Conway, Signature 15086; The Gordon Trio, Sonora 3032; Kay Kyser, Columbia 37214; Guy Lombardo, Decca 23782; Freddy Martin, Victor 20-2028; Two-Ton Baker and His Merry Music Makers, Mercury 5016; Bill McCune, DC 8014; Dick Peterson and the Vocal Yokels, Enterprise 251; Homer and Jethro, King 620.  
 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.
- 9. I BELIEVE** 10  
*By Sammy Cahn and Jule Styne*  
*Published by Sinatra Songs (ASCAP)*  
 From the MGM film "It Happened in Brooklyn," sung by Frank Sinatra. Records available: Louis Armstrong Ork, Victor 20-2240; Artie Shaw, Musiercraft 492; Frank Sinatra, Columbia 37300.  
 Electrical transcription libraries: Ziggy Elman, Lang-Worth; Freddy Martin, Standard.
- 10. IT'S A GOOD DAY** 10  
*By Peggy Lee and Dave Barbour*  
*Published by Capitol Songs (ASCAP)*  
 Records available: Harry Cool Ork, Signature 15069; Phil Harris Ork, Victor 20-2163; Gene Krupa, Columbia 37209; Peggy Lee, Capitol 322.  
 Electrical transcription libraries: Vic Damone, Associated; Patti Dugan-The Jumpin' Jacks, NBC Thesaurus; The Four Knights, Lang-Worth; Gene Krupa, Capitol; Eddie LeMar, Capitol; Freddy Martin, Standard.

TEX  
RCA VICTOR'S  
**BENEKE!**

**Through** (How Can You Say We're Through?)

Swell old ballad set for a big revival . . . typical Miller arrangement with romantic vocals by Garry Stevens. Dreamy dance tempo.

AND

**Sunrise Serenade**

Top request number recorded by popular demand. New arrangement in the Miller manner with mellow sax solo by Tex.

RCA Victor 20-2234



FREDDY  
RCA VICTOR'S  
**MARTIN!**

**When am I Gonna  
Kiss You  
Good Morning**

AND

**Serenade  
to Love**

Vocal by Clyde Rogers and The Martin Men. Neat sax and piano solos.

RCA Victor 20-2233

A bright, new Martin popular-class . . . full orchestra, lots of strings. Vocals by Stuart Wade and The Martin Men.

LOUIS  
RCA VICTOR'S  
**ARMSTRONG!**

**You Don't Learn  
That in School**

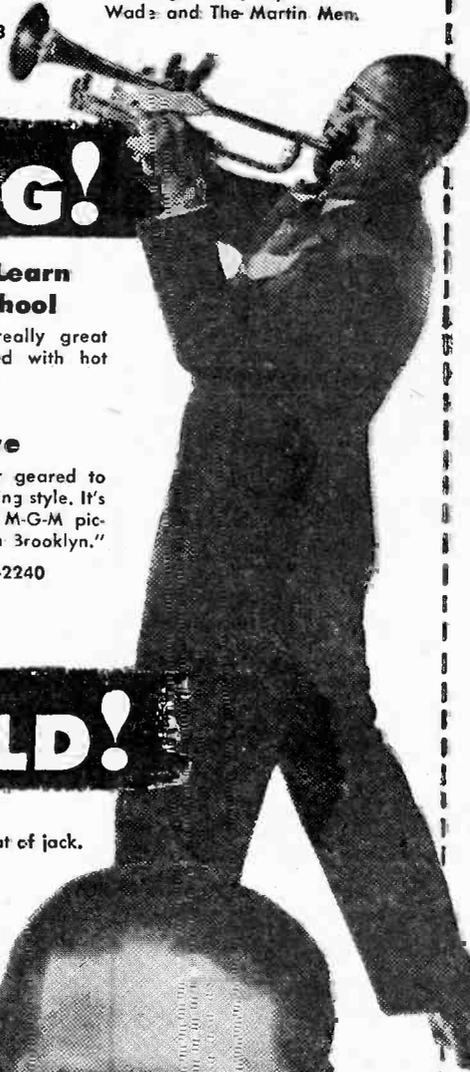
Armstrong digs a really great trumpet solo. Loaded with hot rhythm, sharp lyrics.

AND

**I Believe**

An all vocal number geared to Armstrong's own singing style. It's a hit tune from the M-G-M picture "It Happened In Brooklyn."

RCA Victor 20-2240



EDDY  
RCA VICTOR'S  
**ARNOLD!**

and his Tennessee Plowboys

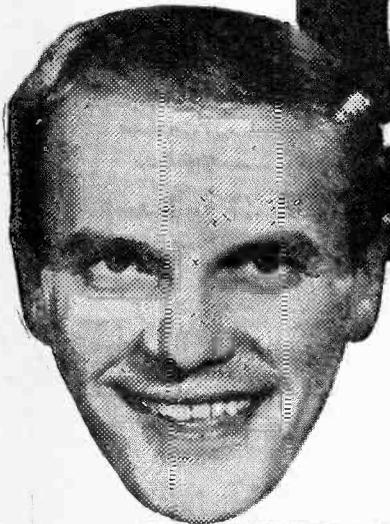
Two new country sides that will plow up a lot of jack.

**I Couldn't Believe  
it Was True**

AND

**It's a Sin**

RCA Victor 20-2241



LAWRENCE  
RCA VICTOR'S  
**DUCHOW!**

and his Red Raven Orchestra

Two much-in-demand Internationals. "A" is a melodious waltz which will be a standard repeater for years. "B" is a spicy polka tuned to the trade.

**Swiss Boy AND Pepper Pot Polka**

RCA Victor 25-1079



"FATS" WALLER  
MEMORIAL WEEK SPECIALS

**There'll Be Some Changes Made**  
AND

**You Stayed Away Too Long**  
RCA Victor 20-2216

**Everybody Loves My Baby**  
(But My Baby Don't Love Nobody But Me)

AND

**(When You) Squeeze Me**

RCA Victor 20-2217

**Oooh! Look-A there, Ain't She Pretty?**

AND

**You're Not the Only Oyster in the Stew**

RCA Victor 20-2218

**The Meanest Thing**

**You Ever Did was Kiss Me**

AND

**I Used to Love You**

(But It's All Over Now)

RCA Victor 20-2219

**S'posin'**

AND

**Darktown Strutters' Ball**

RCA Victor 20-2220

ALSO IN THIS WEEK'S  
RCA VICTOR RELEASE:

FARR BROTHERS

**Farr Brothers Stomp**

AND

**Texas Skiparoo**

RCA Victor 20-2242

THE ARISTO-KATS

**Ain't the Graxy Good**

AND

**Jack, You're Dead!**

RCA Victor 20-2243

RUBY SMITH

with Gene (Honeybear) Sedic and his Orchestra

**Hot Sauce Susie**

AND

**I'm Scared of That Woman**

RCA Victor 20-2244

AL GOODMAN and his Orchestra

Selections from "BLOSSOM TIME" Album P-173

With Earl Wrightson, Baritone; The Guild Chorists

Mary Martha Briney, Soprano; The Mullen Sisters

Donald Dame, Tenor; Blanka Peric, Mezzo-soprano.

**Schubert Medley** AND

**Peace to My Lonely Heart**

RCA Victor 45-0019

**Three Little Maids** AND

**Only One Love Ever Fills the Heart**

RCA Victor 45-0020

**Serenade** AND **Tell Me Daisy**

RCA Victor 45-0021

**My Springtime Thou Art**

AND **Let Me Awake**

RCA Victor 45-0022

**Song of Love** AND

**In Old Vienna Town**

RCA Victor 45-0023

WALTER OSSOWSKI

and his Instrumental Quartet

**Wesoly Skozypek**—Polka

(Jolly Fiddler)

AND **Lunia**—Oberek

(Leona)

RCA Victor 25-9175

STEFANO LOMBARDI

RCA Victor Continental Orchestra

**Voglio Vivere Così** (I Live As I Please)

AND

**Non Mi Lascerei** (You Will Never Leave Me)

(both from the film "Voglio Vivere Così")

RCA Victor 25-7083

IRVING FIELDS

with The Campos Trio and Pepito Arvelo

**Black Eyes** (Oye, Negra) AND

**The Beat of the Tumba Drum**

(Suena La Tumba)

RCA Victor 26-9017

MYRTA SILVA

with Orchestra

**Camina Como Chenchá La Gambá**—Guaracha

(Walking Like a Girl with a Lame Leg)

AND

**Así Es La Vida**—Bolero

(So Is the Life)

RCA Victor 23-0527

JORGE NEGRETE

with the Trio Calaveras and Mariachi Vargas

**Que Te Cuesta**—Canción Mexicana

(What Do You Want)

AND

**Corrido de Jorge Torres**

(Race of George Torres)

(both from the picture "Hasta Que Perdió Jalisco")

RCA Victor 70-7397

THE STARS WHO MAKE THE HITS ARE ON

RCA VICTOR RECORDS

**Signature's**  
CITATION  
FOR  
**DISC-TINGUISHED**  
SERVICE TO  
**ART FORD**

ART FORD



Art's "Milkman's Matinee" over WNEW robs the sleep of many New Yorkers as they listen to his fancy patter. A record expert and crack announcer, Art rates Will Bradley as one of the best.

**Will Bradley**  
and his orchestra

SIG 15111  
**CELERY STALKS AT MIDNIGHT (#2)**  
IF THERE IS SOME-ONE LOVELIER THAN YOU  
(INSTRUMENTALS)

**Ray Bloch**  
and his Orchestra

**STELLA BY STARLIGHT**  
(FROM PARAMOUNT'S "THE UNINVITED")

**DEEP PURPLE**  
(INSTRUMENTALS)

SIG 15116

**Signature**  
records

DISTRIBUTED BY  
**GENERAL ELECTRIC**  
SUPPLY CORPORATION

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

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
PART II  
**Sheet Music**  
Week Ending May 9

**BEST-SELLING SHEET MUSIC**

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

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

**ENGLAND'S TOP TWENTY**

Weeks to date	POSITION		Song	Publisher
	Last Week	This Week		
17	1	1.	ANNIVERSARY SONG	Campbell-Connelly
10	2	2.	HOW LUCKY YOU ARE	Kassner
20	3	3.	THE OLD LAMPLIGHTER	Irwin Dash
3	7	3.	YOU WENT AWAY AND LEFT ME	Box & Cox
2	8	4.	TRY A LITTLE TENDERNESS	Campbell-Connelly
2	16	5.	AMONG MY SOUVENIRS	Lawrence Wright
15	4	6.	APRIL SHOWERS	Chappell
2	10	7.	HARRIET	Keith Prowse
4	6	7.	TELL ME, MARIANNE	Southern
14	9	8.	MAY I CALL YOU SWEET HEART?	Irwin Dash
21	5	9.	THE STARS WILL RE-MEMBER	Feldman
9	13	10.	DON'T FALL IN LOVE	Chappell
2	13	11.	A GAL IN CALICO	Feldman
6	11	11.	HI JIG A JIG	Box & Cox
1	—	12.	PUNCH AND JUDY MAN	Strauss Miller
1	—	13.	OH, OH, MARIE	Strauss Miller
16	10	14.	(I LOVE YOU) FOR SENTIMENTAL REASONS	Peter Maurice
1	—	15.	PEOPLE WILL SAY WE'RE IN LOVE	Chappell
4	12	16.	HEAR MY SONG, VIOLLETTA	Dix
8	19	17.	WHEN CHINA BOY MEETS CHINA GIRL	Mac Melodies
14	14	18.	ZIP-A-DEE DOO-DAH	Sun
12	20	19.	THE RICKETY RICKSHAW MAN	Southern
19	17	20.	GO HOME (YOUR MOTHER WANTS YOU)	Yale

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

**PLAY STATUS OF FILMS WITH LEADING SONGS**

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

- ALEXANDER'S RAGTIME BAND (Berlin), in 20th Century-Fox's "Alexander's Ragtime Band." Re-released April, 1947.
- ANNIVERSARY SONG (Mood), sung by Al Jolson in Columbia's "The Jolson Story." National release date—January, 1947.
- APRIL SHOWERS (Harms, Inc.), sung by Al Jolson in Columbia's "The Jolson Story." National release date—January, 1947.
- BEWARE MY HEART (Feist), played by Vaughn Monroe in United Artists' "Carnegie Hall." National release date not set.
- I BELIEVE (Sinatra Songs), sung by Frank Sinatra in MGM's "It Happened in Brooklyn." National release date—April, 1947.
- MAM'SELLE (Feist), in 20th Century-Fox's "The Razor's Edge." National release date—January, 1947.
- TIME AFTER TIME (Sinatra Songs), sung by Frank Sinatra in MGM's "It Happened in Brooklyn." National release date—April, 1947.
- 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.



# Announcement

*Apollo Records takes pleasure in announcing that two of America's greatest artists are now recording exclusively for us.*

*Connie*  
**BOSWELL**



*Charlie*  
**BARNET**  
and HIS ORCHESTRA



SPECIAL RELEASE NUMBER EIGHT

**1064 CHI BABA CHI BABA**  
(My Bambino Go To Sleep)

**THERE'S THAT LONELY FEELING AGAIN**

Orchestra Under Direction of JERRY JEROME

**1066 PASSING BY**

**AFTER YOU GET WHAT YOU WANT YOU DON'T WANT IT**

Orchestra Under Direction of JERRY JEROME

**1065**

**BUNNY ATLANTIC JUMP**

**Charlie BARNET and His Orchestra**

**APOLLO RECORDS, INC.**  
EXECUTIVE OFFICES: 242 MADISON AVE., NEW YORK CITY

<b>NEW YORK</b> • 615 10th Ave., New York 19, N. Y.	<b>ATLANTA</b> • 267 Edgewood Ave., S.E., Atlanta, Ga.
<b>CHICAGO</b> • 710 South State Street, Chicago, Ill.	<b>BALTIMORE</b> • 2015 Maryland Ave., Balt. 18, Md.
<b>DETROIT</b> • 100-02 E. Algonquin St., Detroit 26, Mich.	<b>NEW ORLEANS</b> • 418 Gravier St., New Orleans, La.
<b>LOS ANGELES</b> • 2705 W. Pico Blvd., L. A. 6, Cal.	<b>PHILADELPHIA</b> • 1437-01 Vine St., Phila. 5, Pa.

WRITE FOR COMPLETE CATALOG

TWO SURE-FIRE MONEY-MAKERS!



Lawrence

WELK

and his Champagne Music

Bubbling over with Coin Appeal—

MY PRETTY GIRL

BOBBY BEERS and VOCAL ENSEMBLE

Backed with

Chi-Baba, Chi-Baba

JOAN MOWERY, BOBBY BEERS and VOCAL ENSEMBLE



BROADCASTING NIGHTLY (CBS & NBC) THE ROOSEVELT GRILL ROOSEVELT HOTEL, N. Y.



Also now available Lawrence Welk's new Polka Album containing CLARINET POLKA, BEER BARREL POLKA and six other great sides.

Personal Management SAM J. LUTZ 6406 SUNSET BLVD., HOLLYWOOD, CALIF.

The Billboard

MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Week Ending May 9



SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, May 2, 8 a.m., and ending Friday, May 9, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderately (over 60 per cent) alive. (F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance, the licensing agency controlling performance rights on the tune is indicated.

Table with columns: Wks. to date, PUB., LIC. and list of songs with their respective publishers and licensing agencies.

RECORDS MOST-PLAYED ON THE AIR

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

Table with columns: POSITION, Weeks Last to date, This Week, and list of records with their titles, artists, and labels.

Coming Up

Table listing upcoming records: TIME AFTER TIME (F) by Frank Sinatra and APRIL SHOWERS (F) by Al Jolson.

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

**PART IV**

**Retail Record Sales**

Week Ending  
May 9



**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*.

Weeks to date	POSITION Last Week	POSITION This Week	Record Title	Artist	Label
11	1	1	HEARTACHES <i>Oh, Monah</i> <i>Piccolo Pete</i>	Ted Weems (Elmo Tanner)	Decca 25017
5	3	2	MAM'SELLE (F) <i>Sleepy Time Gal</i>	Art Lund (Johnny Tompson Ork)	Victor 20-2175
8	2	3	LINDA <i>Love Is a Random Thing</i>	Ray Noble Ork-Buddy Clark	MGM 10011
3	4	4	MAM'SELLE (F) <i>Stella by Starlight</i>	Dick Haymes (Gordon Jenkins Ork)	Columbia 37215
6	5	5	MY ADOBE HACIENDA <i>Midnight Masquerade</i>	Eddy Howard (Eddy Howard-Trio)	Decca 23861
8	7	6	LINDA <i>So They Tell Me</i>	Charlie Spivak	Majestic 1117
1	—	7	MAM'SELLE (F) <i>Stella by Starlight</i>	Frank Sinatra (Axel Stordahl)	Victor 20-2047
3	9	8	MAM'SELLE (F) <i>Stella by Starlight</i>	Dennis Day (Charles Bant Ork)	Columbia 37343
2	10	9	MAM'SELLE (F) <i>It's the Same Old Dream (F)</i>	Pied Pipers-Paul Weston Ork	Victor 20-2211
14	6	10	ANNIVERSARY SONG (F) <i>Avalon</i>	Al Jolson (Morris Stoloff Ork)	Capitol 396 Decca 23714

**BEST-SELLING POPULAR RECORD ALBUMS**

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

Weeks to date	POSITION Last Week	POSITION This Week	Album Title	Artist	Label
18	1	1	Al Jolson Album <i>Al Jolson</i>	Al Jolson	Decca 469
1	—	2	Songs by Sinatra, Volume 1, Album <i>Frank Sinatra (Axel Stordahl Ork)</i>	Frank Sinatra	Columbia C-124
2	5	3	Wayne King Waltzes, Volume 2 <i>Wayne King</i>	Wayne King	Victor P-171
4	4	4	Dorothy Shay (The Park Avenue Hillbilly) Sings Album <i>Dorothy Shay (Mischa Russell Ork)</i>	Dorothy Shay	Columbia C-119
12	3	5	All-Time Hits Album <i>Tommy Dorsey</i>	Tommy Dorsey	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.

Weeks to date	POSITION Last Week	POSITION This Week	Record Title	Artist	Label
84	2	1	Clair de Lune <i>Jose Iturbi</i>	Jose Iturbi	Victor 11-8851
57	4	2	Jalousie <i>Boston Pops</i>	Boston Pops	Victor 12160
99	1	3	Chopin's Polonaise <i>Jose Iturbi</i>	Jose Iturbi	Victor 11-8848
73	3	4	Warsaw Concerto <i>Arthur Fiedler, conductor; Leo Litwin, pianist; Boston Pops</i>	Arthur Fiedler, conductor; Leo Litwin, pianist; Boston Pops	Victor 11-8863
4	—	5	Rhapsody in Blue <i>Paul Whiteman</i>	Paul Whiteman	Victor 35822

**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.

Weeks to date	POSITION Last Week	POSITION This Week	Album Title	Artist	Label
35	2	1	Rachmaninoff Concerto No. 2 in C Minor <i>Artur Rubinstein, pianist, NBC Ork; Vladimir Golschmann, conductor</i>	Artur Rubinstein, pianist, NBC Ork; Vladimir Golschmann, conductor	Victor 1075
5	4	2	Rhapsody in Blue <i>Paul Whiteman</i>	Paul Whiteman	Signature GP-1
3	1	3	Beethoven: Sonata in C Sharp Minor, Op. 27, No. 2 (Moonlight) Album <i>Vladimir Horowitz</i>	Vladimir Horowitz	Victor DM-1115
2	5	4	Isaac Stern in Violin Selections from Humoresque Album <i>Isaac Stern (Piano Solo by Oscar Levant in Tristan and Isolde) (Franz Waxman Ork)</i>	Isaac Stern	Columbia M-MM-657
90	3	5	Rhapsody in Blue <i>Oscar Levant, Philadelphia Ork, Eugene Ormandy, conductor</i>	Oscar Levant, Philadelphia Ork, Eugene Ormandy, conductor	Columbia X-251

**LOUIS PRIMA**  
**AND HIS ORCHESTRA**

Louis with his trumpet is an established juke box favorite. It's with tunes like these, played this way, that Louis earned his following. And don't forget to give careful ear to Cathy Allen's vocals. "Mahzel", meaning "Good Luck", is something, too, that deserves a good listen. Get this record on your box. It's a coin-copper!

**"MAHZEL"**  
(Means Good Luck)

and

**"CHI-BABA CHI-BABA"**  
(My Bambino Go To Sleep)

Vocals by LOUIS PRIMA  
and CATHY ALLEN

Majestic No. 1133

**EDDY HOWARD**  
**AND HIS ORCHESTRA**

Ever notice how everybody bends an ear the minute an Eddy Howard record starts up? Well, that's happening all over the nation! Howard and his orchestra is definitely the boss of the boxes—and a new Howard tune is always hailed by box addicts. Eddy does "Ask Anyone Who Knows" with his usual crispness and delicacy. This platter is a double-feature, for "I Wonder—" is a number that has all the earmarks of a hit. Don't pass it up.

**"ASK ANYONE WHO KNOWS"**  
and  
**"I WONDER, I WONDER, I WONDER"**

Vocals by EDDY HOWARD and trio  
Majestic No. 1124

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

# DRASTIC RECORD DISPOSAL

We have purchased the entire surplus inventory of discontinued numbers on STERLING and JUKE BOX records direct from the manufacturer. Here's your great opportunity to buy these still popular records at a tremendous savings!

## JUKE BOX RECORDS

LIST PRICE \$1.05 (inc. tax), SPECIAL CLOSEOUT PRICE **23¢**

- These are some of the famous JB series—always big sellers
- JB 502 Voo-It Voo-It and Crying Blues—The Blues Woman with Buddy Banks Sextet
  - JB 505 Not on the First Night and The Laziest Caf in Town—Frankie and Her Boys
  - JB 507 I'm a Specialist and My Love's a Country Gal—Johnny Ryan and His Orchestra
  - JB 508 Fat Boogie Woogie and Loved and Lost—By Ollie Jackson and His Band
  - JB 509 Baby Got To Have It and You'll Miss Me When I'm Gone—By Ollie Jackson and His Band
  - JB 510 Take Your Big Hands Off and Me's Got a Punch Like Joe Louis—Vocal by Alberta Hunter
  - JB 511 Don't Want No Man That's Lazy and Your Bread May Be Good, But It Ain't as Good as Mine—Vocal by Alberta Hunter

## STERLING SR-100 SERIES

LIST PRICE 79c (inc. tax), SPECIAL CLOSEOUT PRICE **20¢**

- The popular SR-100 Series, featuring race and sepia records, etc.
- SR 109 Riffs and Rhythm and Old Time Daddy Blues—Lillette Thomas and Her Boys
  - SR 108 Boogie Woogie Time Down South and Down It and Get From Around It—Lillette Thomas and Her Boys
  - SR 110 You Can Get a Lot for What You Got and You Gotta Make a Change—Austin McCoy and His Sextette
  - SR 111 Choo Choo Boogie Train (2 Parts)—Austin McCoy and His Sextette
  - SR 106 St. Louis Blues and Time for Jookin'—Judy Canova
  - SR 107 I Need a Girl Like You and Evening Blues—Monte Easter and His Orchestra
  - SR 103 Aint'cha Glad and Empty Bed Blues—Monte Easter and His Orchestra
  - SR 104 She Knows What To Do and Monte's Blues—Monte Easter and His Orchestra
  - SR 102 I Need It Bad and Banks Boogie—Buddy Banks Sextette
  - SR 101 Variety Blues and That's What Happened To Me—Lillette Thomas and Her Boys
  - SR 100 Blues for My Daddy and Lillette's Boogie—Lillette Thomas and Her Boys
  - SR 105 Pluckin' the Bass and I'm Gettin' Sentimental Over You—Roy Eldridge and Orchestra

## 7000 SERIES

LIST PRICE 79c (inc. tax), SPECIAL CLOSEOUT PRICE **17¢**

While present inventory lasts we can offer you the following numbers:

- 7001 One-zy, Two-zy, and We'll Gather Lilacs—Tommy Jones and His Orchestra
- 7002 Where Did You Learn To Love? and All Through the Day—Tommy Jones and His Orchestra
- 7003 I'm a Big Girl Now and Don't Be a Baby, Baby—Ruby Newman and His Orchestra
- 7004 Seems Like Old Times and It Couldn't Be True—Ruby Newman and His Orchestra
- 7005 You Are Too Beautiful and Robert the Roue—Buddy Clark with Orchestra

Here's what you've needed for a terrific record promotion for your store—Sell 'em 3 for \$1.00 and you'll Sell them!

**OPERATORS—NOW YOUR BOXES CAN SHOW A PROFIT!**

All packed in brand new original factory packages. Orders must be for 25 or more of a number and must be accompanied BY MONEY ORDER OR CHECK. All shipments F. O. B., New York, SUBJECT TO PRIOR SALE. These are sold on a first come, first served basis.

We will not be able to duplicate these after present inventory is exhausted.

FRUMKIN SALES COMPANY

2418 MILWAUKEE AVE., CHICAGO 47, ILL. TELEPHONE: CAPITOL 2802

# The Billboard MUSIC POPULARITY CHARTS

PART V

## Juke Box Record Plays

Week Ending May 9

### MOST-PLAYED JUKE BOX RECORDS

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

Weeks to date	POSITION		Record
	Last Week	This Week	
11	1	1.	HEARTACHES ..... Ted Weems (Elmo Tanner).... Decca 25017
7	2	2.	MY ADOBE HACIENDA ... Eddy Howard (Eddy Howard-Trio) ..... Majestic 1117
11	3	3.	LINDA ..... Ray Noble Ork-Buddy Clark... Columbia 37215
4	4	4.	MAM'SELLE (F) ..... Art Lund ..... MGM 10044
3	6	5.	MAM'SELLE (F) ..... Dick Haymes (Gordon Jenkins Ork) ..... Decca 23861
8	5	6.	LINDA ..... Charlie Spivak ..Victor 20-2047
2	10	7.	ACROSS THE ALLEY FROM THE ALAMO ..... Mills Brothers ..... Decca 23863 (Earle Hagen Ork, Mercury 3060; Woody Herman (The Four Chips), Columbia 37289; Stan Kenton (June Christy), Capitol 387)
3	15	8.	PEG O' MY HEART ..... The Harmonicats-Sid Fisher.... Vitacoustic 1
5	8	9.	HEARTACHES ..... Harry James ..... Columbia 37305
2	—	10.	APRIL SHOWERS (F) ..... Guy Lombardo ..... Decca 23845
2	14	11.	MAM'SELLE (F) ..... Dennis Day (Charles Dant Ork) ..... Victor 20-2211
5	9	12.	LINDA ..... Paul Weston Ork (Matt Dennis) ..... Capitol 362
4	15	13.	THAT'S MY DESIRE ..... Frankie Laine ..... Mercury 5007
1	—	14.	MAM'SELLE (F) ..... Frankie Laine ..... Mercury 5048
1	—	15.	MAM'SELLE (F) ..... Pied Pipers-Paul Weston Ork... Capitol 396

### Coming Up

I WONDER ..... Eddy Howard ..... Majestic 1124

### MOST-PLAYED JUKE BOX FOLK RECORDS

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

Weeks to date	POSITION		Record
	Last Week	This Week	
7	3	1.	NEW JOLIE BLONDE ..... Red Foley (The Cumberland Valley Boys) ..... Decca 46034
12	2	2.	WHAT IS LIFE WITHOUT LOVE? ..... Eddy Arnold ..... Victor 20-2058
17	1	3.	SO ROUND, SO FIRM, SO FULLY PACKED ..... Merle Travis ..... Capitol 349
1	—	4.	STEEL GUITAR RAG ..... Merle Travis ..... Capitol 384
1	—	4.	SUGAR MOON ..... Bob Wills and His Texas Play-boys ..... Columbia 37313
2	5	5.	DOWN AT THE ROADSIDE INN ..... Al Dexter ..... Columbia 37303
1	—	5.	DON'T LOOK NOW (BUT YOUR BROKEN HEART IS SHOWING) ..... Ernest Tubbs ..... Decca 46040

### MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	POSITION		Record
	Last Week	This Week	
7	3	1.	I WANT TO BE LOVED ... Savannah Churchill ..Manor 1046
9	4	2.	OLD MAID BOOGIE ..... Eddie Vinson Ork (Eddie Vin-son) ..... Mercury 8028
3	5	3.	HAWK'S BOOGIE ..... Erskine Hawkins...Victor 20-2169
11	1	3.	TEXAS AND PACIFIC ..... Louis Jordan (Louis Jordan) ..... Decca 23810
22	2	4.	AIN'T NOBODY HERE BUT US CHICKENS ..... Louis Jordan ..... Decca 23741
1	—	4.	THAT'S MY DESIRE ..... Frankie Laine ..... Mercury 5007
21	4	5.	LFT THE GOOD TIMES KOLL ..... Louis Jordan ..... Decca 23741

**Billboard** MUSIC POPULARITY CHARTS

PART VI

**Record Reviews and Possibilities**

Week Ending May 9



**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.

**ASK ANYONE WHO KNOWS.....** Margaret Whiting with Frank Devol and His Orchestra.....Capitol 410

We went out on the limb last week for this Witmark plug song as done by Anita Ellis (Mercury) and Sammy Kaye (Victor), but we're happy to repeat with the Whiting version, which could easily be another "It Might As Well Be Spring." The gal sings the very pretty and easily retained melody prism sharp and clear. As soon as the performances add up on "Ask," look out. The flip is an equally tasty Whiting job on the "Old Devil Moon" tune, from legitier "Finian's Rainbow."

**BLOWING BUBBLE GUM.....** Spike Jones with vocal refrain by George Rock.....Victor 20-2245

A topical novelty that needles as a Spike Jones nicely in the manner to which the public has long tuned its ears. But more than Jones' spiking of the syncopations is the baby-voice singing of George Rock—his heart fairly breaking as he begs for a piece of that precious bubble gum. For the flip, Jones is on a musical depreciation kick, his "Love in Bloom" taking Fred Waring's Glee Club pattern for the ride over the hurdles. Calling in all his vocal forces, Jones presents them as "The Barefooted Pennsylvanians."

**TALLAHASSEE GO WEST, YOUNG MAN.....** Bing Crosby and the Andrews Sisters with Vic Schoen's Ork....Decca 23885

Strong material, a solid record-selling name combination—maybe not at their very best, yet good enough to be better than most—and this twosome certainly stacks up a sure-fire two-sided juke attraction. Newly hatched Decca promotion activities will be employed much in the same, and very successful manner that was applied to the Jolson-Crosby "Alexander's Ragtime Band" on this dishing, and should cull for it added retail attraction. But "Tallahassee" with its very clever second-chorus Crosby-Patti Andrews duet and its strength as song material, and "Go West," with its light-hearted lyrical ribbing of the California Chamber of Commerce given the Crosby and Andrews touch, should hardly require the fanfare to make the hit grade. Both tunes are from films, "Go West" from "Copacabana" and the other from "Variety Girl."

**RECORD REVIEWS**

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

**Album Reviews**

In a continuing effort to review as much of the output of all record manufacturers as manpower and paper limitations permit, The Billboard this week reviews recently released albums in a special ALBUM REVIEW section on page 36. These album reviews of course, are in addition to the reviews on this and the facing page, and those in the music machines department this week.

**TONY MARTIN (Victor 20-2252)**

*Passing By*—FT; V.  
*Oh, My Achin' Heart*—FT; V.  
Making his bow on the label, Tony Martin sinks his rich baritone pipes into two slow-spinning but thoroly toothsome ballads. His lullabying lush with richness, heightened by the soft strings and sustained harmonies of the orchestra and chorus directed by Victor Young, the troubadour makes it spin out with strong romantic appeal for both songs. Provides real luster for the lyrics of "Passing By," a French chanson identified with Jean Sablon. And in a more carefree fashion, makes it just as appealing for the lighter "Oh! My Achin' Heart."

Brings a vocal charm to both ballads that counts for coinage.

**TONY PASTOR (Columbia 37353)**

*I Wonder, I Wonder, I Wonder*—FT; VC.  
*Meet Me at No Special Place*—FT; VC.  
The band boys providing a full but easy flow of rhythm, with just a lick of the maestro's tenor sax phrasings for the instrumental gloss, Tony Pastor provides the song-selling attributes to the platter in his vocal talents. Taking both popular songs in the ballad tempo, Pastor pipes 'em with wistful air permeated by a strong feeling of sincerity that counts for more than voice quality. It's a styling that may well skyrocket the maestro's stock in the ork whirl.

The impressive tune titles will enhance the phono attraction for both sides of the platter.

**SPIKE JONES (Victor 20-2245)**

*Love in Bloom*—FT; VC.  
*Blowing Bubble Gum*—FT; VC.  
Spike Jones is entirely in his musical depreciation element for this dishing with his distinct brand of corn paying off golden bantam dividends. Most delectable dish is the "Blowing Bubble Gum" novelty that needles in top order musically and especially vocally in the piping of George

Rock, who brings a baby voice that plucks at the heart-strings in asking for a slice of that elusive bubble gum. For "Love in Bloom," Jones brings in his entire vocal entourage to take Fred Waring for the w.-k. musical ride. Jones spikes his glee club groovings as "The Barefooted Pennsylvanians."

"Blowing Bubble Gum" will get the nickel nod.

**DICK HAYMES (Decca 23877)**

*They Can't Convince Me*—FT; V.  
*Ivy*—FT; V.

The soulful singing of Dick Haymes, ever with full romantic expressions, spins in fine fashion for both ballads. Particularly for the plaintive "Ivy" serenade, set at a beguine tempo with silky strings providing the lovely instrumental frame. Sings it just as expressively for "They Can't Convince Me," from the "Down To Earth" screen score, with Gordon Jenkins flooding the musical bank with celeste fingers and a flick of his own one-fingered exposition of the melody at the keyboard.

"Ivy" holds most promise for phonos.

**BERYL DAVIS (Victor 20-2268)**

*I Want To Be Loved*—FT; V.  
*If My Heart Had a Window*—FT; V.

A songbird from across the pond, this British chanteuse is a welcome addition to the waxery. Any waxery, in fact, for her easy flow of lyrical expressions in a voice that's soft and deep and sultry, is as smooth as balsam on the ears. Gets under the lyric for Savannah Churchill's winsome "I Want To Be Loved," bringing out all of the torch qualities of the ballad as the orchestra directed by Toots Camarata provides an easy flow of rhythm along with some fine guitar pickings that help establish the mood of the melody. For the flip, gal sells it just as strong in a brighter tempo for "If My Heart Had a Window," also a winning torcher.

Already a song rage in "I Want To Be Loved," title will bring attention to a songbird who delivers.

**TOMMY TUCKER (Columbia 37339)**

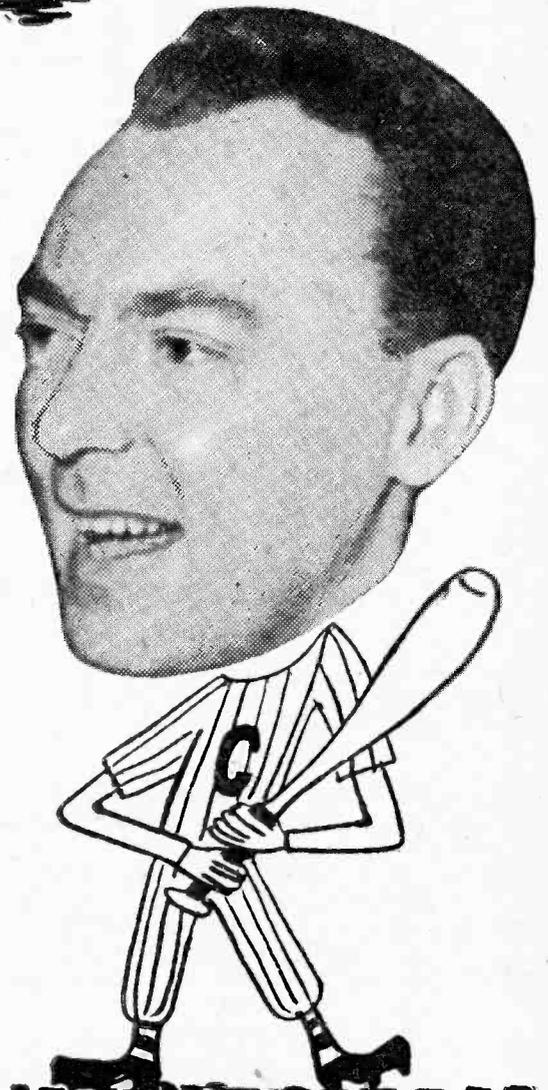
*Maybe You'll Be There*—FT; VC.  
*Another Night Like This*—FT; VC.

Hewing a melodic line with ultra smoothness but without becoming stickey, Tommy Tucker turns in a thoroly danceable and listenable cutting for both of these ballads. Moreover, the spinning is rich in lyrical appeal, with Don Brown, assisted by the fem voices of the Two Timers, providing the romantic flavor.

If the song titles attract, the spinning will satisfy the phono fans.

(Continued on page 32)

The hitmaker himself



**WOODY HERMAN SINGING**

**IVY**  
(from "Ivy")  
and

**THAT'S MY DESIRE**

accompanied by The Four Chips  
Columbia 37329

Watch for → Can You Look Me In The Eyes  
(And Say We're Thru)  
Pancho Maximilian Hernandez — Col. 37355  
(The Best President We Ever Had)

HEAR THE GREAT ARTISTS AT THEIR BEST ON

**Columbia Records**

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



**FIRST RELEASE**  
in our New 60¢ "pop" series  
**SAME TOP TALENT • SAME TOP RECORD QUALITY**

America's Golden Voiced  
Romantic Favorite

**JOE DOSH**



ON CONTINENTAL RECORDS

**"AS LONG AS I'M DREAMING"**

From the new Bing Crosby Hit Film "Welcome Stranger"

backed by **"MY FUTURE JUST PASSED"**

No. C 11,000

This platter is really hot! Be sure to place your order today!

SEE YOUR Local Distributor OR

**CONTINENTAL RECORDS**

NEW YORK 265 WEST 54th ST., NEW YORK, N. Y.  
CHICAGO 1941 N. WESTERN AVE., CHICAGO 47, ILL.  
CLEVELAND 626 HURON ROAD, CLEVELAND 15, OHIO  
ATLANTA 128 CAIN STREET, N. E., ATLANTA 3, GA.  
DETROIT 415 BRAINARD ST., DETROIT, MICH.

**ATTENTION ALL DISTRIBUTORS!**

**NEW LOW PRICE AND DISTRIBUTION SET-UP FOR**

**TALKING KOMICS**

TRADE MARK

**"LONESOME OCTOPUS," "GRUMPY SHARK," "CHIRPY CRICKET"**

As of the date of this announcement, all business pertaining to "Talking Komics" will be handled directly by their owners and manufacturers, the BELDA RECORD & PUBLISHING CO., of Pasadena, California.

Over 50,000 sets of "Talking Komics" have been sold at the original price of \$1.55. Hundreds of thousands will be sold at this new LOW PRICE. A few choice territories are still available for responsible, "live wire" distributors. Wire today for distribution in your territory and standard discounts.

**\$1.05**

This price includes 10-inch top quality record, a 20-page book with over 90 4-color comic illustrations and a 4-color attractive album type container.

**TALKING KOMICS**

Created, owned and manufactured by

**BELDA RECORD & PUBLISHING CO.**  
29 WEST UNION ST. PASADENA 1, CALIFORNIA

(Continued from page 31)

**BING CROSBY-AL JOLSON**

(Decca 40038)

*Alexander's Ragtime Band*—FT; V.  
*The Spaniard That Blighted My Life*—W; V.

This is a winning song combination, and as long as the public remains in that mellow, nostalgic mood, the waxery should keep pressing the "Alexander's Ragtime Band" side. Both Crosby and Jolson go on an old-time singing kick that smacks of the happy minstrel days, peppering their piping with patter, and Morris Stoloff's music in keeping with such two-beat times. For the flip, the two "boys" blend voices to bring out the full comedy appeal of "The Spaniard That Blighted My Life," both projecting their song personality on the platter as it spins in the lively Spanish waltz tempo.

"Alexander's Ragtime Band" will fill the coin drums.

**JIMMY DORSEY (MGM)**

*A Sunday Kind of Love*—FT; VC.  
*Pots and Pans*—FT; VC.

Jimmy Dorsey gives it over to the band canary, Dee Parker, to peddle the platter. And while her soft and rhythmic song styling serves well to get the wordage across, the tune material is weak. Label is late in coming around to the "Sunday Kind of Love" ballad, to which the maestro adds a bit of his alto saxology; while the brighter "Pots and Pans," with trumpet on the up-beat, is a light kitchen novelty that creates no undue interest. The Dorsey band sustains a rhythmic flow thruout but subordinates its playing to the singing.

Little coin value in this cutting.

**JOHNNY & JACK (Apollo 142)**

*Sing Tom Kitty*—FT; VC.  
*Jole Blon*—W; VC.

With the fiddles and guitars of his Tennessee Mountain Boys providing toe-tapping support, sides spin out the Grand Ole Opry style of singing by Eddie Hill, who chants it in honey-humor style for both the novelty "Sing Tom Kitty" and for the Cajun waltz classic, "Jole Blon." And so that there is no mistaking his ribbing, Ray Atkins joins in Donald Duckish quack singing for both of the sides. Never an intent to take his singing seriously and it all adds up to rustic capers.

Not enough substance for music machines.

**PERRY COMO (Victor 20-2259)**

*Chi-Baba Chi-Baba*—FT; V.  
*When You Were Sweet Sixteen*—FT; V.

Perry Como has fine song material here. And with fine singing assist from The Satisfiers along with the instrumental gloss shed by the orchestra under Lloyd Shaffer's direction, the label holds much promise. Only in its spinning does it break down. For the Italian slumber song, "Chi-Baba Chi-Baba," Como smoothers its plaintive folk appeal in a production setting that makes it come out as a swiny thingy which it isn't. And instead of a simple nostalgic persuasion for the "Sweet Sixteen" lullaby, where the romantic urge could be so well pronounced, Como chants it with full dramatic force in free tempo as a classical song.

Phone ops will have to count on the personal followers to step up to the music boxes.

**THE CROSSROADS GANG**

(Apollo 140-141)

*Scars Upon My Heart*—FT; VC.  
*Red Silk Stockings and Green Perfume*—FT; VC.  
*Death by the Roadside*—W; VC.  
*I'm Satisfied With Life*—W; VC.

With a fine country quality to the singing and to the rhythms of the fiddles, guitars and accordion, The Crossroads Gang also has fine song material in its favor. Outstanding is the sweet singing of Tomny Sosebee, piping it with much feeling about the cruel words from his lost love that brought "Scars Upon My Heart." For the flip, Sosebee sings it sadly and with much pathos for "Death By the Roadside," taking it at a slow waltz tempo to relate the story of the drunken driver who ran down the little country girl. Smiley Wilson takes over the singing chores for the other set, and makes it just as effective as he pipes it lustily, with a spirited singing trio on the assist, to tell how he got burnt from this cold-hearted woman with "Red Silk Stockings and Green Perfume." And it's the slow waltz tempo for "I'm Satisfied With Life," singing it sweetly for the plaintive melody of a lonely heart that forgets its love pangs.

"Scars Upon My Heart" and "Red Silk Stockings" stack up strong for the coin catching.

**FRANKIE CARLE (Columbia 37337)**

*Rockin' Horse Cowboy*—FT; VC.  
*Midnight Masquerade*—FT; VC.

A long time between kiddie song ballads that have caught the popular fancy. And in Frank Capano and Tony Starr's "Rockin' Horse Cowboy," Frankie Carle introduces one that holds much promise for popularity. It's a simple melody with a meaningful story sung expressively by Marjorie Hughes, who gets full band body for the backgrounds with the Carle piano sparkle cutting in a solo interlude for the instrumental flavor. The maestro's tune-

ful tickling of the keyboard is even more pronounced for the familiar "Midnight Masquerade" with Miss Marjorie again up front to project the song lyric.

If the song catches, "Rockin' Horse Cowboy" will count.

**ROBERTA LEE (Sonora 2016-2017)**

*You Didn't Learn That in School*—FT; V.  
*Moanin' Low*—FT; V.  
*My Man*—FT; V.  
*I Lost My Sugar in Salt Lake City*—FT; V.

A former band canary since sticking it out alone, Roberta Lee makes her solo bow on this label. But while the gal possesses sweet-scaled pipes in a low torch register, it's entirely without the sultry qualities called for in delivering most of these songs. And while diction and voice may be good, the delivery is entirely without distinction or styling that will arrest the attention. Takes it out and dried without the nuances or even innuendoes for "You Didn't Learn That in School." And in a slower ballad tempo, it's neither moanin' nor low-down for "Moanin' Low," and even less so for "I Lost My Sugar in Salt Lake City." Fares best when she sings it in expressive manner for the "My Man" standard. D'Artega's music affords full instrumental support, but the scoring is hardly in keeping with the gal's song characters which are entirely without the flexibility the music implies.

Too easy for the nickel-spenders to pass these by.

**LOUIS PRIMA (Majestic 1133)**

*Mahzel*—FT; VC.  
*Chi-Baba Chi-Baba*—FT; VC.

Louis Prima platters two nationality folk songs in this spin, and stacks up strong for both sides. Taken at a moderately paced beat, "Mahzel," a Yiddish folk ditty meaning "good luck," gets fine lyrical treatment from Prima and particularly from Cathy Allen, new band canary, who has both voice and a fine sense of lyrical projection. And for added measure, the maestro gets in a measure of his hot trumpet licks. For the flip, Prima introduces an Italian slumber song, "Chi-Baba Chi-Baba," with the maestro and the new band maid singing it plaintively in bel canto style for the kiddie ballad designed to encourage the little bambinos to go to sleep. To enhance the platter appeal, the band chorus is played in the sing-song melody style characterizing the Italian street bands.

Both sides will spell coinage for the music ops.

**FRANK LINHART (Continental 18-19)**

*Red Skirt*—W; VC.  
*Pep Up the Band*—FT; VC.  
*Southern Sun*—FT.  
*Snappy Polka*—FT.

These are the gay and peppy international rhythms of the Bohemian music presented in all its continental flavor by Frank Linhart's band, including brasses, reeds, accordion and even sleigh bells. It's a bitter sweet melody in the waltz tempo for "Red Skirt," with Antonie Sura and Anton Hruska singing the lovely folk melody. Other three sides are spirited polkas, the singers blending their voices for the peppy "Pep Up the Band," with the remaining sides striking instrumentals.

For the nationality spots.

**MARSHALL YOUNG (Rainbow 10014)**

*Mah-Zel*—FT; V.  
*Mam'selle*—FT; V.

The romantic baritone of Marshall Young strikes a responsive note in needing both of these ballads. Plenty of vocal richness and word expression in his singing of "Mam'selle," the accompanying studio orchestra flushed with fiddles. For "Mah-Zel," a Yiddish folk ditty meaning "good-luck" and promising to build into another "Bel Mir Bist Du Schoen," the troubadour brings out all of the melodic charm of the chant as a slow ballad. And in contrast, with vocal assist from the Dennis Sisters, steps up the tempo and pipes it in bright rhythmic fashion. Trumpeter turning in the Ziggy Elman trick for such melody adds zest to the spirited spinning.

Popularity of the songs will bring phono attraction to the sides.

**JOHNNY LONG (Signature 15109)**

*Unless It Can Happen With You*—FT; VC.

*Time After Time*—FT; VC.

It's plenty toe-tapping for the "Happen With You" rhythm ballad for which Johnny Long provides a solid rhythm setting with the full force of the band body. Francey Lane kicks it off, singing it effectively in rhythmic style as a slow ballad, and joined by The Beachcombers, contrasts her chant with a chorus in the brighter bounce tempo. However, maestro Long smoothers the melodic charm of the "Time After Time" ballad from the movie "It Happened in Brooklyn." Nor is the singing of Natalie Sheppard up to the demands of the lovely lullaby, lacking warmth and depth in the lower-register altho piping with full voice when she doesn't have the strain in her song.

If the song attracts, Johnny Long's danceable dishing of "Unless It Can Happen With You" will satisfy.

(Continued on page 149)

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**PART VII**  
**Advance Information**

Week Ending  
 May 9



**ADVANCE RECORD RELEASES**

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

**POPULAR**

- AFTER YOU GET WHAT YOU WANT ..... Connee Boswell (Jerry Jerome Ork) Apollo 1066
- YOU DON'T WANT IT ..... (PASSING BY) ..... Metrotone M-1002
- ARE YOU SURE ..... Sal Rasa Ork (FREDDIE THE) ..... Capitol 410
- ASK ANYONE WHO KNOWS ..... Margaret Whiting (Frank DeVol Ork) ..... Capitol 410
- CHI BABA CHI BABA (My Bambino) ..... Connee Boswell (Jerry Jerome Ork) ..... Apollo 1064
- Go To Sleep) ..... (THERE'S THAT) ..... Apollo 1064
- DOUGHNUTS (With the Hole in the Middle) ..... Leonard Ware Trio (KEEP YOUR) ..... Majestic 7237
- (I Love You) FOR SENTIMENTAL REASONS ..... Red Ingle and the Natural Seven (Buttermilk Tussie) (TEMPTATION) ..... Capitol 412
- FREDDIE THE FISH ..... Sal Rasa Ork (Marty Faye-Sal Rasa) (ARE YOU) ..... Metrotone M-1002
- HOT ROD ..... Slim Coates (Les Robinson Ork) (I CAN'T) ..... Exclusive 13x
- I CAN'T GIVE YOU ANYTHING BUT LOVE ..... Slim Coates (Les Robinson Ork) (HOT ROD) ..... Exclusive 13x
- I LOST MY SUGAR IN SALT LAKE CITY ..... Roberta Lee (D'Artega Ork) (MY MAN) ..... Sonora 2017
- I NEVER HAD A DREAM ..... Ray Thompson (Les Robinson Ork) (LOVE SICK) ..... Exclusive 241
- IVY ..... Vaughn Monroe (SAY NO) ..... Victor 20-2275
- I WISH I DIDN'T LOVE YOU SO ..... Betty Hutton (Joe Lilley Ork) (THE SEWING) ..... Capitol 409
- I WON'T BE HOME ANYMORE WHEN YOU CALL ..... George Olsen Ork (SOMETHING FOR) ..... Majestic 7232
- KEEP YOUR BIG MOUTH SHUT ..... Leonard Ware Trio (DOUGHNUTS) ..... Majestic 7237
- LILY BELLE ..... The Coffman Sisters (MY ADOBE) ..... Enterprise 147
- LOVE SICK ..... Ray Thompson (Les Robinson Ork) (I NEVER) ..... Exclusive 241
- MOONLIGHT SERENADE ..... Tex Beneke-Miller Ork (Garry Stevens) (MY YOUNG) ..... Victor 20-2273
- MY ADOBE HACIENDA ..... The Coffman Sisters (LILY BELLE) ..... Enterprise 147
- MY MAN ..... Roberta Lee (D'Artega Ork) (I LOST) ..... Sonora 2017
- MY YOUNG AND FOOLISH HEART ..... Tex Beneke-Miller Ork (Garry Stevens) (MOONLIGHT SERENADE) ..... Victor 20-2273
- OH! MY ACHIN' HEART ..... Tony Martin (Victor Young Ork) (PASSING BY) ..... Victor 20-2252
- OLD DEVIL MOON ..... Margaret Whiting (Frank DeVol Ork) (ASK ANYONE) ..... Capitol 410
- PASSING BY ..... Connee Boswell (Jerry Jerome Ork) (AF-TER YOU) ..... Apollo 1066
- PASSING BY ..... Tony Martin (Victor Young Ork) (OH! MY) ..... Victor 20-2252
- ROCKIN' HORSE COWBOY ..... Clark Dennis (Billy May Ork) (THE HEATHER) ..... Capitol 411
- SAY NO MORE ..... Vaughn Monroe (Vaughn Monroe) (IVY) ..... Victor 20-2275
- SOMEBODY LOVES ME ALBUM ..... Capitol CD 49
- April Showers (Margaret Whiting) (Paul Weston Ork) ..... Capitol 10088
- Avalon (The Pied Pipers) (Paul Weston Ork) ..... Capitol 10087
- If I Had a Talking Picture of You (Johnny Mercer-Martha Tilton) (Paul Weston Ork) ..... Capitol 10087
- Just a Memory (Andy Russell) (Paul Weston Ork) ..... Capitol 10085
- Somebody Loves Me (Peggy Lee) (Dave RaBour Ork) ..... Capitol 10085
- Together (Clark Dennis) (Paul Weston Ork) ..... Capitol 10086
- When Day Is Done (Hal Derwin) (Paul Weston Ork) ..... Capitol 10088
- You're the Cream in My Coffee (The King Cole Trio) (King Cole) ..... Capitol 10086
- SOMETHING FOR NOTHING ..... George Olsen Ork (I WON'T) ..... Majestic 7232
- TEMPTATION ..... Red Ingle and the Natural Seven (Cinderella C. Stump-Red Ingle) (FOR SENTIMENTAL) ..... Capitol 412
- THE HEATHER ON THE HILL ..... Clark Dennis (Billy May Ork) (ROCKIN' HORSE) ..... Capitol 411
- THE SEWING MACHINE ..... Betty Hutton (Joe Lilley Ork) (I WISH) ..... Capitol 409
- THERE'S THAT LONELY FEELING AGAIN ..... Connee Boswell (Jerry Jerome Ork) (CHI BABA) ..... Apollo 1064
- WOULD YOU BELIEVE ME? ..... Sammy Kaye (Johnny Ryan) (ASK ANY-ONE WHO KNOWS) ..... Victor 20-2239
- YES, YES, HONEY (You've Got Me Eat'n' Right Out of Your Hand) ..... Gene Krupa (Carolyn Grey) (DREAMS ARE) ..... Columbia 37354
- YOU DIDN'T LEARN THAT IN SCHOOL ..... Betty Reilly (MAH-ZEL) ..... De Luxe 1079
- YOU DON'T LEARN THAT IN SCHOOL ..... Tony Mottola Four (Rosemary Calvin) (MAMA, DO) ..... Majestic 1119
- YOU DON'T LEARN THAT IN SCHOOL ..... D'Artega Ork (Roberta Lee) (MOANIN' LOW) ..... Sonora 2016
- YOU SAID GOOD-BYE ..... Coleman Hawkins Ork (Delores Martin) (THE OLD) ..... Ca-Song 103
- Y' GOTTA QUIT SWINGIN' ..... Jimmy Namaro and His Ice Cubes (Jimmy Namaro) (WE COULD) ..... President 1001
- YOU ONLY WANT ME WHEN YOU'RE LONESOME ..... Del Casino (The Swantones-Charlie Magnante Ork) (I'VE LOST) ..... Manor 1063

(Continued on page 120)

For a Train Load of Profit... Get Aboard the



**UNION PACIFIC STREAMLINER**

THE HOTTEST RAILROAD TUNE SINCE  
 "CHATTANOOGA CHOO-CHOO"

A Sure Fire Nickel Nabber  
 by THE PLAINSMEN

Coupled with

"COLORADO"

Coast Record  
 #256

**Coast RECORDS**

2534 W. PICO BLVD. LOS ANGELES 15, CALIF.

**KING PRESENTS  
 8 HITS—NO ERRORS**

623

I'LL CLOSE MY EYES  
 SYMPHONY

HOMER &  
 JETHRO

616

RATTLE SNAKIN' DADDY  
 I WONDER

BOOTS  
 WOODALL

617

I'M A FOOL TO CARE  
 I CAN'T FORGIVE MYSELF

RED  
 EGNER

618

BREEZE  
 DOLLY DEAR

COWBOY  
 COPAS

619

SHENANDOAH WALTZ  
 THERE'S A BIG ROCK IN THE ROAD

CLYDE  
 MOODY

621

LOCKED OUT  
 PENNY BLOWS HIS TOP

HANK  
 PENNY

622

BIG BALL'S IN TOWN  
 JOHNSON COUNTY BLUES

J. E. MAINER'S  
 MOUNTAINEERS

QUEEN  
 4165

GOING BACK TO CLEVELAND O.  
 SHORT MAN

BULL MOOSE  
 JACKSON  
 CHARLIE WHITE

**A Complete Territorial List of  
 ARTISTS AND THE LABELS  
 FOR WHICH THEY RECORD**

is one of more than 72 refer-  
 ence lists in the Big 812 Page  
**BILLBOARD ENCYCLOPEDIA OF MUSIC**

Fill in and clip this  
 ad and mail with  
 \$5.00 to

**B. A. BRUNS**  
 The Billboard  
 2160 Patterson St.  
 Cincinnati 22, Ohio

NAME .....  
 ADDRESS .....  
 CITY ..... ZONE ..... STATE .....

WRITE, WIRE OR PHONE  
**KING RECORD DIST. CO.**

1540 Brewster Ave. 845 Grandview St. 911 Camp St. 1317 N. Bdwy.  
 Cincinnati 7, O. L.A. 6, Calif. Dallas 2, Tex. Okla. City 3, Okla.

## Music---As Written

### NEW YORK:

Royal Recording exec, Irving Mills, is planning to wax the late Fats Waller's first serious work, *Harlem Living Room Suite*, as an opus in three movements, with an all-star ork. . . . Jerry Sellers now at the Village Barn for four weeks with option. . . . Hazel Scott and Manager Lawrence Golden rumored to have split. . . . Raymond Scott ork set for the Ankara Club, Pittsburgh, for four weeks beginning June 2. . . . Apollo diskery last week dropped the Artie Sims Quintet and

picked up options on the Luis Russell ork and the Barton brothers.

Victor Lombardo ork will open at Hotel New Yorker Terrace Room May 15 for a 10-week engagement. . . . Bibletone diskery will issue an abridged version of Handel's *Messiah* May 15. . . . Stan Kenton drummer, Shelly Manne, opens Monday (5) at the Three Deuces with his own trio.

Glen Island Casino will use four Columbia Broadcasting System half-hour wires when it opens May 15, in-

cluding a weekly Saturday late afternoon shot. . . . Bill Snyder's ork into Chicago's Blackstone Hotel for an indefinite run.

Chirp Margaret Whiting is set to come into the Capitol Theater here in August on a bill with Paul Whiteman's ork, for two weeks and options for additional stanzas. The idea may fizzle if the thrush lands a summer commercial airer emanating from the West Coast.

### CHICAGO:

Al (Stomp) Russell Trio cut four sides for Deluxe platters here this week. . . . Billy Orr, Negro organist, inked to an Aristocrat Record pact. . . . Bert Braun has left Harms, Inc., as Chi rep, with Jack Parry, ex-of Embassy Music, replacing, and Braun set to go with Mutual Music. . . . Johnny Apt will open his new Prom Terrace Ballroom, Fort Wayne, Ind., with Ray McKinley's ork June 5.

Eddie Heywood's Septet set for the Club Continental, Milwaukee, June 30. . . . Jumptown, Chi lounge, mulling a big name policy in swing units. . . . Bobby Byrne's ork and Johnny Desmond go into the Commodore, New York, May 29. . . . Shedd McWilliams is the new p.m. for the Sonny Dunham ork. . . . Desi Arnaz set for two weeks at the Chicago Theater, starting June 20. . . . Cat Anderson's new big band and Arnett Cobb's combo set for the Regal, Chi, May 16.

### HOLLYWOOD:

Decca's Dave Kapp and Si Rady in Hollywood to line up series of dates for platter's new series of 12-inch unbreakable kidisks. . . . Edgar Hayes Four and Three Bits of Rhythm each waxed four sides for Modern Records. . . . Helen Forrest set to do theater dates this summer with Dick Haymes. . . . Music man Ralph S. Peer due in Hollywood in June. . . . Ziv Transcriptions packed Korn Kobblers for series of 15-minute disks. . . . Martha Raye set to do album with Charlie Barnet for Apollo.

Barton Music's Mack Martin on Coast for confabs with Ben Barton. . . . MGM will release an album of dramatic narrations based on Taishland's *The Bear That Wasn't*, with Keenan Wynn set for lead. Series will be produced by Command Radio Productions. . . . Jan Savitt, recently closed at Hollywood's Ciro's, set for San Francisco's Palace Hotel, June 5. Bill Anson, KFWB disk jockey, set for series of local nitery shots on week-ends, opening this week-end at South Gate's Trianon Ballroom.

Mel Torme finishes MGM pic stint, *Good News*, May 15, and heads for Gotham for long-awaited nitery date at Monte Proser's Copacabana. . . . Proser, incidentally, rushing remodeling of Sunset Strip Troc for gala opening by end of July. . . . Cugat returns to Ciro's, Hollywood for umpteenth time May 19. . . . Flock of top showbiz names will donate services to Catholic Youth Organization's local Night of Music event, including Frank Sinatra, Dinah Shore, Peggy Lee, Frankie Laine, Pied Pipers and David Rose ork.

### CINCINNATI:

E. T. Herzog Recording Company, whose label is Radio Artist Records, sent its cutting of *Missouri Waltz*, by Dolly Good, to President Truman in observation of his birthday May 8. . . . Sammy Leeds ork remains at Latin Quarter, Newport, Ky., playing nightly except Mondays. Reports released last week had the crew moving out with the floorshows, but another policy revision prompted management to retain the dance crew. . . . Bill Rank, former Paul Whiteman trumpeter, bowed May 7 with his own ork at Lookout House, Covington, Ky. . . . Charley (Chuck) Hudson, Hammond organ grinder and ace Steinwayer, taking bows at Latin

## Coast AFM Faction Makes 2d Try To Kill Restrictions

HOLLYWOOD, May 10.—Dissatisfied faction of Local 47, American Federation of Musicians' membership will make a second attempt to kill recently instituted restrictions which union toppers recommended in a "spread work" move. Local member Stanley A. Myers will introduce a resolution at the next general meeting, May 26, asking that controversial quotaed-member restrictions be rescinded.

Restrictions in question were approved at the last general membership meeting April 28, altho the measure was passed by a slim 14-vote majority (*The Billboard*, May 10). Barrier prevents quotaed members from playing casual dates, except radio and symphony jobs.

Under local constitution and by-laws, a board action or constitutional changes can be challenged by any member, hence it is likely that quotaed restrictions, which affects members' bank rolls, may be thrashed about at union meetings for several months before the issue is finally settled.

## Jimmie Lunceford Switches to Gale

NEW YORK, May 10.—Jimmie Lunceford's ork, which shifted agency affiliations around the first of the year from William Morris Agency to General Artists Corporation (GAC), will be booked by the Gale Agency effective this week when the orkster will play the last of his GAC-acquired dates.

Gale office last week also signed tenor saxist Arnette Cobbs, former featured sideman with Lionel Hampton, with agency landing an Apollo waxing deal for the tootler almost immediately.

## Britain Shuts Door To Orkster Harris

LONDON, May 10.—Opposition of the British Musicians' Union and Dance Band Directors' Association to the efforts of American-born orkster Jack Harris to return to his pre-war stands in the British Isles (*The Billboard*, April 26) has led to a refusal of a work permit from the British Home Office for the once-popular leader.

Harris had been prepping to come to England early this month to start assembling an ork. It is understood here that the Home Office's ban will be final.

## Raeburn, B'port, \$1,604

BRIDGEPORT, Conn., May 10.—Boyd Raeburn drew 1,234 persons at \$1.30 each, totaling \$1,604.20, at the Ritz Ballroom here Sunday (4). Tomorrow (11): Tex Beneke.

Quarter, Newport, in recognition of his two-year run there.

### ST. LOUIS:

Joe Sudy's ork and Billy De Wolfe opened at the Chase Club May 9. . . . Eddy Roger's ork is in for a week at the Tune Town Ballroom, with Cab Calloway due at the terperery May 18. . . . Johnny Polzin and Freddy Laufketter orks have been engaged for the afternoon and evening cruises of the Admiral, excursion steamer of the Streckfus Line.

Ink Spots are current at Club Plantation. . . George Hudson's ork is skedded for a one-nighter at Herrin, Ill. May 17.



**WURLITZER  
MUSIC**

These leading coin-phonograph  
manufacturers have already  
entrusted their prestige to

**ROCK-OLA**

**PERMO POINTS!**

**Aireon  
MILLS**

For 17 years PERMO POINTS  
have been the choice of manufac-  
turers and operators alike. . . They  
realize the needle is the heart of  
every phonograph. . . Better order  
some PERMO POINTS today!

**PACKARD  
PLAMOR**

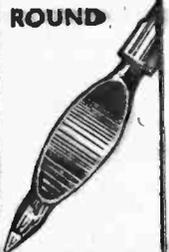
**ELLIPTICAL**



**PERMO INCORPORATED**  
Chicago 26

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

**ROUND**



At all Decca, R.C.A. Victor, Columbia Distributors



**Exclusive  
Records**

SUNSET AT VINE HOLLYWOOD



**GINNY SIMMS**

IS NOW ON  
**Sonora Records**

*Clear as a Bell*

SONORA RADIO & TELEVISION CORP.  
325 N. Hoyne Ave. • Chicago 12, Illinois



**Vogue**

THE  
PICTURE RECORD

**DISTRIBUTORSHIPS STILL AVAILABLE**

STANDARD TRADE DISCOUNTS

WRITE-WIRE-PHONE BOX 117, HARPER STATION  
DETROIT 13, MICH. Ph. TW 1-9110



**A NEEDLE WITH A REPUTATION**

**MAESTRO POINT**

Net \$1.00

ROUND POINT

Made Especially for

**COIN OPERATED automatic PHONOGRAPHS**

Maestro point has kept pace with all the improvement of materials that go to make up the best equipment. It is internationally famous for balanced service—long life and kindness to records.

"A Decade of Service to Our Customers"

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

**Complete Production facilities for**  
**SPOT ANNOUNCEMENTS**  
**SHOWS • BANDS • AIR CHECKS**  
**LINE CHECKS**

and everything you need for your radio work

**CHICAGO'S LARGEST INDEPENDENT STUDIO**  
State 5635



**Universal RECORDING CORP.**  
42nd Floor  
20 NO. WACKER DRIVE  
Amb. 2142 • Chicago 6 • State 5635

**DON PABLO & ORCHESTRA Present**

**"HEARTACHES"**  
A Clever Arrangement

LATIN-AMERICAN RECORDS

Distributed Nationally (except Mich.) by

**DICCHA INDUSTRIES**

Factory & Offices: OWOSSO, MICH.

Michigan Distributor:

THOMAS MUSIC SUPPLY CO.  
34 E. Elizabeth St., Detroit 1, Mich.

**Fast Service**

**RECORD ELECTROPLATING**

MASTERS — MOTHERS — STAMPERS

**MATRIX PLATING CO.**

4224 JOY ROAD, DETROIT 4, MICH.

Not affiliated with any Recording Company.

**10 INCH RECORD PRESSINGS**

Shellac or Vinylite

Fast Service — High Quality

Small or Large Quantity

Labels — Processing — Masters

**SONCRAFT, INC.**

1650 Broadway, New York 19, N. Y.

**• PHOTO POST CARDS •**

**PERFECT**

**FOR**

**PUBLICITY**

Ideal for Give Aways, Fan Mail, Publicity Handouts, Top quality. Made from print or negative. Speedy service — satisfaction guaranteed.  
500—\$13. 1000—\$24.  
Write for low prices on larger quantities.

KEHRES PHOTO SERVICE, 2108 Lee Rd., Cleve. 18, O.

**ON THE STAND**

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

**Charlie Barnet**

(Reviewed at Meadowbrook, Culver City, Calif., May 3. Road manager, Kurt Bloom. Booked thru Music Corporation of American.)

TRUMPETS: Phil Washburn, Tex Satterwhite and Oliver Wilson.  
SAXES: George Weidler (lead alto), Frank Pappalardo (alto), Don Raffell and Murray Wald (tenor) and Bob Dawes (baritone).  
RHYTHM: Dick Shanahan (drum), Eddie Mihelich (bass) and Bill Miller (piano).  
VOCALISTS: Carolyn Scott and Billy Usher. Bunny Briggs, rhythm songs and tap dancing.  
ARRANGER: Neal Heftie.

Altho flack talk had it that the Barnet aggregation would be dishing out the sugar-coated stuff, addicts of the old Barnet brand of music making were happy to find that such is not the case. Reorganized crew packs the same old rhythmic wallop, the same old powerhouse drive that some years ago shoved the Barnet herd to the top rung of the band ladder.

With biting brass working against a sharp reed wing, crew can still pour out the mad-frantic stuff that kept toes tapping in the good old days. Crowd goes wild when Barnet starts dipping into his old library and comes up with such jumpers as *Cherokee* and *Turnpike*. While ork has lost none of its fire, a definite effort to tone-down is in evidence. This is done mostly by showing greater favor to ballad items than before. But even in these, Barnet is not extravagant with the sugar. Instead, notepacers are framed in a musicianly manner that emphasizes colorful harmonic combinations and instrumental tonalities.

Lush-thrush Carolyn Scott very capably patterns her song stylings to suit ork's ballad format. Tune choice includes a couple of welcome oldies of the *Black Magic* variety as well as

**Jimmy Zito**

(Reviewed at Meadowbrook, Culver City, Calif., May 3. Personal management: Gabbe, Lutz & Heller. Booked thru Music Corporation of America.)

TRUMPET: Jimmy Zito (and leader).  
TROMBONES: Sid Harris and Floyd Miller.  
SAXES: Walter Wilder, Mark Douglas, Mac McLaughlin, Eddie Scherr.  
RHYTHM: Keith Grecco (piano), Jimmy Stutz (bass) and Dave Cole (drums).  
VOCALIST: Pat McKay.  
ARRANGERS: Howard Giberling and Frank Comstock.

Trumpeter Jimmy Zito's newly formed ork is tailor-made for the current band mart. Eleven-piece crew will look good to a budget-tight op as well as sound good to present-day terpsterns. Designed along soft and smooth lines, Zito is striving for smart stylings without falling prey to using strings.

There's a Thornhill flavor to the Zito ballad approach. An occasional bright tune is thrown but this is treated in a light manner. Beat in these is well defined for terpsterns sans rafter-raising dynamics. Cross-blending of trams and saxes gives crew its body. However, there are instances when the single Zito trumpet could use more horns to surround it. The way band stands now, it would be okay for hotel or club dates but will have to add more trumpets (2) for dancery work.

Pat McKay adequately handles the vocal chores. *Lee Zito.*

current material. Bunny Briggs, youthful Negro song-and-dance lad, is a show-stopper. Lad is tops on blues items and rhythm songs.

*Lee Zito.*

**Cahan's Disk Biz Degree: Doctor of Masters -- It Pays**

NEW YORK, May 10.—Beltone Recording Corporation may sound like the title of another small diskery to most, but to many recording people the firm represents a lot of saved dollars and an antidote to recording headaches. Specialty of the house, run by Leslie Cahan and his assistant, Jack Griffith, is doctoring of Master Records. They've repaired waxings by such stellar artists as Duke Ellington, Billy Eckstine, Boyd Raeburn and Larry Clinton and claim to have put the finishing touches to Dusty Fletcher's *Open the Door, Richard*.

Cahan says the only reason he is racking up a booming biz (Beltone cleans up about 50 masters each week and gets six bucks for waxing) is carelessness on the part of the supervising engineer at the recording studio. He says most common master woes are surface noises on the original, which can be attributed to careless use of an unclean cutting stylus, and non-achievement of maximum musical tone brilliance on the waxing date.

**How It's Done**

The firm's operation is based on re-recording of the master in its special studio, which contains an impressive group of Cahan-designed and Cahan-built equipment and filters. To correct the bad masters, Cahan can, with his equipment, wash out surface noise by cutting out the disk's high tones and to achieve the proper high level of musical brilliancy without distortion by bringing out or cutting down bass or treble tones.

In all cases, Cahan works on the

disks with musical directors of the platteries who made the original. These diskeries include Musicraft, Rainbow, Crown, Souther, A-1 and Diamond.

**Enterprise Woos Jocks With Viny**

HOLLYWOOD, May 10.—Enterprise Records took the lead among the newer Hollywood independent waxeries in romancing disk jockeys by promising platter spinners and record reviewers all-vinylite disks from now on. To date, the only independent platteries to use vinylite have been Four Star and Exclusive.

Enterprise will augment its special vinylite pressing with supplementary biographical material, weekly info bulletins on company plans and production skeeds, and other data of value to air spinners.

**Jockey Todd Purse Rides for Himself**

DETROIT, May 10.—Todd Purse, swing-shift jockey at WJLB, has moved into the record artist department, as the result of release of his own vocalizing of *Crying All the Way Home* for Arden Records. Purse's venture into the recording field rated him an extra assignment at the sta-



**DON'T MISS THE SHOW OF ALL SHOWS**

**ROY ACUFF**

AMERICA'S NO. 1 HILLBILLY SINGER, RADIO AND MOVIE STAR

**in Person**

WITH HIS ENTIRE **GRAND OLE OPRY GANG**

DIRECT FROM NASHVILLE, TENN.

**PAP and his JUG BAND**  
**SMOKY MOUNTAIN BOYS**  
**VELMA AND HER BIG BASHFUL BRO. OSWALD**

JIMMY RIDDLE - SUNNY DAY  
JESS EASTERDAY - JOE ZINKANS  
ARTHUR SMITH - LONNIE WILSON

**—NOW BOOKING—**  
**FAIRS—PARKS**  
**AUDITORIUMS**

Write, Wire or Phone  
**J. L. FRANK OR JAMES DENNY**  
**WSM ARTIST SERVICE**  
NASHVILLE, TENN.

**Write! Wire! Phone!**

For Our **LOW PRICES** on 10" or 12" **RECORD PRESSINGS**

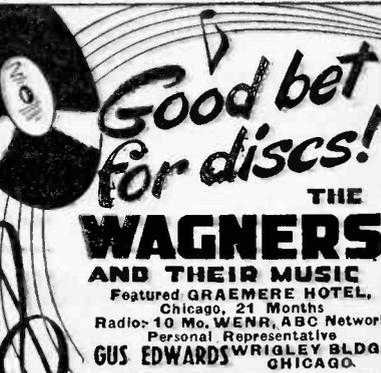
Fine quality—Shellac or Vinylite. Any run from 100 up. Send your acetate Master.

**THOMAS J. VALENTINO**  
1600 Broadway B-1  
NEW YORK 19, N. Y.

**TOPS IN THE JUKE BOX**  
**"MISSOURI WALTZ"**  
No. 206-A  
**"IT'S MY LAZY DAY"**  
No. 206-B  
Sung by Dolly Good

**WIRE**  **WRITE**

**RADIO ARTIST RECORDS**  
"Your radio friends on records"  
811 RACE ST. CINCINNATI 2, OHIO



**Good bet for discs!**

**THE WAGNERS AND THEIR MUSIC**

Featured GRAEMERE HOTEL, Chicago, 21 Months  
Radio: 10 Mo. WENR, ABC Network  
Personal Representative  
**GUS EDWARDS, WRIGLEY BLDG. CHICAGO**

tion, doing two half-hour vocal shows weekly with the studio orchestra.

**Announcing**  
  
**A New Series of Religious Records**  
 by  
**Jerry & Zelda**  
**Famous Radio Stars**  
 (WHO, DES MOINES)  
  
**DEALERS — AGENTS**  
 Write for Complete Details, Prices and Sales Literature  
**JAY-ZEE RECORDS**  
 2211 Cottage Grove, Des Moines, Ia.

**PRESIDENT Records**  
 PRESENT  
**JIMMY NAMARO**  
 & his  
**ICE CUBES**  
 Record #1001  
**Y' GOTTA QUIT SWINGIN'**  
 Vocal - - Jimmy Namaro  
**WE COULD MAKE SUCH BEAUTIFUL MUSIC**  
 Vocal - - Gene Corday  
 75¢ list, plus tax  
 Dealers, Distributors, Operators Write  
**PRESIDENT RECORDS**  
 712 Louisiana, Little Rock, Ark.

**WATCH FOR**  
**MERCURY RECORDS**  
**NEWEST SINGING STAR**

**ORDER THE ORIGINAL HIT RECORD**  
**IF I HAD MY LIFE | STAY AS LONG TO LIVE OVER | AS YOU LIKE**  
 No. 20-13  
**20th CENTURY RECORDS**  
 Territories Open for Live Distributors. Manufactured by  
**BALLEN RECORD CO.**  
 1515 Jefferson St. Philadelphia 21, Pa.

**Harry Moss Agency**  
 Representing  
 Name Bands, Name Acts, Tapes in Cocktail Units.  
**HOTEL LINCOLN, NEW YORK CITY**  
 Phone: CI 4-4700

**ALBUM REVIEWS**

**JIMMIE DAVIS SOUVENIR ALBUM**  
 (Decca 532)

A re-issue of the click cuttings of the hillbilly singing governor of Louisiana, Jimmie Davis. All originals, his sincere style of singing holds up exceptionally well for his torch and prison songs, with a Western-styled string band bringing up toe-tapping accompaniment. Kicking off with his *You Are My Sunshine*, the four records take in *My Mary, Let's Be Sweethearts Again, What Happened, What's the Matter With You Darling, All Because You Said Goodbye and I'm Hurt Too Much To Cry*. While all are good and stand the test of time, such a souvenir set is conspicuous with the absence of such Jimmie Davis hits as *Sweethearts or Strangers, It Makes No Difference Now or Worried Now*. Nonetheless, the appeal for this plattering is undoubtedly wide, and the sides will serve music machine operators well. Picture of His Excellency, The Governor of Louisiana, along with a guitar and Southern rose, makes for an attractive cover design, bio notes taking up the inside page.

**A NIGHT AT CARNEGIE HALL**  
 (Columbia MM 1676)

Also linked to the *Carnegie Hall* movie, the label has brought together selections from the film's classical scoring which have already been recorded by Lily Pons, Rise Stevens and Ezio Pinza. But even without their movie association, it's a triple-threat for top sales. Peitro Cimara conducting the orchestra, it's the bell tones of soprano Lily Pons for *Bell Song* from *Lakme*, without which there could be no Lily Pons. Takes both sides of a 12-inch as do the other two artists. For her two sides, the mezzo-soprano voice of Rise Stevens resounds with the *Seguidilla* aria from *Carmen*, joined by tenor Raoul Jobin for the duet, with George Sebastian conducting the Metropoli-

tan Opera Orchestra; and *My Heart At Thy Sweet Voice*, which she sings in French, with Fausto Cleva conducting the opera orchestra. Pinza's basso voice makes it a pulsating plattering for *The Tormented Spirit* aria from Verdi's *Simon Boccanegra*, Cleva conducting the Metropolitan orchestra and chorus. And for the flipover, parlays the *Serenata* from *Don Giovanni* with the *Carousel Song* from the same opera. Latter piece has been added to the platter, singing it as he does in the *Carnegie Hall* flicker, with Rosa Linda at the piano. Pictures of the three song soloists make for an eye-catching front cover for the album, the inside page giving the disk selections and a biographical sketch of the famous concert hall that inspired the movie.

**WALTZES—GUY LOMBARDO** (Decca 509)

The sweet and thoroly danceable music of Guy Lombardo, entirely in the three-quarter tempo, is packaged in this set of eight re-issued sides. And if it is true the old-fashioned waltz dancing is coming back, this set is sure to help it along. With Jimmy Brown and Tony Craig for the vocal refrains and the twin pianos adding sparkle to the ensemble, set takes in *Sweetheart of Sigma Chi, Carolina Moon, Merry Widow, Russian Lullaby, When I Grow Too Old To Dream, Charmaine, Shadow Waltz and Beautiful Love*, all everlasting favorites. Front cover an attractive title page, its simplicity as marked as the maestro's familiar music.

(Continued on page 134)

**Karzas Frames New Surf Club**

CHICAGO, May 10.—The Surf, Clear Lake (Ia.) ballroom, owned by Bill Karzas, Midwest ballroom chain op, which burned April 20 (*The Billboard*, May 3), will be rebuilt as soon as possible at a cost of \$300,000, which is about double the cost of the previous terperery. New dance palace will have 25,000 square feet of floor space and booths and tables to seat an additional 1,200 persons. Spot will be air-conditioned for both summer and winter operation. Remains of the old ballroom, which are standing, will be destroyed and a new building will be built. The former ballroom was serviced by a near-by restaurant, while the new terperery will house its own complete restaurant. Contractors are Hansen & Waggoner, of Mason City, Ia. Actual date for construction to start has not been set.

**Granz Quits Platter Contract With Asch; To Run Own Diskery**

NEW YORK, May 10.—The pact between Moe Asch and Norman Granz for the waxing of the *Jazz at the Philharmonic* series was amicably dissolved last week, according to Granz. *Philharmonic* albums had been issued on Asch's Disc label, with Asch claiming to have dropped an option he held on the Granz platters. Granz intends to activate his own diskery, Vanguard Records (which he has owned since 1942 but which has not produced any recordings to date) to carry on the *Philharmonic* series. He has agreed, however, to have Asch issue Volume V in the jam album series.

Asch will retain ownership of the masters which have already been issued, but Granz claims to have enough matrices on hand to put together at least 16 new packages of his own.

**Joey Kearns on 4 Outlets**

PHILADELPHIA, May 10.—Joey Kearns's ork, first Philly band inked in for Frank Palumbo's Click, posed a problem for local stations originating more than a dozen network remotes from the ace dance band nitery. Palumbo huddled with the station program chiefs and they agreed to set a precedent. When Kearns opens May 19, sharing the bandstand with Bob Eberle, his music will be carried on National's KYW, American's WFIL and Mutual's WIP, in addition to his home base, Columbia's WCAU.

**Manor RECORDS**

Brand New Smash Hit!!!

**They Don't Understand**

**I'm Stuck With You**  
**AUSTIN POWELL**

with

**The Cats & The Fiddle**  
 (Manor 1067)

order from nearest distributor

**MANOR RECORDS**

313 W. 57th St.

New York 19, N. Y.

**"RECORDIO" DISCS**

6 1/2 INCH RECORDING DISCS

6 7/8" In Lots of 100

**FREE 100 Discs Free With Every 1,000 Ordered With Remittance Attached.**

**FREDRICK LEE CO., Inc.**

America's Largest Record Wholesaler  
 1002 S. MICHIGAN CHICAGO, ILL.

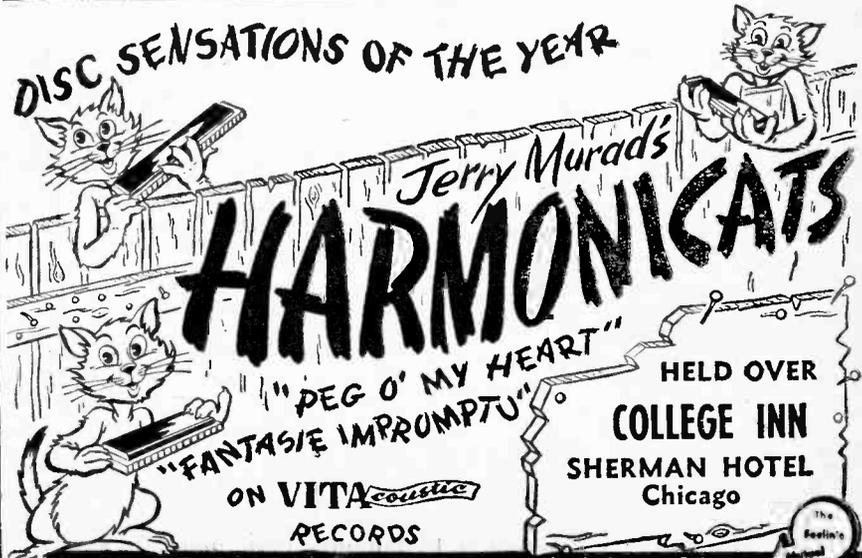
**NOVELTY SONGS**  
 GET AWAY ATOMIC MAMMA  
 Y' GOTTA QUIT SWINGIN'  
 LET'S ALL TAKE ANOTHER DRINK  
 3 for \$1.00 (POSTPAID)  
**SINGERS! SEND 'EM SOLIDLY**  
 with these up-to-date, clever songs. Good proposition for sheet-music sales at each performance. When ordering these songs ask for details.  
**MORRISSEY MUSIC CO.—Dept. BB**  
 712 Louisiana St. LITTLE ROCK, ARK.

**BISCUITS**

Finest Shellac Biscuits available. Guaranteed free of metal particles. Each biscuit X-Rayed by the latest RCA metal detector.

**ROYAL PLASTICS CORPORATION**

1540 Brewster Ave. Cincinnati 7, Ohio

**DISC SENSATIONS OF THE YEAR**  
  
**Jerry Murad's HARMONICATS**  
 "PEG O' MY HEART"  
 "FANTASIE IMPROMPTU"  
**ON VITA-couette RECORDS**  
 HELD OVER  
**COLLEGE INN**  
**SHERMAN HOTEL**  
 Chicago  
 MUTUAL ENTERTAINMENT AGENCY 203 N. Wabash Ave. Chicago

### Booker 'Landlord' Battles AGVA's Hotel Keep Rule

NEW YORK, May 10. — Borscht booker Jack Segal has registered a beef with the three agent orgs, Artists Representative Association (ARA), Associated Agents of America (AAA), and Entertainment Managers' Association (EMA), over the basic agreement clause No. 9, which the American Guild of Variety Artists (AGVA) has put into effect. Clause requires that hotel operators agree to provide a minimum of two rooms to house performers working at their places, whether or not the rooms are used.

Segal, who said he services 51 hotels within a 20-mile radius of Liberty, N. Y., owns a 55-room house there, and performers working for him may stay at his place instead of being put up at the hotels where they work. This, said Segal, guarantees the actors accommodations, eliminates the necessity for their having to check out immediately after breakfast when booked elsewhere, and permits them the freedom they wouldn't get at a hotel. The performers are put up free by Segal, with the hotels making up the difference to him for the accommodations the actors didn't use.

Segal's gripe is that if the hotel owners sign the basic agreement holding them for the two rooms, those he services may do one of two things, i. e., either quit him, since they don't want to lose anywhere from \$2,500 to \$5,000 during the season for the two empty rooms, or else drop professional shows and use staffers, which would mean less work for performers.

### Orksters Filing Civil Suit Against S. F. Copacabana

SAN FRANCISCO, May 10.—Band leader Noel De Selva and three other musicians who were served drugged drinks in the Copacabana last August, will file civil suit against Owner Joaquin Garay and four other employees, who were found guilty of criminal charges at a trial concluded last week.

## HOTEL OLMSTED

**E. 9th at Superior  
Cleveland, Ohio**

Throughout the war years we've advertised to and catered to **THE THEATRICAL PROFESSION.** We still offer our special rates to YOU.

**HOME OF PALACE AND HANNA  
THEATRE STARS IN CLEVELAND  
SAM W. GERSTNER, Mgr.**

## WANT

Singles for Cocktail Lounges, Girl Pianists; also Organists with own Organ. Write, wire or phone immediately.

**Al Hirsch Attractions**  
408 Empire Bldg. DENVER, COL.  
Phone: Keystone 8586

## WANTED

One who could play Piano, Accordion and Sing for cocktail lounge work. Write or apply to

**HOTEL JAMES**  
Waterville, Maine

## WIGS BEARDS MAKE-UP

FREE CATALOG

**F. W. NACK** 30 N. Dearborn St.  
CHICAGO 2, ILL.

### Hippee! Jersey Goes for Chaps

NEW YORK, May 10.—Cocktail lounges and nabe niteries in Jersey and suburban New York are starting a trend to Western outfits and report jumps in grosses since the installation of the yodeling cowpokes.

A number of niteries on the Jersey side of the Hudson already are using cowboys, notably D'Jais, at Secaucus, which dropped its semi-name policy temporarily about six weeks ago to bring in the Music Makers (4) for an indefinite engagement. The spot may restore semi-names in a week or so, but will hold over the range musickers to back Elton Britt, who may resume the semi-name policy.

#### Year-Old Trend

The trend is said to have started about a year ago at Kay Sweeney's Club, Union City, N. J., when Miss Sweeney, the operator, brought in Shorty Warren and His Western Rangers. The club stuck to cowboys and now has Zeb Carver and His Eagle Pass Rangers with nightly WAAT wire, while Warren is at the Club Argyle, Newark, and follows Carver on the same station.

The Log Cabin, on Staten Island, N. Y., started a Western policy about a month ago with Art Dixon's Melody Mustangs and followed them with Chuck Palmer's Westerners.

The Studio Bar, Clifton, N. J., has the Melody Riders, while Jimmy Dale's cowboy outfit is working at the 322 Club, Newark. The Wonder Pool, also in Newark, is another spot using West-of-the-Rockies units.

#### Public Cobbles It

Bookers report that the Westerners are in demand these days because they have caught on with the customers, who get kicks from a yodeling bunch in cowboy trappings and hillbilly instruments. The bookers

### 2 Maxies After Club 18, N. Y.

NEW YORK, May 10. — Maxie Rosenbloom and Maxie Baer were in the dickering stage over the week-end with Freddy Lamb, operator of the 18 Club, with the two Maxie's reported ready to buy. Principal delaying factor was agreement on price, with Lamb said to be asking \$105,000.

If Rosenbloom and Baer do take over, they will shutter the club for the summer and reopen in September with the same floorshow policy that was in effect when they worked there a year ago. The boys would call the place Slapsie Maxie's and bring in Jackie Gleason and the team of Pat Harrington and Frankie Hyers, besides working in the show themselves.

The deal was to have been consummated over the week-end as the two Maxies were set to close at the Rio Cabana on Sunday and open today at the Town Casino, Buffalo, for a week. They start at the Florentine Gardens, Hollywood May 24 for 12 weeks.

Club 18, meanwhile, has switched entertainment to a single piano policy since Charlie Drew closed there recently after a four-week stay with the Vivienne Garry Trio.

are finding no trouble selling the Westerners and report them booked months ahead.

Despite the reported demand, the take for the units isn't too heavy. In Jersey, most of them are paid slightly above scale, with four and five-piece units collecting about \$500, which just about covers the local scale, agent's commission, and added musicians' local tax. Better known units such as the Music Makers, get an estimated \$700.

## IN SHORT

#### New York:

Bill Kelsey is back at Bill's Gay 90's after a three-month visit to England. . . . Howard Kahne, who was caught at Pearl Harbor on that day and there ever since, is back in the States with a June 19 Loew's-State date set up. While in the Hawaiians, Kahne put on shows at Schofield Barracks as a civilian. . . . Pupi Campo goes into the Chelsea Hotel, Atlantic City, May 29 for the summer. . . . Leon Van Gelder, director of the house ork at Victory Theater, Bayonne, N. J., has been signed for the summer at the Grand View Hotel, Lake Placid, N. Y. His brother, Rudy, ex-Ted Lewis, is set on the same deal. . . . Walter Gross is new at Billy Reed's Little Club. . . . Germaine Sablon goes into the Blue Angel May 13. . . . Arthur Blake, now at the Greenwich Village Inn, starts a season of summer stock June 15 at Yardley, Pa.

Nora Morales has been signed for the Harvest Moon Ball, Madison Square Garden, September 3. . . . Brett Morris is slated for a vaude tour with a sketch built around his radio Shadow characterization. . . . Boy Foy sails back to England after his Radio City Music Hall engagement. . . . Betty Reilly will be at Loew's-State next month. . . . Jeri Blanchard is at the Chateau, doubling from burlesque. . . . Jerry Sellers is at the Village Barn. . . . Paul Coates will open his own publicity office on the West Coast. . . . Edwin Pierce and Suzanne Cross are at the Candlelight Room of the Hotel Victoria. . . . Vernon Hoff started at the Playhouse Cafe, Chicago, May 5. . . . The Callahan Sisters go into the Plantation Club, Nashville, May 26 for two weeks.

#### West Coast:

Frederick Bros. handling the Belita ice show, with Bert Gervis doing personal management chores. Show is ready for bookings in June. . . . Sully Mason goes to Las Vegas' Stork Club middle of this month. . . . Johnny Standley to Hollywood's Bar of Music, opening May 16. . . . Joe Yule, Mickey Rooney's papa, set for a tour of New England. . . . Ken Curtis, Columbia pix cowboy, set for a theater tour next month.

Leonard Bluett, singing pianist, goes to Picro Club, L. A., May 15. . . . Ike Lee combo to Dixie Castle, Anaheim, middle of May. . . . The Berry Brothers open June 7 at Honolulu Stadium in a special five-day show. . . . Peggy Ryan to Saville Theater, London, beginning in early June. . . . William Morris office is handling the show for California Bankers' Association in San Diego May 26. . . . Terpster Miriam Lavelle to Chi's Chez Paree in June for an indefinite run. . . . Bobby Breen goes to Baltimore's Chanticleer for two weeks soon.

Grace MacDonald to Golden Gate Theater, San Francisco, for two weeks beginning middle of this month. . . . Sid Caesar to Baltimore's Club Charles May 13.

#### Here and There:

Pianist Al Morgan opens at the Plantation, Nashville, May 26 for two weeks, and August 1 returns to Helsing's Vodvil Lounge, Chicago, for a 10-week stay. He was there six weeks before. Frank J. Hogan, Chicago, made the bookings. . . . Tony Cappa ork, after winding up at Club Madrid, Louisville, May 16, moves into Castle Farm, Cincinnati, for a limited stand before hitting out for the park and resorts circk.

### Rumba-Expert Gimmick Hypo For H-Madrid

NEW YORK, May 10.—Clubs have used lots of gimmicks to bring in the business, but the Havana-Madrid has come up with one that probably manages to get off the nut with one night a week. The spot, long a Latin standby, uses Rumba Celebrity Night, which is a switch on the old dance contests, with certain reinforcements.

The stunt was first tried about two months ago when the Noro Morales ork came in. Angel Lopez, op of the club, hired Jerry Gerardo, former male partner of the ballroom team, the Gerardos, and the plan was applied. The fact that Gerardo hustled via phone, mail and personal contacts, helped a great deal. Gerardo, now a dance teacher, asked rumba teachers all over town to come in and show their style. Teachers not only came but also brought their pupils. The reason for their coming was two-fold. They could show off their terps and maybe get some new pupils, and they could do what amounted to an audition for resort owners who wanted rumba teachers for the season.

Havana-Madrid has a 450 capacity and operates on a \$3.50 minimum. The rumba stunt begins after the second show Tuesday nights. Ordinarily the joint does only a fair third-show biz but with the gimmick in operation, the spot is jammed to the doors. Not all the rumba teachers pay a minimum. The house takes it off if requested. But the people they bring with them pay. The operation takes in over \$1,000 for the two hours or so, which ain't hay.

To keep the amateurs interested, Havana-Madrid also has the balloon chase. Two bags of balloons are suspended from the ceiling. At a signal the balloons are emptied on the customers. The spot gives away 10 prizes, one in each balloon. The prize is a Noro Morales album. (Even if these were bought at retail they wouldn't cost more than about \$30.) The bands, Noro Morales and Sacacas, are there and they also help draw. The show, with Manor and Mignon and Miguelito Valdez, brings them in, too. But in the final analysis it is Gerardo with his rumba celebrity stunt who keeps them there spending.

**THAT HOLDOVER FAVORITE**



## JOHNNY AMEDEO

AND ACCORDION

His **23 WEEKS** Finished

**ABRAHAM LINCOLN HOTEL, Springfield, Ill.**

Opening **LINCOLN DOUGLAS HOTEL, Quincy, Ill.**

Directions: **MUSIC CORP. OF AMERICA**

# Mischa Auer-Bonnie Baker One-Nighter Click May Spur More Flesh Units for Stix

## Agents Watch Experiment in Small-Town Bookings

NEW YORK, May 10.—The success of the Mischa Auer-Bonnie Baker package, now out on one-nighters, has given Music Corporation of America (MCA) and other talent offices ideas of giving the unit gimmick another wack.

Practically all the agencies have under contract small picture names and character actors who, it is felt, would do well playing the sticks. Failure of such packages in the recent past to make the grade was due to demands for large guarantees and the high price scale, say agents. Today, with populations of whistle stops priced out of traveling to large cities, agents feel that bringing shows to them, at popular prices, will pay off.

The Auer-Baker package started April 28 and will stay out until May 31. It consists of Auer, Bonnie Baker, Freddie Schaffer's Girl Band (12), Allegro (gal who works with Auer) and a girl dancer. Unit goes into a town on a \$500 guarantee plus a percentage. The guarantee is sufficient to pay the band, acts, manager and traveling expenses. Auer and Baker draw no salary, but gamble on the percentage. In two days Auer alone

## Chi Copa Resumes Acts Under New Bond After 2-Day Hiatus

CHICAGO, May 10.—After a two-day interruption during which a new bond was posted with American Guild of Variety Artists (AGVA), Sam Rinella's Copacabana resumes with a flesh show tonight.

Trouble developed when the club went into arrears to the tune of \$13,000 due Rudy Vallee, who headed the last show, and was unable to meet closing salaries. Vallee's deal with Rinella had been made without consulting AGVA, according to the union, which therefore had no bond covering the crooner. AGVA, however, did have a \$6,000 bond covering the Copa show, and the national office wired approximately \$4,200 to pay off the performers with exception of Vallee. The remaining funds were to be made available by AGVA to acts who might be stranded as a result of the Copa being placed out of bounds by the union.

Late last night, AGVA made a new deal with Rinella, whereby he agreed to post a bond for the new show, with salaries for the acts to start on Thursday (8), when they were supposed to have opened. In addition, Rinella promised to pay Vallee \$2,580 at once and to turn over \$125 daily to AGVA until Vallee's claim is paid in full. Tho not obligated to protect Vallee, in view of the fact that he had made his own deal with Rinella, AGVA decided to undertake the collection for him. Jack Irving, Chi AGVA head, left a hospital bed to work out the settlement.

## Casa Marina at Key West To Run Shows Next Year

MIAMI, May 10.—The Casa Marina, Key West, Fla., hotel, will run shows next season for the first time. Julius Kasden, owner of the hotel, is now in New York lining up attractions.

Operator of the spot will be Jack Friedlander, who last year ran the 86 Club, Miami, and has recently bought a piece of the Blackamoor, Miami Beach.

took \$1,700 for his end.

Eddie Elkort, New York; Frank Taylor, Detroit, and Paul Beatel, Chicago, all MCA reps, are doing the spade work on the tour. Lads are waiting to get the grosses for first two weeks. If the complete tour stacks up as well as the opening days, office will bring out some of its smaller picture names, now laying

## Mammy!

NEW YORK, May 10.—Two kids were standing in front of a music store on Broadway listening to Al Jolson's *Anniversary Song*.

"It's funny how that song gets ya."

"Yeh," replied the other kid. "That's the number that made Al Jolson."

off and in need of personal appearances, build a show around them, and put them to work.

Other offices, particularly Frederick Bros., are watching the gimmick closely. If the MCA experiment clicks, they too will give it a whirl.

## Moon-ing Over Miami

MIAMI, May 10.—Danny Davis, op of Kitty Davis's Airliner, was home in a large comfortable chair. His eyes closed slowly. His head lolled and he fell asleep. He turned restlessly once—and the dream came.

It was 1953. Davis had the day off from his job on Lincoln Road as an auctioneer at a bazaar. His nightery, Kitty Davis's, was no more. On the site was a delicatessen. Davis was making \$35 a week and had been promised a raise.

A magic carpet came by and Davis climbed aboard. It was a reinforced carpet. He floated down to Fifth Street and Ocean Drive, where Ned Schuyler, ex-Beachcomber, was the desk clerk at the Arlington Hotel. Schuyler said he was doing pretty good—\$40 a week and all the lunch he could eat.

### Remember 1946?

"Remember 1946?" asked Schuyler. "That year we had two stars start at the Beachcomber; 1947 we had three stars; 1948 we had five stars and last year we had eight stars. Each making \$9,000. We only lost a 100G that season, but boy, what crowds we had! Oh well, maybe the Beachcomber is better off this way, as a combo market and pool room."

Davis steered his carpet up to Coney Island. There was Murray Weinger, former Copacabana op, selling hot dogs on Surf Avenue. "I'm happy now, Danny," said Weinger.

"This was my original racket. Remember how I blew my top in 1949 at the Copa?" He pulled an old *Miami Herald* out of his pocket. "They cut us down to an inch that season," said Weinger. "But listen to who I had on the bill—Clark Gable, Shirley Temple, Greer Garson, Greta Garbo, Ronald Colman and Laurel and Hardy. . . I lasted until February 23."

"And the Copa now?"

"An indoor swimming pool," said Weinger. "Quarter admission."

### Enter Sam Barken

Davis's next visit was to a Whelan Drugstore in Detroit. Behind the counter Sam Barken had just finished jerking a black and white. What happened to the Five O'Clock, Sam?" asked Davis. "Joey Adams owns it now," said Barken. "I paid him 10G in 1948, 40G in 1949 and in January, 1950, the least I gave him was 75G with meals. Next year I gave him the joint."

It wasn't much different with Jack Goldman, of the Clover Club. Davis caught up with him in downtown New York, where Goldman had just discharged a passenger from his cab. "The only way I could sign the Vagabonds for the Clover," recalled Goldman, "was to give them a bonus of a new car every week, give them 110 per cent of my gross and do their laundry by hand. My hand."

### Lon Walters, Sandwichman

A familiar voice yelled, "Hey, Danny." It was Lon Walters. He was wearing a high silk hat with a neon sign that lit up at intervals: "Eat at Joe's." He also wore a sandwich sign bearing the same message.

"Jane Russell?" asked Davis.

"Uh, huh."

Davis floated down to North Carolina. There was Art Childers in a cotton field. "You weren't paying any actors at the Little Palm Club, were you?" asked Davis, surprised. "No," said Childers, lugging a sack. "But I never could get my Dash-Dash Room open."

Davis sighed and flew back to the Beach. He stopped at the Bar of Music, one of the few remaining clubs in the area. "How do you keep going, Bill?" asked Davis. "Don't your acts want raises?"

Bill Jordan took Davis down to a dungeon. A torture chamber was set up. "Arne Sultan asked me for a raise last night," said Jordan. "I'm shrinking his head now."

### Last Stop, All Out

One more stop. On Lincoln Road at Sol Stein's haberdashery, Davis saw Don Richards, of the Famous Door. Richards was wrapping up a tie and dropped it. The enraged Stein shot him. Richards gasped to Davis: "Tell my old partners at the Famous Door—all nine of them—that I died with my guayaberra jacket on."

"Where will I find them?" asked Davis.

"Bell hopping at the Kenilworth, except for Moehe's at the Roney."

Davis woke with a start. He frenziedly dialled the club. "Marty!" he yelled, "Is the club still there?"

"Yes, Mr. Davis," Marty answered matter-of-factly. He had worked for night club operators for years. Nothing surprised him.

## Nitery Biz Off In March But April's Better

WASHINGTON, May 10.—First indications that the niteries and taverns are beginning to come out of the dumps are being received at the commerce department's bureau of domestic commerce as reports on April business are collected. Early statistics from field offices throught the country indicate that sales increased an average of 8 per cent over March.

The bureau's March survey, just released, shows that business in bars and niteries was off 10 per cent from March, 1946. There was a like decline in the first quarter of 1947.

### New York Off 9 Per Cent

New York, the bureau reports, was down 9 per cent from March, 1946, but April statistics, still incomplete, indicate a rise of about 10 per cent in a month.

Philadelphia's decrease this March from the previous March was even sharper, 14 per cent, but here again, early April figures indicate a probable increase of 7 to 10 per cent over March.

In Newark, N. J., and Jersey City, business tapered off only 3 per cent this March from a year ago, with expectations that April will just about offset the decline.

## Redstone Told To Play or Pay Baer & Rosey

NEW YORK, May 10. — Mickey Redstone, Boston nitery op, may be in for a headache, according to the American Guild of Variety Artists (AGVA), if he doesn't live up to what AGVA says is his contract with Rosenbloom and Baer. Redstone played the two Maxies in March, 1946, at his Mayfair, in the Hub. The contract had a clause to play the two boys back again within a year for \$4,500 and they, in turn, agreed that during that period they wouldn't play any other Boston spot.

In the meantime, the Mayfair shuttered, but the Maxies contacted Redstone within a few weeks of the expiration of the pact and asked what about the contract. The op, according to AGVA, replied that he was under no obligation to play them back because the Mayfair had folded. AGVA replied that contract was not a Mayfair obligation but a Redstone responsibility and since he still had the Boston Latin Quarter going for him, he must play them there.

The Latin Quarter, meanwhile, is due to close June 15 for the summer and Redstone said he has no room for the Maxies. AGVA replied that unless he played or payed the two comics, it would declare him and his club unfair.

## Step Ahead of Dad

NEW YORK, May 10.—Harry Mayer, Eastern talent scout for Warner Bros., asked Jerry Rosen, indie, if he could get him a kid who could sing, dance and act. "What I want is a kind of Donald O'Connor," he said.

Rosen didn't know of one, but asked his son, who goes to professional children's school, if there was anybody in his school who could fill the bill. "Is that for the Warner picture?" asked the kid. "Because if it is I know all about it. I'm auditioning for it tomorrow."

# Fixed Annual Bite Is Set for ARA Members

NEW YORK, May 10.—Members of Artists' Representatives' Association (ARA) now will be assessed a fixed sum each year based on the number of acts each member has under exclusive agency contract.

Idea was first proposed before ARA members in Chicago and was adopted unanimously. New York meeting also accepted the plan after members discarded money-making gimmicks like shows, dances and dinners.

Plan will work as follows: Each member of ARA will pay \$2 a year for each act he has under exclusive agency contract. In this way, ARA says, the burden of supporting the org will be shared by all members based on their ability to pay. Obviously the major offices with their big lists will pay hundreds and maybe thousands a year. The indie with a small list will pay a lot less.

### Some Grumbling

Some agents, not present at the meeting, are grumbling about the bite. They claim business is bad enough without new assessments. They also point out that if they leave ARA and take a franchise from the American Guild of Variety Artists (AGVA) it will cost them only \$50 and no assessments.

ARA spokesmen reply that with the increased cost of operation the money is absolutely necessary to the proper functioning of the agent's org. Furthermore, ARA points out, this method of taxing members is fair and will do away with extra bites in the future.

## VAUDEVILLE REVIEWS

### Chicago, Chicago

(Friday, May 9)

Capacity: 3,900 seats. Prices: \$.95 straight. Number of shows, six per day, seven on week-ends. House booker, Nate Platt. Show played by Lou Breese's house ork.

Jack Benny and his radio troupe will endanger and, weather permitting, may eclipse Frank Sinatra's all-time weekly gross mark of \$92,000 if opening day shows are an indication of the week's biz. Benny's try at a new record comes at a rugged time, for the biz recession and consistently bad weather since last September have pulled local register figures way down. For the first time since last August this house pulled out its lobby-waiting ropes opening day for Benny.

The Benny troupe is one of the few radio and movie groups who came out of Hollywood well prepared for a personal-appearance tour. Format of the entire show is similar to a typical Benny Sunday eve show, with Phil Harris, Rochester, Marjorie Reynolds and the Sportsmen's Quartet casually being woven into the show to exchange patter with Benny. In order to get show into high gear immediately, Benny sacrificed a big mitt by coming on cold sans intro right after Lou Breese's augmented 16-piece house ork (Benny brought his own piano, drum and guitar) did a spirited *Cherokee* overture. Benny stayed on stage about 27 out of the 40 minutes, helping others in the troupe to get yocks at his expense when he was kidded about his much-aided economy and lack of s. a. and doing all right in spots of his own. While he snared belly laughs continuously with his own punch lines, he built biggest laughs when he did slow frustrated burns after one of his cohorts let go a jibe at him.

Remainder of the Benny troupe didn't disappoint either, acting just as typical radio fan imagines they would after hearing the Sunday night show. Phil Harris came on as the brash Lothario and his animated ork leading of the house band and vocalizing of his recorded hits pulled huge mits consistently. Marjorie Reynolds, a blonde looker, acted as foil for Harris and Benny's hokey love-making attempts, a bit which got the biggest laugh return of the show. Eddie (Rochester) Anderson, who has made several successful solo appearances here since going on the Benny show, rang the bell on the laugh meter in his banter with Benny and did one nifty swing eccentric dance bit. The Sportsmen, humony quartet, did two comedy songs, smartest of which was *Wyoming*, replete with special lyrics about the Benny show.

Show had a sock ending, with Benny, who had already made several feeble attempts to play his violin, alone near the footlights, starting to saw the opening bars of *Love in Bloom* when the movie screen came down behind him and the newsreel went on. The surprise ending cut down the mitt, which might have come from a cleaner break to denote the end of the show, but it had payees chuckling and buzzing for five minutes after. *Johnny Sippel.*

### Jack Pills for Persian Room

NEW YORK, May 10.—The Persian Room of the Hotel Plaza has booked French singer Jack Pills, starting May 28, for two weeks at \$1,750. Pills, husband of Lucienne Boyer, Cafe Society chanteuse, last played here in 1936-'37 at the Rainbow Room as part of a team with Tabet, who did the piano work. The room has a fall option on Pills, with a \$750 increase if the papers are picked up.

### Loew's State, New York

(Thursday, May 8)

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 Basll house band (13).

Here's a solid show with four strong acts, Wally Brown, the Mulcays, Chuchu Martinez and the Salici Puppets.

Wally Brown clicked right from the start with his indefinite conversation bits and refreshing material, most of it new. He stayed on the clean side thruout the act and kept knocking out laughs in a neatly-paced fashion. Comic's delivery was fast and furious and he could have stayed on for an hour.

Strong in the novelty department was the closing act, Salici's Puppets, in five scenes. Best job in this sock turn was the piano bit with a healthy assist from house ork pianist, Dave Lapin. String-pullers, working piano-playing marionette, did a beautiful job with the tiny 88-er. Lapin's piano work on the *Poet and Peasant* waltz was top-drawer stuff.

### Harmonica Highlight

Jimmy and Mildred Mulcays' fast-paced harmonica turn also sold to strong hands. Team's *Second Hungarian Rhapsody* arrangement was skillfully performed and solid all the way.

Despite his nervous start with *I Want to Thank Your Folks*, Chuchu Martinez registered well, but really didn't get warmed up until his *Mam'selle* rendition. A little more animation in his delivery might have sold for better results, however.

Hand-balancing act of Claire and Hudson, who opened, showed a number of their standard good tricks which they kept going at a nice even pace. Pair's one-arm lift closer was best applause-getter.

Three Wives, two lads and a girl, did a competent job in the No. 2 spot.

*Pic, The Red House.*

*Don Marshall.*

### 'Gt. Gilder' To Play Golden Gate June 11

NEW YORK, May 10.—Hal Peary (the Great Gildersleeve) will open at the Golden Gate, San Francisco, June 11 for a week's stand. He will supply the entire show and will use part of his radio routine in his act.

Jane Russell plays the house June 4, with Dick Haymes set June 18.

## AGVA Constitution Submitted to 4A's

NEW YORK, May 10.—American Guild of Variety Artists (AGVA) met with the international board of the Associated Actors and Artistes of America (AAAA) yesterday afternoon to present its constitution to that body for approval.

The Four A's and AGVA asked that a copy of the proposed constitution be sent to each delegate of the Four A's. The delegates meet with AGVA May 23 and pass on it. If the constitution is approved, it will be presented to AGVA delegates at the coming convention for their approval.

## WORLD'S GREATEST BOX OFFICE ATTRACTION AVAILABLE From JUNE 5



WITH HOLLYWOOD SIRENS

WORLD'S GREATEST LIVING MAGICIAN

## THE GREAT KARA-KUM INTERNATIONAL MYSTERY SHOW

45 MIN. TO 2 1/2 HOUR PRODUCTION AVAILABLE FROM JUNE 5 FOR PARKS, THEATERS, AUDITORIUMS, FAIRS, MIDNIGHTS, ETC.

Now Playing Greater Pittsburgh Leading Theaters and Big Auditoriums.

### Featuring

- SECRET OF THE AIR—Any lady from the audience will float in mid-air right before your very eyes.
- EXOTIC VAMPIRE BAT GIRL.
- ALI-BABA—14 Knives will be pushed through head of any member of the audience.
- WORLD'S GREATEST MYSTERY BAR—Any drink called for will be produced from pure water, etc., etc., etc.
- Special Drapes—Lights—tons of equipment—Baffled millions all over the world—Paris—London—Rome—Warsaw—Rio De Janeiro—Shanghai and West and East Indies.

### BOOK THE SHOW NOW

on Percentage or Flat. Will play anywhere, from Coast to Coast.

WANTED ADVANCE AGENT ON PERCENTAGE ONLY

Address

INTERNATIONAL MYSTERY SHOW

Room 407, Hotel Seventh Ave., Pittsburgh, Pa. Copyright

ARE YOU FAT—BUT FAT??  
(250 LBS. OR BETTER)  
AND CAN YOU DANCE?  
(A LITTLE)

If You Can and Do,  
See Arthur Barkow at

BILLY ROSE'S  
DIAMOND HORSESHOE

NEW YORK

(There's steady work for you with a line of three other girls—all your size.)

## THE ANGIE BOND TRIO

AMERICA'S FINEST  
GIRL INSTRUMENTAL—VOCAL ACT

Featuring Melodic, Rhythmic,  
Modernistic Strains.

Now PARK CENTRAL HOTEL, N. Y. City

Perm. Add., 461 Audubon Ave.,  
New York 33, N. Y.

Frances E. Kaye, Pub. Rep.  
Pers. Rep. ALLAN RUPERT  
1530 Chestnut St. Philadelphia 2, Pa.

### DICK (Sioux City Sue) THOMAS

May 11 and 25—WEST POINT PARK

June 1—GOLDEN OAKS PARK

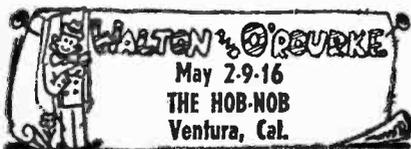
July 4—GOLD STAR RANCH

For Further Bookings Contact

Write  
Wire  
Phone

JOLLY JOYCE

WAInut 2-4677 Earle Theater Bldg.  
WAInut 2-9451 PHILADELPHIA, PA.



May 29-16  
THE HOB-NOB  
Ventura, Cal.

## HELENE and HOWARD

N. Y. STRAND—3 WEEKS

### CHICAGO BILLBOARD

Helene and Howard offer top draw comedy. Pair have top laugh-snatching numbers. Got plenty of chuckles and mitting because they're a comedy ballroom duo that have something entirely diff. Get best response when gal puts guy thru judo spins.

### N. Y. BILLBOARD

Helene and Howard showed tremendous improvement since last caught. Nice looking kids, they open with a straight ballroom bit and segue into knockabout stuff cleverly. They have a couple of new bits and of them. Today they give promise of becoming one of the best knockabout comedy dance teams in the biz.

## JAN CLAIRE AND HUDSON

say

# "HELLO"

Currently LOEW'S STATE, New York

Direction—HENRY COGERT, Hamid Office

## Colosimo's, Chicago

(Thursday, May 1)

Capacity, 400. Price policy, no cover or minimum. Shows at 9:30, 11:30, 1:30 and 3:30. Operator, Irv Benjamin. Booking policy, non-exclusive. Estimated budget this show, \$2,700. Estimated budget last show, \$2,800.

This oldest of local bistros, which has been hard hit by the recent biz slump, is making a last gesture to remain open by switching to a black and tan policy. Spot is geographically situated to do a better-than-average gross with this policy, for it's close enough to both the Loop and Bronzeville to do biz.

Opening show has two strong names, Red Allen's jazz sextet and chirp Billie Holiday, but supporting acts, with the exception of Myers and Walker, are below average. The Allen combo, highlighting the front-er's trumpet, J. C. Higginbotham's tram, and Don Stovall's alto, does a couple of good instrumentals to open the show and play an adequate show, even in this large room. Combo's solo bits are all flagwavers and Allen packs plenty of spirit and animation to sell visually as well as musically.

La Holiday, who got an ovation as she came on, could have socked home more potently by using familiar numbers, especially in the mood ditties she did. While the gal's fragile voice and original phrasing are a delight to musicians, the public likes the more familiar blues. Numbers she rated best response on were the standards. Won an encore hand.

Myers and Walker, comedy duo, are strong on hoofing, but need better material when it comes to gagging. Worked up a good closing hand with their electric xylophone and creaking finish. Ray Washington, acrobat; Laura Bailey, shake dancer, and Lord Tic Burbridge, emcee-singer, fell below standard. Sol Feola's ofay septet worked intermission dancing.

Johnny Sippel.

**Inez Clavijo**  
and  
**HER DANCERS**  
Now appearing  
**CLUB CAIRO**  
Washington, D. C.



America's foremost  
Interpre-  
tive Dancers.  
PERSONAL MANAGEMENT NICK RUSSO

## NIGHT CLUB REVIEWS

## Club 78, New York

(Wednesday, May 7)

Capacity, 150. Price policy, minimums, \$1-\$2. Shows at 11:30 and 2:30. Operator, George Jay. Booking policy, non-exclusive. Publicity, Phil Wasserman. Estimated budget this show, \$800.

The show caught in this nabe spot started out okay, then saddened when the mike went kaput, but finally developed into an informal little clam-bake. The fact that the help outnumbered the customers, leaving them free to applaud, also helped save what was left of the show, a low-budget affair.

The bill opened with Patsy Ryan, a chic tapper who turned in an okay job. The ork's timing was off, but the gal managed to sell.

Emsee Shelley Wallace took his patter turn next. Altho his material, all deep purple, wasn't outstanding, the lad showed a good delivery and pleasant personality. This is when the mike went out of control, and the club's manager, during his attempt to repair it, indulged in banter with Wallace, blaming him for knocking the mike out of kilter, etc. Jean Martin, introduced as next on the bill, nixed working with a dead mike, so Wallace tried to keep things rolling until Patsy Ryan had changed costume for her second spot.

## Reese Gay's Songs

Risque singer Reese Gay subsequently took over the floor with the piano and just as she sat on the chair the seat fell off. Meanwhile, the mike kept sending out screams and howls while the manager and bartender worked on it. Miss Gay spurned the mike, worked without it, and dished out a variety of double entendre numbers with clever lyrics and closed to a strong mitt from the customers (10).

After a few more gags, Emsee Wallace gave the whole thing up and ended the show.

The club's ork is Johnny McCormick. Zen Stern is intermission accordionist.

Don Marshall.

## Another Roy Allen

NEW YORK, May 10.—Roy Allen, pianist with the Bob Filane Trio, wishes it known that he is not the same Roy Allen who is doing a single after having been a part of the Allen and Drake team, as reported in the May 3 issue of *The Billboard*.

## Club 66, New York

(Tuesday, April 22)

Capacity, 150. Price policy, \$2 minimum. Shows at 10:30 and 1:30. Operator, Joe Andy. Booking policy, non-exclusive. Publicity, Alice Kutzin. Estimated budget this show, \$1,200.

The show here, built around Francis Renault and Fred Keating, keeps a good amount of interest sustained thruout. Renault, a top performer on a stage or in a concert hall, is lost in this small room. His fem impressions were hampered by the intimacy of a nitery floor, where the lights and staging only served to emphasize the inconsistency of a male performer in fem outfit. Working in several lavish costumes, Renault, however, did the best he could in the circumstances. His best bit was his *Chiquita Banana* take off and his little trick of jabbing a pin in his falsies. He might drop his constant references to his 30 years in showbiz, as it reveals a hamming tendency. He discarded the mike for this turn.

Fred Keating's comic routine was good, despite his being handicapped by a heavy cold. His material served to keep the chuckles moving. Keating needs still better material, however, before he can make the grade as a comic. His emseeing kept the whole bill moving fast.

## Hoofers Okay

Hoofers Ramon and Chiquita did a competent job with their two routines, but their closer, introduced as a native Tahitian number, was overdone and would have sold more effectively if simpler. The gal half would do well to keep her lips closed onstage to hide a gap from a missing middle tooth.

In this, her first nitery date, Kay Marshall showed a good contralto and ditto delivery. Timing was weak, tho, and she was ahead of the ork in several spots. Miss Marshall has a nice style and with the right grooming should sell uptown.

The male vocal spot was held down by Bob Vitale, who did okay with two numbers. The show was cut by Don Arnone's ork (5), whose work showed insufficient rehearsal. Dib Norman's Rumba Trio did the relief sessions.

Don Marshall.

## Zimmerman's Hungaria, New York

(Tuesday, May 6)

Capacity, 650. Price policy, \$2 minimum after 2:30 p.m. Saturday. Shows at 7:30, 10:30 and 12:30. Owners, the Zimmermans. Booking policy, Starwin Attractions, exclusive. Publicity, Hecht-O'Rourke. Estimated budget this show, \$900.

Altho the show here is in the low-budget class, the customers, mostly transients, get a bargain in the modest tabs and neat 35-minute entertainment package. Except for one spot, the show is slanted to the native mood, adding up to a pleasant portion of small grade night life.

Best bet is a robust-voiced tenor, Paul A. Smith, said to be an Arthur Lee Simpkins protege. *Zip a Dee Do Dah* was a weak choice for his opener, but his second, sung in Hungarian, reaped top returns. Smith knocked himself out on *O' Man River* and *Vesti la Giubba*, albeit a little overdramatically.

## Paulen's Smooth Dancers

The Paulens's smooth terpolgy won strong mitts. The couple, altho not displaying anything too original, executed their three routines well. Their mugging bits could be eliminated with no harmful effect, as their footwork sells their turn.

The Zsiga Bela cymbalom seg was good but overlong.

Thrush Irene Carroll showed a fair set of soprano pipes. She was over-animated, tho, and might sell better if she'd stand still at the mike. Her

## Latin Quarter, Chicago

(Friday, May 2)

Capacity, 475. Price policy, \$3-\$3.50 minimums. Shows at 9, 12 and 2. Operator, Ralph Berger. Publicity, Miller and Hixon. Budget this show, \$5,500. Budget last show, \$8,500. Booking policy, Sid Harris, Mutual Entertainment Agency.

After almost four months of the Ted Lewis revue, Ralph Berger is squeezing in three weeks of a lower nut show and getting good results from the expenditure. Berger is playing a longshot in George M. Cohan Jr., making his first nitery p. a. here. The junior edition of the *Yankee Doodle Dandy* is a bit heftier in build and doesn't do all the prancing his pater did, but his manual mannerisms with the cane and voice and even the way he sings and talks out of the side of his mouth are much the same. He sticks pretty much to singing standards his dad made famous, doing just one pop to vary the routine. As evidenced opening night, the name is a good draw for oldsters who still recall the monicker vividly, and it was from those over 50 that he pulled the biggest mitts. Cohan got good attention thruout and pulled substantial mitts all the way. Got a good assist from his father's 88-er, John McLaughlin, who handled the keyboard for George M. Sr. for 28 years.

Surprise hit of the show were Ming and Ling, pair of Chinese males, who pulled two encores with their comedy novelty. Ming, a middle-aged diminutive accordionist, handled most of the laugh lines, while Ling, a handsome lad, throws in some good impreshes of the crooners and an original vocal styling of his own that's good enough to earn a scouting trip from a record firm looking for a boy singer. Pair work in some hokey Oriental garb that gave them an opening chuckle and put the crowd in the mood.

Dottie Dotson, ex-chirp with Del Courtney and Chuck Foster, has improved her solo stint greatly in the last three months. Gal, a brunet looker along Mary Martin lines, runs the gamut of song types, conforming her voice and animation well, depending upon the lyrics. Did mostly special material that shows she warrants a turn of her own.

Tiny Vilma Sherry is one of the few fem cleaters who is actually strong enough to open a show. While her hoofing is above par, it's her original one-legged spins and whirls that gets the diners' attention and keeps them intent on the show. Gal earned the unusual distinction of getting a callback.

The Latin Lovelies have been reduced to eight ponies, and the seven walkers having been eliminated. Producer Selma Marlowe worked up a pleasing travel routine intro for Cohan, with girls working to numbers his dad did and finally bringing out black light scarfs, which when held in straight line spelled out the headliner's name.

Johnny Sippel.

repertoire was good and she showed good judgment in selecting the right songs for her type of voice. Numbers ranged from *Dark Eyes* to *How Are Things in Glocca Morra*?

Lee Leeds, a nice looking chick, did an okay job with two tap routines.

The show was excellently backed by the Gene Kardos ork (7). Relief portions were held down by the Janczi Makula rumba Gypsy ork (5).

Don Marshall.

Andy Ethel  
**McLAUGHLIN & ALBERTINI**  
"Hits & Bits of Musical Comedy"  
Gay Nineties Saltrists  
Currently 12th Week  
**Bloomfield Gay Nineties**  
BLOOMFIELD, N. J.

## The PHILHARMONICA TRIO



Featuring a  
UNIQUE STYLE IN  
MUSICAL AND COMICAL  
ENTERTAINMENT

CAPITOL RECORDING ARTISTS

Just Completed  
Warner Bros. Picture  
**TWO GUYS FROM TEXAS**

Currently May 8 . . .  
**FLAMINGO HOTEL**  
LAS VEGAS, NEVADA

Personal Mgt.: Gabbe, Lutz & Heller  
Exclusive Mgt.: Music Corporation of America

**Glass Hat, Belmont Plaza, New York**  
(Thursday, May 8)

Capacity, 444. Price policy, \$2.50 minimum. Shows at 8:30 and 12. Owner, Alfred Kaskel; operator, Belmont Plaza Hotel. Booking policy, Music Corporation of America (MCA). Publicity, Bayne-Zussman. Estimated budget this show, \$950; previous show, \$750.

This spot has gone back to a line after trying without it for a few months. The result is satisfactory, altho the box-office appeal is potential rather than actual. The new show has plenty of eye and ear appeal, with the former coming from the June Taylor line (6) and the latter from Bob Dixon, boy singer.

The line is beautifully costumed, each girl is a looker, and it goes thru its three productions with skill. The opener, *Blue Danube*, is a delightful, catchy number in which the kids weave in and out. The second is a Balinese routine, with gals in tiered hats, belled ankles and barefoot. They do the finger-weaving bits and neck jerks in unison, pulling hefty mitts. The finale has the fillies in picture hats, sequin jackets and detachable skirts, later removed so they can go thru their acro routines. The latter consist of walk-overs, single and double cartwheels, butterflies and double balance tricks. The effect is everything that could be desired. Not only can the kids do tricks, but their pleasant grins and fresh appearance give their work a lift that's good for extra applause.

**Dixon a Fine Prospect**

Bob Dixon seemed to have trouble finding himself. As a singer, the tall handsome lad is one of the best young prospects around. We liked him in Miami. We still like him here. But it's about time he dropped some of his hand bits. They tend to emphasize his pear-shaped tones so much that customers concentrate on his hands. He opened with a swiny *Great Big Wonderful World*, followed it with the French *Elegy*, displaying a rich bary. *Elegy*, tho sung skillfully, seemed out of place. His next was *Always*, which he built for a sock finish. He came back with *Anniversary Song*, which had the customers sitting as if hypnotized. Dixon also worked in the last production. Each song, but one, got a big hand.

Lou Seiler is an adequate comic, with his combo of corn and blue stuff getting giggles from time to time. His best was his *Cowboy* routine, which drew some yocks. Seiler's material isn't too subtle, but the customers apparently liked it.

Eddy Stone's band did okay in backing the show. *Bill Smith.*

**Beverly Hills, Pittsburgh**

(Wednesday, May 7)

Capacity, 130. Price policy, \$1 cover. Shows at 9:30 and 12:15. Operator, Morris Deaktor. Manager, Jack Johnson. Booker, Joe Hiller. Estimated budget this show, \$2,500.

This is Pittsburgh's newest class spot, built at a reported cost of \$150,000. Room is luxurious, but it is evident that the bulk of the money was spent on the property and the building itself. The room is small and intimate with comfort, lighting and visibility being stressed. Prices are geared to carriage trade, with drinks running from 75 cents and dinners averaging \$5.

First show in is headed by Ciro Rimac, who provides both the dancing and floorshow entertainment. Pittsburgh has never accepted the Latin type of entertainment and while Rimac's presentation is all top-drawer, the customers never warmed up to him. Show opened with a flash rumba featuring Charley Boy and Reinita. Act was sensational, but only got a fair mitt. Minerva followed with a well-executed Spanish dance that earned enough applause to bring her back for an encore. Rimac had himself in the next two

**Meadowbrook, Culver City, California**

(Saturday, May 3)

Capacity, 1,500. Price policy, \$1.20 admission. Shows at 9:15, 10:30 and midnight. Owner-operator, Joe Zucca. Booking policy, non-exclusive. Estimated budget this show, \$8,000.

When the Coast's ballroom biz hit the slumps last year, Meadowbrook went to a week-end only policy. With conditions continuing at a low ebb, Owner-Operator Joe Zucca has decided to take biz by the horns and turn the spot into a full-fledged night club. Returning to an all-week operating sked, he now offers customers a complete floorshow plus the newly organized Charley Barnet and Jimmy Zito bands.

Customers that thronged to show's opening night got their dollar's worth in entertainment. Many may well have felt they were getting a little too much for their buck. There was nearly always something going on to take the patron's eyes away from his knife and fork. Show would be enhanced immeasurably if bill were trimmed down and unburdened of deadwood, leaving a select package of well-chosen acts. It's the old story that it's better to emphasize quality rather than quantity.

Since Meadowbrook's large dance floor and general ballroom proportions remain unaltered, spot should recognize this as a definite problem in adequately staging floorshows and do something about hurdling this handicap. The vastness of the place is accentuated when the acts share the stage with the supporting band. One way to ease the shortcoming of too much space would be for all acts to perform on the dance floor while leaving platform to the musicrew, instead of bunching all the attractions at the far end of the room. Not only would this bring the performers that much closer to ringside, but when house is darkened and spotlight plays on the attraction an illusion would be created thus avoiding the distracting and uneasy feeling of an oversized room.

Best of the acts was Franklyn D'Amore and Anita presenting their well-known blend of comedy and display of terrific balance and muscular control. Garbed as besmudged, baggy-pantsed tramps, twosome introduced its real material with a few chuckle-spurring panto routines. Act built from the start. Grace and Nicco, comedy dance duo, tickled ribs with their clever terpsing. Gaynor and Ross, a roller-skating pair, attracted palms a-plenty with their stunts. Vocal work by the Ben Yost Six White Guards passed the ear test, tho group having appeared at other local spots, would do well to change their song material. Lane Brothers' rope act failed to convince. George Riley as emcee was disappointing, if not altogether a little too hammy. Chewing gum on stage did not help matters either. The Ann Garri line (8) executing stale routines in a stilted fashion added little to the show.

Jimmy Zito's newly formed ork backed the acts and played only a few dance sets. Charley Barnet's reorganized crew played for the terpsers. One of the top hand-pullers on the bill was the youthful and highly talented Negro lad, Bunny Briggs. Combining a fine sense of song salesmanship with smooth tap routines, he held customers in the palm of his hand from start to finish. *Lee Zito.*

slots, doing the samba with Reinita and the Challenge Dance from the *Carnival of Rio* with Charley Boy. Neither number registered. Minerva got show moving at a fast pace again by coming back with a Gypsy flamenco dance that would have done justice to Carmen Amaya. She went (See Beverly Hills on page 42)

New York's **NEWEST** Singing Star



**Jerry SELLERS**

Currently Appearing

**VILLAGE BARN**

NEW YORK

SONORA RECORDS

SLATE RECORDS

FREDERICK BROS. AGENCY, INC.

NEW YORK

CHICAGO

HOLLYWOOD

THE ONLY ACT OF ITS KIND IN THE WORLD!

**VALDO**

AND HIS VIOLIN

Assisted by "PRINCESS PAT"



"Stops the Show"—  
The Billboard

"A Mental Marvel"—  
Believe It or Not—  
Ripley

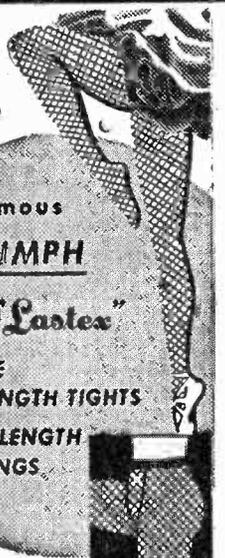
Exclusive Management

**HY GREEN**

165 West 46th Street  
New York 19, N. Y.

PLAYS THE TUNE THAT'S ON YOUR MIND!

Now Available



Famous  
**TRIUMPH**  
"Lace O'Lastex"  
• ONE-PIECE  
OPERA-LENGTH TIGHTS  
• OPERA LENGTH  
STOCKINGS

Tights \$7.50 — Opera Lengths \$5.00  
Suntan — White — Black  
COMPLETE STOCKS OF COSTUME  
MATERIALS  
THEATRICAL KNIT-GOODS  
DANCE FOOTWEAR — ACCESSORIES  
MAX FACTOR'S - MEHRON'S MAKE-UP  
MAIL ORDERS PROMPTLY FILLED

**Dance Art Co.**  
216 POWELL ST.  
SAN FRANCISCO, CALIFORNIA

**COMEDY PATER**  
BLACK-OUTS • PARODIES  
FOR ALL BRANCHES OF THEATRICALS  
FUN-MASTER GAG FILES  
NOS. 1 THRU 22 @ \$1.00 EACH

"BOOK OF BLACK-OUTS," Bits and 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

**COCKTAIL  
UNITS  
WANTED!**

Class N. Y. Booking Office  
wants good units all types—  
immediately!

BOX 202, The Billboard  
1564 Broadway, New York 19

**SALE! TOPICAL COMEDY MATERIAL!**  
(For Comics, M.C.'s, Disk Jockeys, etc.)  
Original! New! Hilarious! Get PUNCH LINES  
Nos. 1, 2, 3 or 4—\$1 each gag-packed file...  
50 surefire COMEBACKS TO HECKLERS \$2.  
COMEDY TEAM Joke collection \$2.  
LAFFLE collection of belly-laffs \$1. Note: First  
come, first served, so order now.

**LAUGHS UNLIMITED**  
276 W. 43 St. New York City

**OUR PARTY LINES, No. 1**  
64 pages (8 1/2 x 11) of Comedy Material Gags,  
Jokes, Monologues, Minstrels, Acts, Male and  
Female, Ventriloquists, etc., PLUS Words and  
Music of  
EIGHT NOVELTY SONGS  
A handy Reference Folio of Modern COMEDY  
ONLY \$1.00 POSTPAID  
**DAWSON MUSIC CO., Inc.**  
1650 Broadway New York 19, N. Y.

New York:

## Bad Weather Nicks Stem; MH 127G, Para 85, Roxy 65,

NEW YORK, May 10. — Almost four days of miserable weather didn't help the six Stem vaude-pic houses last week, when grosses dropped to \$408,500, as against the previous frame's \$451,000. Radio City Music Hall (6,200 seats; average \$110,000) got \$127,000 for the second week with Paul Remos, Boy Foy and *The Egg and I*, compared with opener's \$136,000.

Roxy (6,000 seats; average \$85,000) brought in \$65,500 for the second stanza with Henny Youngman, Hazel Scott, Carl Ravazza and *Homestretch*. Preemed with \$82,000.

Capitol (4,627 seats; average \$72,000) tabbed \$58,000 for its closing week, a six-day frame, with Xavier Cugat's ork, Lewis and Martin, Betty Reilly and *Smash-Up*, to rack up a total of \$309,500 for the bill's four-week run. Started with \$98,000, then went to \$83,000, \$70,000 and closed with \$58,000. House temporarily has dropped fleshers during the run of *Duel in the Sun*, which opened Wednesday (7).

Paramount (3,654 seats; average \$75,000) got \$85,000 for the second week with Duke Ellington's orchestra, Buck and Bubbles, Coke and Poke, the Golden Gate Quartet and *Calcutta*, against preem's \$100,000.

Loew's State (3,500 seats; average \$25,000) collected \$28,000 with Jerry Wayne, Mario and Floria, Fred Lowery, the Reddingtons and *It Happened in Brooklyn*, compared with a similar total for the week before with

George Givot, Benay Venuta; Tip, Tap and Toe, the Briants, and *Sea of Grass*. New bill, reviewed this issue, has Chuchū Martinez, Wally Brown, the Salici Puppets, the Mulcays and *The Red House*.

Strand (2,700 seats; average \$40,000) brought in \$45,000 for its first week with Ina Ray Hutton's ork, Phil Brito, Lenny Kent and *Love and Learn*.

Boston:

## Monroe's 48G Breaks T. D.'s Boston Record

BOSTON, May 10.—Vaughn Monroe broke the band show house record at the RKO-Boston Theater when he wound up a week's stand Wednesday (7). The ork took in a bit more than \$48,000 for a week without holidays and with three days' rain and a C flick, *Temptation*. The take was 17G above the theater's adjusted average. The previous house record, \$44,900, was set in 1944 by Tommy Dorsey.

Current show has Lecuona Cuban Boys Rumba band, Martez and Delita, and Larry Storch. Pic, *Smash-Up*.

## Follow-Up Review

BLUE ANGEL, NEW YORK: Where Herbert Jacoby and Max Gordon find them is a mystery. Wherever they do, they manage to come up with acts nobody ever seems to have heard of before, and pack the joint. Right now the newies are Alice Pierce and Jay Marshall.

Miss Pierce is a crazy kind of comedienne with a receding jaw and full, round face. She works with Mark Lawrence (piano) who every now and then doubles on voice with her. The routine is a combo of the rankest kind of corn plus some very smart chi-chi. Together it makes an act that is one howl from the beginning to the end. Using small props, the gal starts with a high-pitched giggle that gets titters right away. From then on the act is completely mad and at the same time highly skillful. Miss Pierce is dynamite. This is a yock-filled package that would be socko in a musical if properly cast. Video lads on the hunt for something new ought to take a look at her.

Jay Marshall is a magician with the usual magician's tricks. Where he differs is in his chatter. His lingo and work are a kind of Park Avenue Ballantine with overtones of something veddy veddy British. His salesmanship added to his talks gets belly laughs on top of belly laughs. He also does a hand ventriloquist bit almost well enough to break them up. Marshall is a wonderful performer and already one of the best sluff-off magicians caught. *Bill Smith.*

NEW YORK, May 10.—Bert Levy, of Hollywood, is putting together a small show to play Hawaii for S. R. Fernandez. Latter put up a \$1,780 bond with the American Guild of Variety Artists (AGVA).

## Coast Niteries End Joint-Bond Set-Up; To Post Their Own

HOLLYWOOD, May 10. — Ops of four Hollywood niteries met Friday afternoon (9) and agreed to post individual bonds, thus ending joint-bond agreement which had covered spots since last summer (*The Billboard*, May 10). Present at confab were reps from Slapsy Maxie's, Band Box, Florentine Gardens and Bar of Music. Larry Potter's and Charley Foy's, original partners in joint-bond deal, were not at meeting, but all six clubs will be bound by new policy.

Shift was suggested by Band Box op. Max Gold, who felt that biz conditions did not warrant club owners' assumption of debts of fellow ops. AGVA's Florine Bale agreed to go along with owners' demands, and will apply individual club contribution now in joint bond (totaling \$5,000) toward new bonds covering separate spots.

## BEVERLY HILLS

(Continued from page 41)

off to the biggest mitt of the evening. Alzira Camargo came on in the closing slot and showed a world of talent, a pleasing personality and a strong, well-trained set of pipes. She opened with a Brazilian medley, followed with *Baia* and *Tico Tico* and encoed with *Upa Upa* and a Cuban medley. Patrons didn't savvy the language, so her songs lost their effect, but her movements and facial expressions got over the idea that is generally acceptable in all languages. The table hopping in her last number was in good taste, even though she did pat a couple of bald heads.

Camargo led the whole cast in the big Brazilian finale.

Rimac cut the show well and his ork (7) did an excellent job for dancing, but most of the customers

## 3 Reasons

why Top Performers  
Agencies... Press Reps  
and Personal Managers  
prefer...

## Photography by McFARLAND

✓ **STUDIO** — New York's  
finest! Stage • Settings •  
Props • Convenient.

✓ **EQUIPMENT** — Most  
modern... including stroboscopic  
lights for split-second  
action photos.

✓ **STAFF** — Skilled special-  
ists under the direction of  
Eddie Ray.

Write, Wire or Phone for  
an Appointment TODAY!

## McFARLAND

STUDIO OF CREATIVE PHOTOGRAPHY  
EDDIE RAY, Studio Director  
46 7th Ave., New York • Circle 6-9018

## 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.

## STROBLITE

LUMINOUS COLORS GLOW IN DARK

SPECTACULAR!  
BEAUTIFUL!  
MYSTIFYING!  
DRAMATIC!

Countless intriguing effects  
can be attained with U. V.  
Blacklight. For stage, night  
clubs, theatre decorations,  
advertising displays, etc.

**STROBLITE CO.**  
Dept. B, 35 W. 52d St., New York 19

## ACTS WANTED

Break your Jump East or West. Can offer  
many night club, theater, convention and  
banquet bookings now. Write, wire, come in!

## RAY S. KNEELAND

AMUSEMENT BOOKING SERVICE  
75 1/2 West Chippewa St., Buffalo 2, N. Y.  
A.G.V.A. Franchised

## PATER PARADE

By Robert Orben

1500 one-line gags written into story form.  
48-page book of complete comedy routines  
designed to keep the modern performer well  
supplied with laugh snatchers.

PRICE ONLY \$1.00. Order from

**LLOYD E. JONES**  
4064 39th Ave. Oakland 2, Calif.

## SCENERY

Dye Drops, Flat Sets, Cycloramas, Draw Curtains,  
Operating Equipment

**SHELL SCENIC STUDIO** s. High Columbus, O.

## M. C. WANTED

Comic or Straight. One show nightly. For Burlesk  
Night Club. Strips also needed.

## PICCADILLY CLUB

115 W. Fayette St. BALTIMORE 1, MD.

sat out four out of five numbers,  
waiting for the American tunes. A  
few braved the rumbas, but the rest  
of the numbers played to an empty  
floor.  
*Len Litman.*

## Stage Managers To Air Beefs at Equity Meeting

NEW YORK, May 10.—Study and consideration of suggestions by Stem stage managers for improvement of their working conditions will be a special order of biz when Actors' Equity meets Tuesday (20). Curtain-pullers' ideas will be explained fully at that time by delegates from approximately 150 stage managers in the hope that changes can be included in their new contracts with Equity due for signing next month.

First concerted effort by stage managers to alleviate current conditions occurred in February, when they met to form a club where they could hash over their problems (*The Billboard*, February 8). At that time they announced their club was not intended to be an independent group, nor did the S. M.'s wish to switch allegiance from Equity, of which all are members. Object of club, they stated, was "to elevate the stage manager's status to that of a technician."

### Minimum Scale Sought

One main beef of string pullers is that they are regarded as management stooges and cannot act as Equity deputies. They also aim to establish a minimum wage for senior men and assistants, instead of present conditions where stage managers can be engaged at a thesp's minimum salary, \$60.

They also seek a daily expense allowance while on the road and no acting or understudy chores in shows which they are stage managing, except in the case of an assistant stage manager in a straight play. Lastly, they seek senior status for assistants only after they have worked in three Stem shows or 30 weeks in stock.

## USO Unit Plans Midwest Tour On Co-Op Basis

NEW YORK, May 10.—First off-shore USO-Camp Shows unit to organize a complete post-war traveling troupe is an outfit which has been touring the Pacific bases since last August. Group calls itself the State-side Theater Company, Inc., and plans to tour the Midwest States with their full-length production of Frank Craven's comedy, *The First Year*.

Tour will be a more or less co-operative venture with thespes receiving a percentage of net profits plus salary. Streamlined sets are being built here to be caravanned by truck. Cast will travel via station wagon.

Ernest Geyer is skedded to leave this month on an advance booking and drum-beating trek. James J. McElhoney is producer and manager. Harry Sheppard directs. Others in the troupe are Mabel Sheppard, John Christian, Lally Deene, Elizabeth Wayne, Tom Tyrrell and Fred Nofer. Group intends to cover the Midwest with one-nighters in civic auditoriums, high school halls and opera houses.

### Agent Gets Lyrical Chore

NEW YORK, May 10.—Ten percent Ruth Aarons, of the Henry Herrman office, has been commissioned to write the lyrics of *Gay Masquerade*, with Johann Strauss music, for an operetta being produced by Theodore Bachheimer. Show is scheduled to open on the West Coast in September.

## Ontario Project Sets Pace For Canada Legit Revival

LONDON, Ont., May 10.—Indications of a potential juicing of Canadian legit are spotlighted by current confabs between the London Little Theater (LLT), top amateur thesp group, and Toronto playwright Brian Doherty. Discussions hinge on leasing of the Grand Theater, the LLT local house, for use by a permanent pro company which Doherty plans to form here. He claims future support from such prominent Canadian-born thespes in the U. S. as Alexander Knox, Hume Cronyn and Judith Evelyn, as well as Canadians on the British stage. In addition, he states that Tyron Guthrie, of London's Old Vic Company, has agreed to come here to direct his first show. Others interested in the project are John Gielgud, who has offered to play a three-week date of *Love for Love* here following his current Stem season, and Hugh Beaumont, of Tenants, Ltd., John C. Wilson's British co-producer of the current Gielgud showing on Broadway.

Doherty's plan is to start with imported pro talent and gradually develop a strictly Canadian professional company, which would play not only London, but other top cities in Ontario, including Brantford, Kitchener, Hamilton, Toronto and Ottawa. The circuit would be played five times a season, and the company would play one show and rehearse another on tour.

### London Logical Home

This city has been picked as the logical home of the org because of the tremendous interest locally in the little theater movement, the facilities provided by the Grand Theater and the availability of talent in this area. However, it is this same local interest which is holding up completion of the plan. While general feeling is pro-Doherty, some of the LLT members shy away from his project on the grounds that surrendering their theater might mean the end of their existence as a thesp unit. Doherty counters such opposition with the assertion that formation of a pro company at the Grand would make a fine workshop for LLT legit enthusiasts. The University of Western Ontario is backing his efforts and is going all-out for the organization of a drama department.

Should Doherty's plan go thru, it would mean that the Dominion's richest province—Ontario—would have its first important legit revival since the depression of the '30s threw Canada's live theater into the doldrums. Cities such as Ottawa, Hamilton and Kitchener, which have averaged only two or three one-night stands from visiting pro troupes in recent years, would get at least five more shows a season from the home-grown group in London. Brantford, long a legit-hungry town, which hosted Donald Wolfit and his troupe this season prior to their American debbing, hasn't had a visiting show since 1938, when Ethel Barrymore played in White Oaks.

### Other Troupes

Doherty's scheme amplifies the pitch of several other troupes emanating from Toronto, which have skedded a similar route of Ontario cities for this season. One of these companies, the Canadian Theater Guild, a group of radio thespes, has just completed a 12-city tour of Ontario with *The Philadelphia Story* and plans other shows this year. The troupe is booked by Norman Harris Artists, Ltd., on a percentage-guarantee basis (*The Billboard*, February 22). Another troupe, the Belmont Theater Group, booked by the Bert

Mitford Agency, is planning a similar tour in May.

Thus Ontario, after almost two decades of a legit slump, shows signs of a reawakened interest. Possibilities are that revivals will follow in other sections of the Dominion, where main municipalities have had even less live theater than Ontario in the past 10 or 15 years. The spearhead of revival elsewhere can be noted in Vancouver, with the formation this year of the Everyman Repertory Theater, a group of war vet thespes. The group is headed by Sydney Risk, who resigned as head of the drama department at the University of Alberta to handle Everyman. The outfit has just concluded a 100-performance tour, reaching as far east as Winnipeg, playing Oscar Wilde's *The Importance of Being Earnest* and a new Canadian comedy by Elsie Park Gowan, *The Last Caveman*.

### Obstacles to Revival

However, a few obstacles must be removed before the theater can really make a Dominion-wide comeback. Many cities still offer inadequate facilities for touring legit. Regina, Saskatoon and Winnipeg are three cities where no theater is available today. Winnipeg's playhouse is city-owned and is booked nearly all year by local groups and organizations. The advent of talking pictures hit Canadian legit hard. Then, too, the jumps between Canadian cities are difficult and expensive and the cities themselves are not large compared with American ones. These are two factors which did much to cause a waning of interest on the part of top U. S. producers after the depression. They found a U. S. tour of large auditoriums and big towns far more profitable than the difficult trouping in the Dominion.

However, the three major cities—Toronto, Montreal and Vancouver—are doing okay now by legit, with Toronto well in the van. These cities, too, have had to make a comeback from the depression doldrums, and the war years cut into the uptrend considerably. Since V-J Day they have had good seasons.

### 76 Straight Weeks

Toronto's Royal Alexander Theater, nursed back to coin-heavy b.o. by Ernest A. Rawley, has just completed an uninterrupted season of 76 weeks and has a heavy sked for the rest of 1947. Montreal, too, is doing okay, tho it does hit a dark week or two even now. Vancouver has played host to almost every leading U. S. show hitting the West Coast. Three other smaller cities—Victoria, Nanaimo and Nelson—in British Columbia, also get their share of visiting live theater, including the Everyman troupe, and the response has been uniformly good.

So it is the hinterlands, relatively speaking, that need to be sparked for legit. Possibilities are that current activity in Ontario will juice the rest of the country, and Canada in the future will support pro legit as wholeheartedly as it has backed amateur thesping during the two decades of showbiz scarcity.

### Ted Post To Run Strawhat Theater, Yardley, June 14

NEW YORK, May 10.—Edgar Levy announced the signing last week of Ted Post as director for his Yardley (Pa.) Summer Theater for the strawhat season starting June 14.

Post put in last summer staging at Clinton, N. J., and also directed the Chi edition of *The Front Page*. This March he put on the Library Theater revival of *Home of the Brave*.

## Pilots Clash Over Profits On Unborn Play

NEW YORK, May 10.—Supreme Court Justice Ernest Hammer yesterday reserved decision on a motion for a temporary injunction in an action brought earlier last week by Richard Krakauer against Edgar F. Luckenbach and David Lowe involving producer shares in the play *Portrait in Black*, about to get its tryout.

Krakauer's action calls for a declaratory judgement, an injunction, appointment of receiver, an accounting, and damages arising out of alleged deliberate breach of contract in a joint venture. The plaintiff charges that a one-year contract he entered into last November provided that he was to receive \$200 weekly, 10 per cent of all production profits of any co-venture in which Luckenbach should invest, plus 50 per cent of the co-producers' profits. Also, he said, he was to get billing. In return, Krakauer agreed to give service and advice.

### "Greatest of These"

The plaintiff alleges that the first production under agreement was *Greatest of These*, unveiled in Detroit in conjunction with Frank Satenstein. Then, he says, early this year Luckenbach invested in *Portrait* on the plaintiff's advice. Krakauer alleges that since April 15, 1947, Luckenbach has breached the contract, failing to pay the \$200 salary and meet other provisions of the agreement.

Luckenbach's affidavit opposing granting of a temporary injunction states that the contract had no provisions concerning credits or billing, and that Krakauer was never given any rights in Luckenbach's Enterprises or in any productions. Krakauer's only right, it says, was certain compensation in the way of drawing account against profits.

### Eve of Play's Debut

Alleging further that the plaintiff's claims to any rights to share in *Portrait* or declare it a joint venture are contrary to the agreement. The defendant charges that the action was brought to harass him on the eve of the play's Wilmington, Del., break-in Friday (9).

Asserting that before any profits to which Krakauer might be entitled could be paid, losses would have to be deducted, Luckenbach says *Greatest of These* lost 40G, and this deficit would have to be applied to the profits, if any, on *Portrait* or any subsequent production. The agreement with Krakauer, he states, did not apply to his investments in *If the Shoe Fits*, *Burlesque* and *The Temporary Mrs. Smith*.

Krakauer obtained his show cause from Supreme Court Justice Benjamin Schreiber on Monday (5). In reserving decision on it Thursday, Justice Hammer asked attorneys for both sides to come up with more information next Monday (12).

## 'Wanted' in Its 13th Abbey Theater Wk.

DUBLIN, May 10.—The Abbey Theater is having a successful run with Louis D'Alton's Irish comedy, *They Got What They Wanted*, already in its 13th week and showing no sign of coming off. The Abbey, which did astonishing business during the war, promises to continue thriving, provided it puts on the right stuff.

The troupe suffered a severe blow recently with the death of F. J. McCormick, versatile actor.

# OUT-OF-TOWN OPENINGS

## LOUISIANA LADY

(Opened Thursday, May 8, 1947)

### SHUBERT, NEW HAVEN, CONN.

A new musical comedy by Isaac Green and Eugene Berton. Lyrics and music, Monte Carlo and Alma Sanders. Staging, Edgar MacGregor. Choreography, Felicia Sorel. Settings, Watson Barratt. Costumes, Mary Grant. Lighting, Leo Kerz. Production assistant, Duncan Mounsey. General manager, Charles Stewart. Press representatives, Leo Freedman and June Greenwall. General manager, Frank Coletti. Stage manager, David Jones. Presented by Hall Shelton.

El Gato.....Ray Jacquemot  
Joe.....Patrick Meany  
Michel.....Lou Willis Jr.  
Sarah.....Tina Prescott  
Corrine.....Ann Lay  
Germaine.....Patti Hall  
Annette.....Angela Carabella  
Suzanne.....Patti Kingsley  
Marie Louise.....Edith Fellows  
Charley.....Howard Blaine  
Christophe.....William Downes  
George, a Bartender.....Amel Brown  
Hugo.....Lee Kerry  
Genevieve.....Isabella Wilson  
Madame Corday.....Olga Baclanova  
Pierre.....Ken Bond  
Marquette.....Robert Kimberly  
Merluce.....Henry Lascoe  
Alphones.....Charles Judels  
Celeste.....Bertha Powell  
A Drunk.....George Roberts  
Hoskins.....Berton Davis  
Janet.....Frances Keyes  
Golondrina.....Victoria Cordova  
Chico, a Bartender.....Michael Landau  
Gaston.....Bert Wilcox  
Mrs. Danforth.....Ann Viola  
Georgette.....Isabella Wilson

**SINGING ENSEMBLE:** Angela Carabella, Patti Hall, Frances Keyes, Patti Kingsley, Ann Lay, Tina Prescott, Ann Viola, Isabella Wilson, Gil Cass, Berton Davis, Ken Bond, Gerald Griffin Jr., George Roberts, Robert Kimberly, Michael Landau and Patrick Meany.

**CORPS DE BALLET:** Aleta Buttignol, Karlyn De Boer, Louise Harris, Anzia Kubicek, Terry Miele, Nancy Milton, Helen Osborne, Ruth Ostrander, Jeanne Reeves, Daniel Buberniak, Val Buttignol, Kenneth Davis, Robert De Vove, Tony Matthews and Ralph Williams.

*Louisiana Lady* reveals itself as a very weak musical in almost all departments, unlikely to stand against competition on the Stem. Despite very obvious slices taken before the initial curtain, it moves much too slowly, and its book never once is able to capture the attention of the audience. While the color of its costuming and scenery is brilliant, the show has virtually nothing else to offer, with the exception of two passable songs and an acrobatic hooper who bids fair to become a top favorite with audiences.

Isaac Green and Eugene Berton, who collaborated on the book, have come up with such a trite and uninteresting story that the show would have got further with no book at all. While the locale of early Louisiana gives plenty of opportunity for gay Mardi Gras costumes and fancy ladies, the story of the love of a pirate for the innocent daughter of a bordello madam has been done much better several times before. The authors would have to do a lot more collaborating and tightening before the book could be in any shape to frame the lavishness of this production.

### Score Is Feeble

The musical score by Monte Carlo and Alma Sanders is just like the little girl with the curl. The good songs were very good, and there were just two worth mentioning: *Man About Town* and *No, No, Mam'selle*. A novelty duet, *A Little Bit Naive*, did succeed in getting an encore, but mainly thru the ability of Edith Fellows to sell the song. The rest of the score ranged from indifferent to bad.

Miss Fellows, late of the movies and later of *Marinka* and the night club circuit, hoists herself another notch up the ladder in her quest for musical comedy fame, displaying a lovely voice, and excellent ability to handle both comedy and dramatic acting chores, plus an engaging personality. She made a lovely ingenue,

## PORTRAIT IN BLACK

(Opened Friday, May 9, 1947)

### PLAYHOUSE, WILMINGTON, DEL.

A play by Ivan Goff and Ben Roberts. Setting and lighting by Helene Pons. Costumes supervised by Helene Pons. Company manager, Edgar Runkle. Press representative, Karl Bernstein. Stage manager, Harry Altner. Directed by Reginald Denham. Presented by David Lowe and Edgar F. Luckenback.

Tanis Talbot.....Claire Luce  
Gracie McPhee.....Mary Michael  
Peter Talbot.....David Anderson  
Winifred Talbot.....Dorothea Jackson  
Cob O'Brien.....Barry Kelley  
Rupert Marlowe.....Sidney Blackmer  
Dr. Philip Graham.....Donald Cook  
Blake Ritchie.....Thomas Coley

Prospects for *Portrait in Black* seem brighter for Hollywood than Broadway, in spite of its distinguished stars, Claire Luce, Donald Cook and Sidney Blackmer, who deliver stellar performances. The screen rights have brought a fancy \$100,000 in part payment from Jack Skirball and Bruce Manning, according to reports.

Miss Luce is the bewitching *Portrait in Black*, the widow of a shipping magnate. She takes advantage of the opportunity to display her histrionic ability as well as her stunning Bergdorf Goodman gowns.

Appearing opposite her are Sidney Blackmer, in the role of her husband's lawyer, with whom she had an earlier love affair, and Donald Cook, portraying the family physician, her current flame, who conspires with her in giving a lethal shot-in-the-arm to the husband.

Among her letters of condolence comes one anonymous note congratulating her on a successful murder. The plot then resolves itself into a search for the sender, with suspicion turning in several directions.

The secondary love interest is provided by Dorothea Jackson, the stepdaughter, who reveals to the doctor her step-mother's former love affair, and Thomas Coley, the youthful labor leader, suspected of the lawyer's murder. Barry Kelley, the chauffeur; Mary Michael, the maid, and 10-year-old David Anderson, as the heroine's illegitimate son, complete the capable supporting cast. Despite some suspenseful scenes, the plot has neither the depth of recent psychological dramas nor the murder mystery problem to hold the interest of Stem audiences. Offstage action, which can be elaborated on the screen, provides opportunities for Hollywood.

Donald Oenslager's setting is an attractive interior with vistas of San Francisco Bay. *Henry L. Sholly.*

and carried her part of the show to perfection.

### Judels Okay

Charles Judels, who handled the main comedy role, did notably by his part and gave the show whatever brightness it might claim by his great interpretation of the comic family friend of the madam, played by Olga Baclanova. Miss Baclanova, on the other hand, had little opportunity to show her thespian ability. She did creditably by her two songs.

Ray Jacquemot, in the juvenile role, has a fine set of pipes, and his voice blends well with Miss Fellows. His rendition of the opening song and *No, No, Mam'selle* provided two of the high spots. His handling of the role of the pirate captain was as good as the book allowed.

### Lou Willis Jr. Is Tops

Top honors must go to Lou Willis Jr., who stopped the show with his two dance specialties. His amazing routine, combining eccentric steps with almost unbelievable acrobatics, brought down the house.

The other principals, Henry Lascoe, Victoria Cordova and Bertha Powell, are adequate for the show as (*See Louisiana Lady on opp. page*)

# Derwent Awards Go to Tom Ewell, Marge Phillips

NEW YORK, May 10.—Tom Ewell (*John Loves Mary*) and Margaret Phillips, of the recently closed *Another Part of the Forest*, were chosen Wednesday (7) as winners of the 1947 Clarence Derwent Awards for the best supporting actor and actress of the current season. Each winner will receive \$500 at the next general meeting of Actors' Equity, June 2.

Choice was made by the committee consisting of Derwent (Actors' Equity proxy), producers Gilbert Miller, Margaret Webster and Herman Shumlin, and critics Ward Morehouse (*N. Y. Sun*) and Brooks Atkinson (*N. Y. Times*). Latter, being out of town, mailed in his selections.

## BROADWAY SHOWLOG

Performances Thru May 10, 1947

### New Dramas

	Opened	Perfs.
A Young Man's Fancy (Plymouth)	4-29, '47	15
All My Sons (Coronet)	1-29, '47	117
Born Yesterday (Lyceum)	2-4, '46	537
Happy Birthday (Broadhurst)	10-31, '46	216
Harvey (48th Street)	11-1, '44	1,070
Heads or Tails (Cort)	5-2, '47	11

Aisle-experts gave out with a complete thumb-down. No: John Chapman (News), Louis Kronenberger (PM), Ward Morehouse (Sun), William Hawkins (World-Telegram), Robert Garland (Journal-American), Brooks Atkinson (Times), Otis Guernsey (Herald-Tribune), Richard Watts Jr. (Post), Robert Coleman (Mirror).

John Loves Mary (Music Box)	2-4, '47	111
Life With Father (Hijou)	11-8, '39	3,145
O' Mistress Mine (Empire)	1-23, '46	438
State of the Union (Hudson)	11-15, '45	623
Tenting Tonight (Booth)	4-2, '47	45
Voice of the Turtle, The (Morosco)	12-3, '43	1,284
Whole World Over, The (Biltmore)	3-27, '47	44
Years Ago (Mansfield)	12-3, '46	174

### REVIVALS

Alce in Wonderland (International)	4-5, '47	41
Burlesque (Belasco)	12-25, '46	158

### Musicals

Annie, Get Your Gun (Imperial)	5-16, '46	402
Barefoot Boy With Cheek (Martin-Beck)	4-3, '47	44
Brigadoon (Ziegfeld)	3-13, '47	68
Call Me Mister (National)	4-18, '46	447
Carousel (Majestic)	4-19, '45	863
Finian's Rainbow (46th Street Theater)	1-10, '47	139
Oklahoma (St. James)	3-31, '43	1,764
Street Scene (Adelphi)	1-9, '47	140
The Telephone and The Medium (Barrymore)	5-1, '47	12

### REVIVALS

Sweethearts (Shubert)	1-21, '47	127
-----------------------	-----------	-----

### CLOSED

Joan of Lorraine (Alvin)	11-18, '46	200
Saturday (10)		
Importance of Being Earnest, The (Royale)	3-3, '47	80
Saturday (10)		
The Chocolate Soldier (Century)	3-12, '47	49
Saturday (10)		

### COMING UP

Portrait in Black (Booth)	5-14, '47	
---------------------------	-----------	--

# Off-Broadway

## TONIGHT WE IMPROVISE

(Opened Wednesday, April 30, 1947)

### DRAMATIC WORKSHOP OF THE NEW SCHOOL OF SOCIAL RESEARCH, NEW YORK

A drama based on a story by Luigi Pirandello, translated by Samuel Putnam. Director, Chouteau Dyer. Technical director, Bernard Sachs. Lighting, Hans Sondheimer. Costumes, Mathilda Ziegler. Publicity, Eleanor Fitzgerald.

**CAST:** James Mullane, Gerald Prosk, Stella Duff, Virginia Baker, Joan Andrews, Diane Mayne, Helen Bernstein, Scott Hale, Paul Pfenley, Joseph Sargent, David Miller, Steve Gravers, Philip Giomaris, Gerald Ito, Howard Jessor, Toni Salzer, Sylvia Baraz, Len Hermant, Leola Harlow, Sylvia Myers, Arla Guild, Yvonne Stein and John Miller.

When a workshop can present a delightful concoction such as *Tonight We Improvise*, it's time for Broadway to prop open a dormant eyelid or retreat to the backwoods. The new school's production is live theater and sings with ingenuity and zest. Despite the corny plot, it is a splendid production and makes one wonder why it isn't on Broadway.

Pirandello's piece is a field day for thespians. The story is not as important as the technique of presentation. Its aim is to convince the audience, seeing a play within a play, that it is being subjected to an unusual and unplanned stream of interruptions and incidents which actually are a part of the play and are carefully contrived. For instance, the actors rebel at being introduced, the director becomes flustered at various interruptions, and finally the cast even ousts the director. Meanwhile the audience is ensnared so completely that it requires considerable restraint not to participate with impromptu remarks.

### Sicilian Scene

A Sicilian town is the scene of the play. Signor La Croce, who has lost the respect of his wife, finds solace in esthetic devotion to a torch singer in a neighborhood cafe. The patrons of the cafe, however, find him a fine object of their practical jokes and depict him as a cuckold.

The signora spends most of her time managing the activities of her daughters and their ardent suitors. When the father meets a violent death, one of the daughters marries a jealous brute named Veri, who proceeds to shut her up in a home, where she fades and finally dies.

Few plays permit the actors grand thespian opportunities such as this one, especially in such scenes as the signor's death. Croce, ably played by Gerald Prosk, rebels (in supposed improvisation) at the weak entrance afforded him by his fellow actors, and with great skill takes the audience out of the death-scene mood and back into it again by his handling of the lines. It's a fine piece of acting.

With the use of an ancient film and the actors actually becoming a part of the audience during one scene and speaking their lines from the seats in the theater, the unorthodox effect of the audience acting in the play was created. The use and choice of the ancient melo movie was an ingenious touch.

The performances of most of the cast were uniformly good, except for James Mullane, who played Verdi, and seemed unable to work himself into the role. Stella Duff (Signora La Croce) managed to get some laughs with her accent at first but it seemed to get in her way later in the evening and became unwieldy and ponderous. Arla Guild's version of a chanteuse was amusing.

The sets were outstanding, except for the one in the second act which seemed a bit crowded. From an over-all standpoint, however, they showed imagination and skill. The lighting was admirable and top drawer. *George Berkowitz.*

## West Newbury, Mass., Community Theater Plans Six-Day Debut

NEWBURYPORT, Mass., May 10.—West Newbury will have the first community-sponsored theater in the East when the Town Hall Players open their season July 1 in the 300-seat, century-old Town Hall, use of which is being donated by the city fathers.

Author John P. Marquand, a resident of West Newbury, is honorary president of the Town Hall Players, and Al Capp, who draws *L'il Abner*, is on the board of directors. Among the sponsors are merchants of nearby Newburyport, now famous for the "Newburyport Plan."

Peter Frye will produce and direct the six plays to be staged. Frye has already selected a musical version of *Mice and Men*, which he staged last fall for the dramatic workshop; *Golden Boy*, to be done in arena style; Shaw's *The Devil's Disciple*, *The Male Animal*, and *Born Yesterday*, if he can get it. He will also try out a new play, perhaps J. B. Priestley's *Music at Night*, which he put on last week with the advanced acting class of the American Theater Wing.

The personnel of the company will share in 50 per cent of the profits. The other 50 per cent will be re-invested for the future.

## Aussies To Build Theaters for Legit

SYDNEY, Australia, May 10.—J. C. Williamson Theaters, Ltd., leading Australian producers of live shows, are to build a new legit theater on Castlereagh Street here as soon as building materials become available. Estimated cost is \$1,100,000. Capacity will be 1,400 and there will be eight stories of offices. Shortage of steel and fittings is delaying the project, but a start before the end of the year is hoped for.

Williamson owns the famous old Royal Theater, which has always had live shows and at present is running *Gay Rasalinda*.

### Fullers Also To Build

Fullers Theaters, Ltd., have an ambitious scheme for new theaters in Sydney, Melbourne, Brisbane and Adelaide, where the real estate has been obtained, but there again the shortage of materials is holding things up. The theaters will be built for legit, but in line with the company's policy of using all theaters interchangeably for pix.

Once the restrictions on new buildings other than housing are lifted, there is every indication there will be a boom in new theaters, since most of those devoted to legit are at least 40 years old.

## Wildberg to London On "Lucasta" Deal

NEW YORK, May 10.—Producer John Wildberg leaves for London late this month to confer with Jack Hylton in regard to a West End edition of *Anna Lucasta*. Show skeds a June opening.

Wildberg is just back from Hollywood and reports negotiations solidly under way with several studios for the rights to *Lucasta* screen version. Paulette Goddard is reckoned a major contender for the title role.

## Detroit Civic Opera Elects

DETROIT, May 10.—Leo J. Fitzpatrick, owner of WGR at Buffalo, has been re-elected president of the Civic Light Opera, which just closed its most successful of four seasons. Earl J. Hudson, president of United Detroit Theaters, was named vice-president.

## ROUTES Dramatic and Musical

Accidentally Yours (Biltmore) Los Angeles.  
Anna Lucasta (Plymouth) Boston.  
Anna Lucasta (Belasco) Los Angeles.  
Barretts of Wimpole Street, with Katharine Cornell (Geary) San Francisco.  
Blackstone (Metropolitan) Seattle, 15-17.  
Bloomer Girl (American) St. Louis.  
Born Yesterday (Erlanger) Chicago.  
Call Me Mister (Blackstone) Chicago.  
Chevalier, Maurice (Wilbur) Boston.  
Cyrano de Bergerac (Shubert) Chicago.  
Fatal Weakness, with Ina Claire (Selwyn) Chicago.  
Harvey, with Joe E. Brown (Harris) Chicago.  
Iceman Cometh (Studebaker) Chicago.  
Laura (Shubert-Lafayette) Detroit.  
Louisiana Lady (Shubert) Philadelphia.  
Love for Love, with John Guilford (National) Washington.  
Lute Song (Cass) Detroit.  
Magnificent Yankee (Capitol) Yakima, Wash., 15; (Fox) Spokane 16.  
Oklahoma (Royal Alexandra) Toronto.  
Red Mill (Shubert) Boston.  
Song of Norway (Philharmonic Auditorium) Los Angeles.  
State of the Union (Colonial) Boston.  
State of the Union (Forrest) Philadelphia.  
Student Prince (Michigan) Jackson, Mich., 14; (Palace) Flint 15; (Colonial) Akron, O., 16; (Park) Youngstown 17.  
Three to Make Ready (Ford) Baltimore.  
Two Mrs. Carrolls, with Elizabeth Bergner (Hanna) Cleveland.  
Up in Central Park (Court Square) Springfield, Mass., 14; (Auditorium) Worcester 15; (Victory) Providence, R. I., 16-17.  
Voice of the Turtle (Nixon) Pittsburgh.

## Australia Imposes Alien Actor Quotas

SYDNEY, Australia, May 10.—Hal Alexander, secretary of Actors' Equity of Australia, has announced a system of quotas for overseas artists, on the following basis:

Musical comedy, revue and comic opera: Complete ban on overseas chorus and show girls; 25 per cent of principal artists in the cast may be from overseas.

Variety: Complete ban on overseas chorus, ballet and showgirls; 25 per cent of principal artists in the cast may be from overseas.

Classical ballet: Complete ban on overseas ballet corps; 75 per cent of principals allowed to be overseas artists.

### Opera a Bit Looser

Grand opera: Four overseas chorus leaders allowed; 50 per cent of principals allowed to be overseas artists. Legitimate: 25 per cent of each cast allowed to be overseas artists.

The quota is intended to insure that never again, as happened last decade, will Australian performers be unable to work in home theaters because of an excess of overseas talent.

The percentages are based on individuals, not acts. For the purpose of this regulation New Zealanders are regarded as Australians and any artist who has resided in Australia for five years is also regarded as an Australian.

### New Theaters Exempt

Regulation will not apply for a period of two years from the opening of a new theater or to any theater opened by any management for the purpose of presenting grand opera and ballet, provided that all theaters in which these managements are now presenting theatrical companies remain in operation under the percentage system. Equity may direct members to refuse to rehearse or appear in any company in which the allotted percentages are exceeded.

## LOUISIANA LADY

(Continued from opposite page) it now stands.

Watson Barratt's settings and Mary Grant's costumes take full advantage of the brilliance of the locale and leave nothing to be desired, and Felicia Sorel's choreography, while not particularly distinguished, suffices.

Certainly *Louisiana Lady* is by no means in a class with its forerunner, *Louisiana Purchase*.

Sidney Golly.

## Noel C., 8G in Red On 80G Deal, Asks U. S. To Un-Bite 36G

NEW YORK, May 10. — Noel Coward, British actor-scripter, applied in Federal Court Wednesday (7) for a refund of \$36,758, the amount of taxes he had to shell out in this country on the \$80,000 sale of his book of nine playlets, *Tonight at 8:30*, to Loew's, Inc., in 1939. Coward contends that the transaction was carried out in its entirety in England and therefore the U. S. erred in putting the 36G bite on him.

Since Coward had paid out \$42,604 in taxes to the British government, and \$8,000 agent's fee and a lawyer's fee of \$1,000, the U. S. levy put him \$8,362 in the red on the whole deal. He was not nicked for the U. S. bite until 1945, when he had to pay the \$36,758, plus interest.

Loew's, after having produced one one-acter from the volume—*We Were Dancing*—sold the other eight items in the book back to Coward for \$80,000, thru Theater Craft, Ltd., a British company.

Coward holds that the original transaction was a licensing, not an outright sale, and that the 80G constituted royalties and not a sales price and included interest, dividends, rent, salaries and other fixed and determinable annual or periodical gains or profits from income sources from within the U. S.

## New Coast Legit Group Bows With "Teeth" in June

HOLLYWOOD, May 10.—A new Hollywood legit group, Pelican Productions, kicks off with its first production early in June with the presentation of Thornton Wilder's *Skin of Our Teeth*, at the Coronet Theater. Group's guiding lights include top pic and stage names, among whom are John Houseman, Norman Lloyd, Lewis Milestone, Howard De Silva, Bernard Hermann, Paul Schreiber, Nicholas Ray, Joseph Mankiewicz and Irving Reis.

*Skin* cast will include Keenan Wynn, Carol Stone, Blanche Yurka and Hurd Hatfield, with Robert McCahon producing and Paul Guilfoyle directing.

Producing group will keep *Skin* in Hollywood for four weeks, then shift to a road tour. Second play set will be Bethold Brecht's *Galileo*, with Charles Laughton in the lead role.

## George White Leaves Camp

SAN DIEGO, May 10.—George White, veteran Broadway producer, was released yesterday from the San Diego Road Camp after serving eight months and 16 days of a one-year sentence for two hit-and-run deaths. Sentenced last August after pleading guilty to hit-run charges, White was given time off for good behavior and extra work points. He served his first two months with the road gang and worked out the remainder of his sentence as a sheep herder at the County Poor Farm. Upon his release, the 53-year-old showman stated he felt in "tip-top shape physically."

## Dunn Productions Set Up

DOVER, Del., May 10. — James Dunn Productions, Inc., has filed a charter with the corporation department of the secretary of state's office here. New company's stated purpose is to deal in plays, concerts, etc. Its capital is \$200,000 and the principal office is listed as the U. S. Corporation Company, Dover.

## USO Scout Finds Detroit an Oasis In Talent Desert

NEW YORK, May 10.—Detroit is the most active inland talent city today, according to Harry Krivit, USO-Camp Shows production director, who has just returned from a talent seeking tour of Boston, Detroit, Chicago and Pittsburgh.

"Detroit," he said, "is most active by long odds. Of 31 acts I rounded up on my last trip, 10 came from Detroit. I can't figure why the town is so keen for acrobats. I signed up five, more than I saw actually thruout the rest of the country."

However, other cities are standouts for other types of acts, Krivit said. Chicago tops the list for terpers, providing him with three complete troupes. He attributes this to the fact that Chi lures Midwest girls as Los Angeles draws terpers from other sections of the country. Earlier in the year Krivit discovered two complete girl lines in the little town of Ottawa, Ill., 90 miles from Chi.

St. Louis he rates third as a talent center, and Cleveland, satisfactory. In general he found the South lacking in any appreciable show talent.

### Misses Fem Comics

Krivit bemoaned the dearth of fem comics and novelty acts. "Women comedians," he said, "just don't exist any more. The country is bursting at the seams with middle-aged prima donnas who want to warble *Lakme*. But in the 25 or 30 cities I visited this year, I have yet to find one woman comic who could bring yocks."

Crooners, he said, are a dime a dozen, but novelty acts remarkably scarce. "I needed novelty acts," he said, "because teen-agers in the occupation armies want 'sight acts.' I could use 75, but found only 31."

Ben Piermont, exec booker for USO-Camp Shows, joined Krivit in bewailing the shortage of talent. Lack of vaude was cited by both execs as one cause. They conceded there were thousands of eager amateurs, but said these had little showmanship or talent. "I conduct auditions for USO-Camp Shows twice a month," Piermont said, "and get between 40 and 60 acts at each hearing. I have yet to find any talent. The acts are mostly singers and they just don't click. Occasionally an act sent by an agency has enough to get a USO date, but, generally speaking, talent is woefully scarce."

### Vaude Names Scarce

Altho almost a score of vaude and nitery headliners, including John and Renee Arnaut, Gene Sheldon, Harry Martin, Johnny Downs, the Three Swifts, Joe and Jane McKenna and Connie Sawyer have inked USO tours both in the home hospital circuit and overseas, Piermont says names, too, are getting scarce. He attributed this to the lure of the borsh circuit.

The main slump in talent, Piermont has noticed, began about two months ago. He can give no definite reason as to why it should occur now. "Even in the best days of showbiz," he said, "the supply never satisfied the demand. But right now it's serious."

## Berle To Help Raise 450G

NEW YORK, May 10.—Milton Berle has accepted chairmanship of the entertainment division of the Urban League Service Fund, it was announced today by Henry R. Luce, editor of *Time* and *Life*, head of the fund. Berle will help raise the \$450,000 budget for the year's program of the League, a 36-year-old economic and social service agency for Negroes.

## Burlesque

By UNO

**MORGAN SISTERS**, dancers, who returned to burly for a week after many years in vaude and niteries, reopened in the latter field May 5 for four weeks at the Avana Casino, Buffalo. . . . George Tuttle, vocalist and resort operator, has taken over Walker Inn on Route 17 near Livingston Manor, N. Y., for the summer. . . . Billy Bumps Mack and Margie Roye are new principals at the Follies, Los Angeles. . . . The Folly, Kansas City, shuttered for the season May 5. It had been running three-a-day up to closing. . . . Gladys Evans, concessionaire, is convalescing from an operation in Mercy Hospital, Milwaukee. . . . Fred Frampton, comic, opened May 9 at the Gayety, Columbus, his home town, for two weeks. . . . Jack Montgomery, producer, after 18 months overseas with the *Continental*s, army show, opened at the National, Detroit, May 12. His brother, Howard, is in Hollywood expecting a movie berth. . . . Dorothy Kent, dancer, is celebrating her third year in featured spot at the Liberty, San Francisco. . . . Connie Dale, ex-burly principal, now Mrs. Aaron Rosenberg, is retired in Belair, Md. Trudine shifted from the Hudson, Union City, to the Grand, St. Louis, for a week and thence to niteries. . . . Pal Brandeaux, producer, is soon to leave the Coast to pilot a girlie show headed for Australia. . . . George Murray, with the disbanding of his Hirst Wheel unit in Union City May 3, opened in stock with Eileen Hubert and Pat Powers at the Howard, Boston, May 5. . . . National, Detroit, of which Johnny Kane is manager,

## Nat'l Fashion Show Debuts June 12 at Madison Sq. Garden

**NEW YORK, May 10.**—Showbiz names have been enlisted to put over the first national all-embracing exposition of the women's apparel industry—the Fashion Fair—to be held in Madison Square Garden, June 12-21. Plan is to make this fair the forerunner of annual shows at the Garden, which, after this year, will be international in character.

Production of show is being handled by Leon Leonidoff, Radio City Music Hall show producer, and sets are designed by show artist Raoul Pene Du Bois. Heading the fair as chairman is Tex McCrary, radio producer-performer, who made the initial announcement yesterday at the Hotel Plaza.

More than 100 leading firms throughout the country are participating in the show. Fair, taking a leaf from showbiz, will feature the "high fashion" stage, where top designers will present latest creations in four shows daily. There will also be a midway of fashion, as well as live shows.

Fair is an undertaking of Leader Enterprises, Inc., which produced the recent National Antique Show at the Garden.

and Allie Weiner, concession manager, has in its stock cast Lee Marlowe, Bon Bonnie, LaVodis, Slat Taylor and Billy Ainslee. Jerry Cutty, chorus captain for two years, is away for a week visiting her sister in Las Vegas, Nev. . . . Sammy Howard is completing his second year as one of the out-front staff at the Plymouth, Manhattan, now tenanting *Annie, Get Your Gun*. . . . Sid Rankin, former burly writer, has recovered from eye trouble that had him incapacitated. . . . Murray Austin and Irving Sacker, burly house ork leaders, have opened the Victoria Music Writing Service in the 40's. . . . Ann Graham, now retired in Manhattan and once a dancer with Harry (Hello, Jake) Fields' *Sugar Babies* show on the old circuits, lost both parents recently. . . . Susan Wald, daughter of Harry Wald, concessionaire at the Grand, St. Louis, is recovering from a fortnight's illness at the Jewish Hospital there.

Myron Emerson, well known in Cleveland burly circles in the days of Star, Band Box and Empire theaters there, is in Veterans' Hospital at Fort Howard, Baltimore, and would appreciate hearing from friends, especially George Fairs, Gail Hood and Sammy Weston. Emerson recently underwent a spinal operation and may have to play a repeat soon.

## Margaret Truman Concert Debut in Pittsburgh May 20

**PITTSBURGH, May 10.**—Margaret Truman, daughter of the President, makes her national concert debut in Syria Mosque here May 20 under sponsorship of William and Thomas J. Beegle Jr. This will be her first appearance before a public audience. Miss Truman will be accompanied by a pianist and a flutist.

Explaining her reason for choosing Pittsburgh, Miss Truman's agent said that "We wanted her to make her first appearance under the May Beegle banner." May Beegle is the late aunt of the Beegle brothers and founded the May Beegle concert organization.

Miss Truman's fee for the concert was not disclosed. Her Pittsburgh appearance will be followed by 10 other concerts in various parts of the country.

## Magic

By Bill Sachs

**PAUL DUKE** has moved into his 10th week at the Biltmore Bowl, Los Angeles. . . . Valdo and His Violin, assisted by Princess Pat, mental turn, made a guest appearance at the Embassy Club, New York, Sunday night of last week (4). . . . Chanda the Magician and Princess Zeella are winding up their trek in Florida theaters and will soon move northward for theater and club dates. . . . H. Kay Lewis, magician, and Alberta, fem vent, touring under the direction of Henry Hudson Davis, formerly of the Great Virgil and Birch shows, are in their closing weeks of the school season after four months in Southern California. Lewis and Alberta will vacation in the Rockies, near Salmon, Idaho, during July and August. This was the 37th season for Lewis in the Western States. . . . The Johntones (George and Betty) closed at the Tropics Club, Battle Creek, Mich., May 4 and opened the next night at Andy's Supper Club, Minneapolis, for a fortnight's stand. On May 23 they return to Vine Gardens, Chicago, for an indefinite run, which will put them in the Windy City for the big Society of American Magicians' doings the end of this month. . . . Harry Whitestone, magician and operator of the Whitestone Tent Show, featuring talking pictures and magic, writes from Dawsonville, Ga.: "While in Miami recently, I visited with the Magic City Magic Club, of which Al Gates, U. S. Marshall, is president. Saw lots of new magic while there and ran into an old-timer, Captain Sloana, captain of a fishing boat operating out of Miami. While in Tampa, spent some time with Warren Hamilton, who manufactures Jo-Anne, the duck trick being featured by Blackstone. Warren is swamped with orders, so he has had to neglect some of his school dates in the Tampa area. In St. Petersburg, Fla., I ran into LaFollette, who is more or less retired and working dates now and then. In Macon, Ga., saw Hal Haviland in a very clever act playing with a unit."

**BILL KALMAN**, of Montreal, reports as follows on things magical in the Canadian metropolis: "Wally Dean, who played the Gayety Theater here recently, has a knockout magic novelty act. His cig work, ball manipulations and comical flower routine were outshone by his handling of the rabbit hand-puppet, which drew continuous laughter. His biggest hit, however, was his marvelous marionette magician who performs magic on his own, producing cigs, lighting the first one, and vanishing the lighter; then producing a rabbit, a silk and finally a bouquet of flowers. A top-notch act. One of the leading wizards in Montreal at the time is Don Grosini, who is landing most of the dates around town these days. Joe Kara, magician, (See *MAGIC* on opposite page)

## Niteries Fail To Escape

### Building Priority Charges

**WASHINGTON, May 10.**—Several niteries and pic houses and a West Coast race track, alleged violators of the veterans' housing order, will get no reprieve from government litigation despite the executive order abolishing the Office of Temporary Controls (OTC) May 30. President Truman has ordered the Justice Department to carry on suits after the demise of successor to the Office of Price Administration (OPA) and Civil Production Administration (CPA). The charge is that the spots were built in violation of the OTC code and without CPA approval.

Nor is possible passage of the Wolcott Bill cancelling the Veterans' Emergency Housing Act likely to af-

## Czech Puppeteers Captivate London

**LONDON, May 10.**—A great success in both prestige and money has been chalked up by the European tour of Professor Josef Skupa's puppet theater from Prague. The Czech puppeteers' acts have a subtle political flavor which has delighted European capitals. They have reached London on the last stage of their tour, where they perform at the same time a Czech film festival is staged.

Skupa's puppets are drawing big crowds and the London Municipal Education authorities are paying for several thousand children to see the plays.

### Film Bids Received

The Czechs have received several offers in France and here to have their puppet plays filmed, and it has been agreed that the whole troupe is to return here next winter.

The puppeteers speak in English, French and German. The two main characters, Hurvinek and Spejbel—father and son—have already become stock phrases among older children children for dopey behavior.

Accompanying the troupe is a male voice choir from Prague, called the Sleepy-Town Teachers, doing parodies on choral singing. Sponsored by the Czech government, this choir has also given a number of concerts before packed houses. It is now visiting hospitals and factories.

Professor Skupa recalled yesterday how during the Nazi occupation of Prague, all his grotesque figures were confiscated by the Gestapo and he himself was put in a concentration camp.

## New Pa. Law Cracks Down on Scalpers

**HARRISBURG, Pa., May 10.**—Gov. James H. Duff has signed a bill designed to halt ticket scalping in Pennsylvania by licensing and regulating all ticket brokers and placing a \$1 ceiling on ticket profits. The law, which becomes effective January 1, 1948, provides that ticket brokers be licensed by local authorities.

Profits on resales will be limited to \$1 or one-half the price of the ticket, whichever is smaller, plus legal taxes.

Brokers will be licensed by the receiver of taxes in Philadelphia and by county treasurers elsewhere in the State after paying a \$50 fee and posting a \$1,000 bond. They will be required to post the price lists of tickets at their places of business.

The law bars the resale of any amusement tickets by anyone not licensed and fixes penalties of \$100 or 30 days in jail for first offenses and fines up to \$1,000 or imprisonment up to two years for subsequent violations. Tickets to theaters, movies, football and baseball games, night clubs and circuses are covered by the law.

fect the litigation, since observers say there is no chance that the bill will be amended to grant retroactive amnesty.



## 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.

Want to hear from Dancers and Strippers at all times

BE A BOOSTER FOR

MILTON SCHUSTER

127 North Dearborn St. CHICAGO 2, ILL.

## COSTUMES

For Sale or Rent for Cafes, Theatres—All types of Stage Wardrobe. Beautiful Evening Gowns, Dancing Costumes, long and short. Men's Military, Novelty, Sport, Evening Wear. Shoes for Men and Women, also Ballet.

### L. Q. RENTAL CO.

448 West 51st St. NEW YORK CITY  
Tel.: OI 6-1737, George Libby

## THANKS TO

ISSY HIRST AND MILT SCHUSTER

for a very pleasant season on their  
Circuits.

## FRED FRAMPTON

Now Gayety, Columbus, Ohio

## ACTS WANTED

DANCERS—SINGERS—STRIPS  
for the  
FLAMINGO—SILVER PALMS  
SO-NO—TROCADERO  
and other CHICAGO Clubs.

Bill Mathews Agency

Suite 400, 54 W. Randolph St., Dear. 3031  
CHICAGO, ILL.

## WANTED—CHORUS GIRLS—WANTED

6 Days—No Nite Rehearsal.  
\$40.00 Per Week.

## GEM THEATER

450 S. State St. CHICAGO, ILL.

## CHORUS GIRLS

Wanted at once. Day off. Short rehearsals.  
Wire or Write

## PALACE THEATRE

Buffalo 3, New York

# THE FINAL CURTAIN

**ADAMS**—Mrs. Leonard, wife of Leonard F. (Chick) Adams, music arranger for a radio program and former arranger of Abe Lyman's orchestra, May 5 in Stamford, Conn.

**ALI**—George, 81, one-time popular animal impersonator in musical comedies, and more recently owner of a costume rental business, in Freeport, L. I., April 26.

**CRISTILLO**—Sebastian, 67, father of film and radio comedian Lou Costello, May 9 in Hollywood of a heart attack.

**DE PALMA** — Angelo, 59, vaude and concert singer, in Cleveland May 5. He toured the Keith-Albee Circuit and appeared in concerts at the Winter Garden in New York. Survived by his widow, a son and a daughter.

**DI MAGGIO**—Joseph, 31, member of Chick Frie's orchestra at the Rialto Ballroom, New York, in that city May 5. He collapsed and died while at work.

**DUNNE**—William J., 61, producer and side show operator, April 23 in Oklahoma City.

**FELTZ** — James A., 72, former well-known advance agent and manager, April 16 at his home near Stewartville, N. J. Survived by his widow, Virginia.

**HALE**—John, 88, retired actor and theatrical manager, in Englewood, N. J., May 4. Hale, in private life Jesse Hay, had been connected with the stage for 40 years and had appeared in and managed productions for William A. Brady, Daniel Frohman and the Shuberts. For 10 years he was manager of Shubert houses in Cleveland and Detroit and the Nora Bayes and Ritz theaters in New York. His wife, Margot Case Hale, actress, died in 1942.

**HIPPS** — Frank, 59, radio actor, killed in an auto accident near Uniontown, Pa., May 3. He and his wife, Pearl, who was critically injured, appeared on Station KDKA, Pittsburgh.

**HOLMAN** — Harry, 75, veteran vaude, dramatic stock and film actor, recently in Hollywood of a heart ailment. As a youth, Holman joined a med show and a few years later, with his late wife, Stella Holman, became associated with the original North Bros.' Stock Company, playing the Midwest. He was a headliner in the two-a-day vaude circuits and became well known for his sketches, *Hard-Boiled Hampton*, *The Mayor*, *The Manicurist* and *Bull Dog Sampson*, in this country and England. He went to Hollywood about 15 years ago where he appeared in *State Fair* with the late Will Rogers. He was also seen in *It's a Wonderful Life* with James Stewart. His last picture role was in *Magic Town*, to be released soon. Survived by a sister, Mrs. J. B. Rowland, of Enid, Okla. Burial in Enid.

**HOMER** — Louise, 76, one of America's outstanding opera stars, for 27 years with the Metropolitan Opera, in Winter Park, Fla., May 6. Survived by her husband, Sidney Homer, composer, four daughters and one son.

**HULSE**—Rosey, 61, ticket seller on the Hyalite Midway Shows, recently in Liberal, Kan. Survived by her husband, George, also of the Hyalite org; three sisters and two brothers. Burial in St. Joseph, Mo.

**JONES**—Ben R., in Veterans' Hospital, Jefferson Barracks, St. Louis, May 4. He had been connected with various outdoor shows and had managed theaters in Detroit. Survived by his widow and a sister. Burial May 6 in Popular Bluff, Mo.

**JONES**—Paul (Jonesie), formerly with the Johnny J. Jones Exposition and Dodson's World's Fair Shows, May 1 in Atlanta Hospital of a heart ailment. Survived by his widow, Frances; father, G. L. Jones, and a brother, Ernest, of Chattanooga. Burial in Crest Lawn Cemetery, Atlanta.

**LaBIRD**—Charles Sr., 71, of Sello Bros.' Circus, at Roseburg, Ore., April 29 of a heart attack. Survived by two sons, Iza and Charles Jr., who are with the James M. Cole Circus, and a daughter. Interment in Winter Haven, Fla.

**LENZO**—Tobia, 54, restaurant operator and former musical conductor, in Tompkinville, Staten Island, N. Y., May 4. For 20 years he was a conductor of musical organizations, including the International Symphony Orchestra. During World War I he served as a staff sergeant with the Fort Dix band. For the past two years he operated the Vesuvius Restaurant in downtown New York. He was a member of the National Variety Artists Post, American Legion.

**MAXWELL**—Perriton, 76, editor, author and playwright, and recently play reader for John Golden, in New York May 2.

**McGLYNN**—Rose O'Byrne, wife of Frank McGlynn, stage and screen actor, in New York May 7. As Rose Sheridan, she acted and sang in several Broadway productions before her marriage in 1900. She had six children, five of whom took up stage careers.

**MEGGS** — Joe B., 37, former motordrome rider, April 16 in a plane crash while taking pictures of the Texas City, Tex., disaster. Survivors include two brothers, Dan and Robert. Former is an advance agent on the West Coast. Burial in Forest Lawn Cemetery, Dallas.

**OGILVIE**—Harry H., 64, veteran outdoor showman, formerly with the World of Mirth Shows, in Richmond, Va., May 6. Interment in Oakwood Cemetery, Richmond.

**PALMER**—Eleanor Massey, coloratura soprano and treasurer of the Connecticut State Federation of Music Clubs, in Bridgeport, Conn., April 30. Burial in Mountain Grove Cemetery, Bridgeport, May 2.

**PECKER**—Joseph E., 53, co-engineer of the 40,000 miniature autos in the General Motors Futarama at the New York World Fair, recently in Philadelphia.

**RHEINGOLD**—Sidney, 41, vaude agent, in New York May 3. He started as a booker more than 20 years ago with the Jack Linder Agency. In recent years he had his own agency and at time of his death was associated with Al Davis. Services in Brooklyn May 4.

**SHERMAN**—Lawrence, 43, former radio singer and general manager and owner of the Harris Calorific Sales Company, Wyoming, O., May 5 in Jewish Hospital, Cincinnati, after an operation. Survived by his widow, Margaret; five children, two brothers and two sisters.

**SPICER**—Charles E., 72, former vaude and med show musician and comedian known professionally as

Charles Edwards, April 1 in North Sacramento, Calif. He retired from show business some 14 years ago. Survived by two sons, Jerald and Kenneth, of North Sacramento. Burial in East Lawn Cemetery, Sacramento.

**WILCOX**—Allen M. (Roonie), 76, former circus musician), April 23 at Gobles, Mich. Wilcox was bandmaster with Mat Wixom's Great Circus in 1891, and in 1894 was bandmaster with the Burton & Belford Circus, retiring from show business in 1895. He played with the Chevrolet Motor Band at Flint, Mich., the past 50 years. Survived by his widow and eight children. Burial in Mount Ever Rest Cemetery, Kalamazoo, Mich.

## Marriages

**BRADNA-HERRICK**—Willie Bradna, nephew of Fred Bradna, former equestrian director with the Ringling circus, and Martha Herrick, April 26 in St. Mary's of the Lake Church, Chicago.

**COLEN-KAUFMAN**—Bruce David Colen, of the editorial staff of Simon & Schuster, and Anne Kaufman, daughter of George S. Kaufman, playwright and producer, in Holicong, Pa., May 8.

**DAVIS-TAYLOR**—John B. Davis, owner-manager of Southern States Shows, and Pearl Ola Taylor, of Honaker, Va., in Tampa April 18.

**FICK-CONNOR**—Harold Fick Jr., and Polly Connor, dancer-skater, in Beverly Hills, Calif., May 3. Bride is a member of the *Ice-Capades* cast.

**MINOR-McCOY**—Ernest P. Minor, of Greater Rainbow Shows, and Norma Jean McCoy, of Brownie Amusement Company, May 1 in Independence, Kan.

## Births

A son, Arthur Paul, to Mr. and Mrs. Joseph Rozzi at Good Samaritan Hospital, Cincinnati, April 25. Father is an official of Tri-State Manufacturing Company, Inc., Loveland, O., fireworks manufacturers.

A daughter, Nancy Jane, to Mr. and Mrs. Harold Daniels in Honolulu April 9. Mother is Dean Kelly, former burly principal and sister of Scarlet Kelly, featured on the Hirst Circuit. Father is a warrant officer in the navy.

A son, John Starr, to Mr. and Mrs. Andrew Weiss at Doctors' Hospital, New York, April 24. The mother is the former Marilyn Starr; daughter of Herman Starr, vice-president of Warner Bros.

A daughter to Mr. and Mrs. Mark Finley at Good Samaritan Hospital, Los Angeles, April 22. Father is publicity director for the Don Lee Broadcasting Company.

A daughter to Mr. and Mrs. Red Skelton at St. John's Hospital, Santa Monica, Calif., May 5. Father is a radio comedian and film player; mother is a former actress.

A son, Tony Jr., to Mr. and Mrs. Tony DiPardo May 3 at Jewish Hospital, St. Louis. Father is a band leader and the mother is Anne Ryan, vocalist.

A daughter, Janis Marie, to Mr.

and Mrs. Robert Adair at St. Francis Hospital, San Francisco, May 5. Father is transcription librarian at KGO, San Francisco.

A daughter, Mary Catherine, to Mr. and Mrs. Eddy Skolak recently in San Francisco. Father is owner and producer of the *President Follies*, that city.

Twins, Jon Hubert and Jean Ann, to Mr. and Mrs. Hubert Luehrs in St. Mary's Hospital, Milwaukee, April 27. Father is a bingo operator with the Imperial Shows.

A son, Gary Hugh, to Mr. and Mrs. Spencer Hare in Lebanon Hospital, Bronx, N. Y., May 7. The father is the well-known publicist and public relations counsel.

## Divorces

Lynn Merrick, film actress, from Conrad Nagel, stage and screen star, in Los Angeles March 26.

Mary O'Brien, film actress, from Adolph Maurice Greenspoon, nonpro, in Los Angeles March 26.

Leo J. Schultz, auto race driver and stunt man with Lucky Lee Crosby's Hell Drivers, from Elizabeth Worley March 10 in Philadelphia.

Mary Broadmeyer Kratzer, Norwalk, Conn., opera and concert singer, from Harold T. Kratzer, of New York, in Bridgeport, Conn., March 14.

Mrs. Margarite Thies, employee at a Peoria, Ill., radio station, from Richard Thies, formerly at WLW, Cincinnati, in Chicago March 18.

Alma Ross, actress and dancer, from Louis Prima, orchestra leader, in Los Angeles March 17.

Mary Alsop Sture-Vasa, better known as Mary O'Hara, author of *My Friend Flicka*, from Helge Sture-Vasa, nonpro, in Santa Barbara, Calif., March 12.

Alice Wallace, film actress, from William Earl Cunningham, nonpro, in Los Angeles March 25.

Una Merkel, actress, from Ronald L. Burla in Miami March 25.

Enid Cox, one of the Devore Sisters, WLW vocalists, from Casper Cox, musician and operator of a night club in Newport, Ky., April 7 in Cincinnati.

Pearl Martin from Mickey B. Martin, cookhouse worker, in Tampa April 8.

Madeleine Robinson, authoress and playwright, from Edward Dmytryk, film director, in Los Angeles April 21.

Mary Jane Tryon, known professionally as Jane Frazee, film actress, from Glenn Tryon, screen writer and former film actor-director, in Los Angeles April 16.

Blanche Seglin from Mack Seglin March 5 in Las Vegas, Nev. The Seglins were professionally known as Blanche and Mack Glynn.

Anne Pasko Scruggs, former ticket seller with the World of Pleasure Shows, from Troy Scruggs, Ferris Wheel operator with the Majestic Greater Shows, recently in Saginaw, Mich.

Keven McClure Talbot, actress, from Lyle Talbot, stage and screen actor, in Los Angeles May 6.

## MAGIC

(Continued from opposite page) juggler and novelty performer, will leave Montreal soon for his annual carnival tour of the Maritimes. Cramer's Magic Shop is still a popular meeting place for visiting magicians in Montreal." . . . Richard B. Herman was elected president of Philadelphia Ring 6, International Brotherhood of Magicians, at a meeting May 5. Herman holds the same post with Philadelphia Assembly, Society of American Magicians. Others elected at the IBM meeting were Richard Barbash, first vice-prez; Scurti, second v.-p.; Dr. William Endlich, secretary; Ed Levan, treasurer, and William McKenna, sergeant at arms.

In Fond Remembrance

of

**W. H. STEIN**

May 14, 1943

# VALLEE FLIRTS WITH CANVAS

## Has Contract With Courtney

**Plans indefinite but crooner recalls pleasant experience on outdoor stands**

CHICAGO, May 10.—Rudy Vallee, for two decades a leading figure in the entertainment world as an orchestra leader, crooner, and radio, stage and screen star, announced here this week that he has signed an exclusive management contract with John F. Courtney, of Chicago, well-known ride and light-tower builder, for outdoor appearances thru the remainder of this season and thru 1948.

Vallee admitted his plans are indefinite but declared that he was sincere in his desire to give the possibilities of a leap into the outdoor business considerable thought.

According to Courtney, Vallee will be available for fairs, either as a grandstand attraction or under canvas, backed by an orchestra, a line of girls and feature acts.

### Considers Tab Show

In the mulling process also is the possibility of a tab show, to tour on its own, carrying all its own equipment and booked circus style.

"We have discussed so many ideas the past few days," Vallee said Tuesday (6) before completing an ill-fated engagement at Chicago's new Copacabana, "that it is all quite confusing, but I am definitely interested in the outdoor business and we probably will have something definite to announce soon."

Vallee recalled that he had played the Canadian National Exhibition, Toronto, and the State Fair of Texas, Dallas, with gratifying results some 10 years ago, and that outdoor life appeals to him considerably more than night clubs or vaude. He has two irons in the radio fire which may develop into five weekly shows, across the board, but he is of the opinion either prospective sponsor would be pleased to have the show aired from different points rather than from a Hollywood setting.

### Sedlmayr Interested

Carl J. Sedlmayr, owner of the Royal American Shows, was the first carnival owner contacted by Courtney, and Sedlmayr replied that while his org is booked solid for this season, he would be happy to confer on the possibilities for the entire season of 1948. Vallee, however, indicated he would not be interested in more than eight weeks, when the shows would be playing major fair engagements.

Vallee's Copacabana engagement here was referred to as ill-fated because he was left holding a "stiff" for \$13,000 for his last two weeks' work. Vallee kicked the spot's gross up to an average topping \$25,000 per week it was reported, but previous liens evidently swallowed most of the receipts.

## Sunbrock Predates Packs in New York

NEW YORK, May 10.—Larry Sunbrock, representing Rodeo, Inc., has contracted to stage a rodeo for nine days starting Friday (30) in Yankee Stadium here, according to an announcement Wednesday (7) by Melvin Sims, the ball club's attorney.

Show will be presented day and night while the Yankees play ball on the road.

Thomas N. Packs, St. Louis promoter will present Roy Rogers' Thrill Circus at the Polo Grounds, June 15-22, Sunbrock having the advantage of the predate.

NEW HAVEN, Conn., May 10.—Larry Sunbrock announced that Rodeo, Inc., presented here for two days, grossed more than \$16,000.

## Deal for Cleveland Arena Sale Nixed

AKRON, May 10.—Proposed deal for sale of the Cleveland Arena has fallen thru and Al Sutphin will continue in charge of the big ring and sports center he promoted back in 1937.

In an open letter to newspaper and radio stations this week, Sutphin declared all discussions ended and said the arena will carry on with its present ownership and management—the syndicate headed by Sutphin that financed the building for \$1,250,000 10 years ago.

Sutphin revealed he regretted the sale did not go thru for "the best interests of myself, my family and my health."

## How To Avoid Damage Suits

By Leo T. Parker

Recently, a reader wrote: "I have read many of your legal stories in *The Billboard* and I have learned much about how to prepare to win law suits. But here is my idea: I want to do everything possible this summer to prevent any loss from damage suits at the beach in our park. What do you say about giving a list of bathing beach law suits lost by injured patrons? It seems it would be easy then for all beach operators to know what others did to win their suits."

Undoubtedly numerous other readers and operators of swimming pools and bathing beaches will profit by having for present and future reference list of leading higher court decisions, all of which were decided in favor of the operators. Therefore, we shall briefly review these cases.

### Ordinary Care

First, it is important that all officials, operators and employees of swimming pools and bathing beaches realize that to avoid liability for injuries to patrons "ordinary care" must be exercised to keep the premises reasonably safe. This statement is not new law, but very old. In fact, it always has been the law, the only shortcoming being that few officials and employees are familiar with the elementary principles of this established legal rule. In other

## Frank Duffield To Build Chi Trib's Birthday Fete

CHICAGO, May 10.—Frank P. Duffield, president of Thearle-Duffield Fireworks, Inc., and the Exhibition Management Corporation, has been appointed manager-producer of the 100th anniversary celebration of *The Chicago Tribune* June 10 here in the form of a gigantic outdoor spectacle on the site of the Century of Progress. Program, now being pushed, is designed to lure between 300,000 and 400,000 persons, which would be the largest throng ever drawn for a one-night event in Chicago, if not in the United States. It will be strictly free.

Show planned to run 2½ hours, will be climaxed by a half-hour fireworks show, which will be the biggest pyrotechnics display ever to be presented in this country, Duffield said. Displays will extend two-thirds of a mile, with the entire show to be fired electrically.

As many as 12 outstanding aerial acts will be presented, with six or eight high acts offered simultaneously. Other features will be outboard motorboat races, water skiing and aqua-planing, rowing events, Venetian water pageant and an air show with jet planes and helicopters. Armand Hand's band will provide the music.

*The Chicago Tribune* and Radio Station WGN, which are owned jointly, will go all out in plugging the celebration. Trib itself is promoting the event. *The Chicago Tribune* Charities, offspring of the newspaper, sponsors the highly successful Chicagoland Music Festival, the Golden Gloves Tournament, and the college all-star pro-football game.

## International Expo Postponed Until '48

ATLANTIC CITY, May 10.—Dr. H. W. Waters, general manager of the International Industrial Exposition, scheduled for the Million-Dollar Pier here June 28, announced Friday (2) the board of directors had voted to postpone the event until 1948. The new dates are June 26 to September 11, 1948.

Dr. Waters said unsettled world conditions resulted in foreign governments and industrial organizations expressing a desire for the postponement.

amusement proprietor not liable, and said:

"The drawing clearly shows the ventilator, as constructed and maintained, was not dangerous."

Also, see the leading case of *Bernardo v. Hoffman*, 145 Atl. 884, where a place of amusement was designed by architects having 30 years' experience.

One evening, during a windstorm, the structure collapsed, causing serious injuries and death to many patrons. In holding the proprietor not liable, the court said:

"The roof was constructed from specifications which were standard. The building was inspected by the president of the company which built it, as well as by the building inspector and the fire marshal, and pronounced all right. We do not think it could be reasonably held, in view of the foregoing and surrounding facts, that these defendants (proprietors) were negligent in the matter of the (See HOW TO AVOID on page 78)

## Smythe Builds Ranch Set-Up for Week-End Air, Stage All-Dayers

ANGOLA, Ind., May 10.—A new amphitheater with a seating capacity of 5,000 now is being constructed on the shores of near-by Buck Lake for use during the summer for shows by folk-tune artists and other radio performers. Project, to be known as Buck Lake Ranch, is headed by Harry K. Smythe, producer of the *Hoosier Hop* (American Broadcasting Company show), which originates from WOWO, Fort Wayne, Ind.

Ranch set-up, in addition to the amphitheater, will include a floor, under a 65 by 110-foot circus top, for square dances; outdoor fireplaces, benches and tables for picnics, steak fries, etc.; horseshoe pitching grounds, boats and a natural bridle path.

Broadcasts will originate from a soundproof control room built into a 30 by 40-foot stage building. Latter also will have dressing rooms, sets, lights and broadcast equipment.

All the *Hoosier Hop* local shows (See *Smythe Builds Ranch* page 66)

words, if all officials and employees know the legal meaning of the term "ordinary care," the swimming pools and bathing beaches could be conducted so as to avoid litigations. And where suits cannot be prevented, a legal basis could be pre-arranged to win unavoidable suits.

For illustration, one certain plan which will assist the owners of all places of amusement to avoid liability for injuries to patrons is: When constructing or designing any pool, building, amusement device, walkway or the like, a competent and experienced person, architect or engineer should be employed who is capable of using standard materials and a recognized safe design.

### Patron Injured

See *Mayberry v. Cage*, 54 N. E. (2d) 619, where a patron was injured when he stumbled and fell over a ventilator. He sued the amusement proprietor for damages. The evidence proved the ventilator was level with the floor at the point where the floor and the ventilator came together, and gradually sloped upwardly from the floor until at its center the ventilator was only one inch above the level of the floor. There was no off-set where the ventilator joined the floor. The higher court promptly held the

# COURT VALIDATES RB RULE

## Shepherd Shows Improvement After Another Operation

AKRON, May 10.—Frank Shepherd, aerialist, who fell from his trapeze on the Ringling-Barnum show here four years ago, still is waging a grim battle for recovery.

Shepherd, who makes his home in Sandusky, O., returned to City Hospital here for another operation on his left leg, fractured in the fall. A number of operations had been performed earlier.

The 53-year-old performer was in poor condition following the operation but the hospital reported late this week he has shown some improvement. He is in a cast from hip to toes, some bones having been taken from each shin and grafted into the knee.

## Ind. Swing O.K. For Cole Bros. Despite Weather

RICHMOND, Ind., May 10.—The swing thru Indiana, up to and including the stand here Thursday (8), was proving okay for Cole Bros. Circus, altho at times the weather was anything but warm. Org was late in arriving here, but Richmond schools and business places closed at noon for the show and both the matinee and night houses were big.

The show put up in Fort Wayne during a snow fall Wednesday (7) and the matinee was an hour late starting. Neither of these things, however, bothered the crowd and the night house was a turnaway. At Marion, Tuesday (6), show played to capacity houses at both performances. At Kokomo, Monday (5), the (See Cole Beats Weather on page 97)

## Week-End Tells Barnes Story

CHICAGO, May 10.—Barnes Bros. Circus closes its annual engagement at the Chicago Stadium tomorrow, and business today and tomorrow will determine if business will equal or pass the record set in 1946.

Until a week ago, cash receipts were ahead of '46, but a slump hit last Monday, and the next four days were off, giving the box office about a standoff as far as last year is concerned going into the last two big days.

There was no worry about cracking the nut as the show has been in clover since the first big week.

George Valentine, aerialist, injured early in the engagement while pulling on a rope, returned to action this week, giving the program its full complement.

Tad Tosky took charge of the clown production numbers after the first few days, and the improvement was noticeable in every number. His "long pants" blowoff on the balloon stealing gag, and his parachute number proved to be top laugh getters when he got them ironed out.

Entire org moves to Detroit after the last performance here tomorrow night, opening in the Motor City at Olympia Wednesday (14).

## Big One Sets Record Gates

Garden stand pars '46 two million mark despite 12 fewer stanzas

NEW YORK, May 10.—With sell-outs assured thru tomorrow night's closing, Ringling Bros. and Barnum & Bailey Circus will have grossed more than an estimated \$2,000,000 for 65 performances during its 33-day run in Madison Square Garden. Gross is about the same as it was a year ago when the big show gave 77 performances. The record price scale, ranging from \$1.20 to \$6, put in effect last year was used again this season.

Approximately 860,000 saw the show here. More than 14,000 jammed each of the last 16 performances, which were sold out in advance. Continuing demand for tickets thruout the final week indicated that the circus could profitably continue its stay indefinitely.

### Haley's Rights Restored

The circus president, James A. Haley, convicted of manslaughter in connection with the circus fire at Hartford, Conn., in 1944, received word this week that a bill restoring his full civil rights and passed by the Florida Legislature became law last week when certified to the Secretary of State by Governor Millard F. Caldwell.

Haley, sentenced by a Connecticut court to serve a sentence of a year and a day, was released after a little more than eight months. The Florida bill said that the conviction "is not of such nature as to brand him a criminal and should not deprive him of full civil rights."

Bernie Head, press department member, was operated on at Bellevue Hospital Thursday (8). A rapid convalescence was forecast by hospital attendants. Additional donors who contributed blood to Head during the week were A. H. McCormick, Daniel Parker, Harry Stone, Fred Devine, Harold Gilson, Thomas Viola, Herbert Strobel, Charles Gallagher, all members of the truck department, and John Dunn, W. M. Sherbert and Harry Lefferts, of the property department.

Head witnessed from his room in Bellevue the annual show given for patients by the circus personnel. For (See R-B Sets Record on page 98)

## "Starved" Aussies Go All-Out for Sawdust

SYDNEY, May 10.—West Australia, which yearned for the smell of the sawdust ring for seven years of the war, is responding with packed tents for the revival begun by Wirths at the end of last year. Bullen Bros., which toured the Southwest districts after a successful Perth season, is now moving along the West Coast doing all towns en route to Geraldton.

Tex Morton's Rodeo and Circus is slated to arrive in Sydney soon, and publicity is now placarding the city. Advance bookings indicate a successful season for this Australian show. Tex Morton has a profitable sideline with his recordings under the title of the Yodling Boundary Rider, featured in a wide range of radio programs.

## James Cole Gets It in Montclair

MONTCLAIR, N. J., May 10.—James M. Cole Circus overcame rain, light advance publicity and some other minor difficulties here Saturday (3) to bale up a good-sized stack of folding money. Org drew straw houses at both performances. Police estimated almost 1,500 were turned away at the matinee and a like number at night.

Rain hurt attendance at Elizabeth, N. J., the night before, both shows getting a light draw. Westfield, N. J., however, gave the show two straws Thursday (1). Westfield stand was sponsored by the American Legion and advance sale was so heavy it was necessary to give an extra show.

At Easton, Pa., the matinee crowd was light but the night show, despite a heavy rain, played to a full house.

The Cole show carries three rings and travels in about 40 motorized units. Acts include the Riding Duttons, Kirk Adams' dogs and ponies, Townsend and La Bondes, aerialists; the Bedell Troupe, teeterboard; Florida, tight wire; Tama Frank, whirl of death; the Lew Borton and the six Cole Liberty horses; Irving Romig and his mule, Snafu, and Jimmy Cole Jr., age 7, billed as the youngest elephant trainer in the world.

## Two-Day Akron Stand Red One For Mills Org

AKRON, May 10.—Jack Mills, owner of Mills Bros. Circus, took out that ever-present datebook from his inside coat pocket here Sunday (4) and put a big red circle around "May 2-3—Akron."

For the Mills show, plagued like others with rain, cold and muddy lots, the Akron date was the bright spot to date. Under Fraternal Order of Police auspices, the show came in to find 10,000 tickets sold and a huge 70-page program which the policemen themselves sold.

In early from Wooster, O., where the show did a good business, the Friday afternoon performance played to a light house, but Friday night's performance was a turnaway as was Saturday afternoon's. Despite a heavy rain as the matinee ended, the show put the crowd on straw Saturday night and then found some 600 persons with tickets and clamoring to get in.

It was then that Mills told the (See Akron Red One on page 84)

## Florida Restores Full Civil Rights to Haley

TALLAHASSEE, Fla., May 10.—Gov. Millard F. Caldwell has signed into law a House bill that restores full civil rights to James A. Haley, president of Ringling Bros. and Barnum & Bailey Circus, who was convicted of manslaughter in connection with the disastrous big top fire at Hartford, Conn.

The bill, which was introduced in the House by the Sarasota County delegation, declared that the conviction "is not of such a nature as to brand him as a criminal or as one having committed an infamous crime, and should not deprive him of full civil rights."

## Mrs. Haley's Votes Nulled By Del. Judge

### North Action 'No Infirmity'

WILMINGTON, Del., May 10.—The Supreme Court of Delaware Monday (5) validated an election of Ringling Bros. and Barnum & Bailey Circus held in New York April 10, 1946, which resulted in James A. Haley's replacing Robert Ringling as president, but declared that the votes cast by Mrs. Aubrey B. Haley should not be counted.

The ruling sustained the Court of Chancery in holding valid the 1941 agreement between Mrs. Edith Ringling and Mrs. Haley to vote their stock together. However, it was pointed out, "no infirmity" in John Ringling North's voting at the annual meeting last year has been demonstrated.

### One Vacancy Left

The Supreme Court declared the election of the six persons for whom North and Mrs. Haley voted at the election, and left one vacancy on the directorate, with the observation that "an election of directors at the 1947 annual meeting may make a determination of the question unimportant."

The election was contested by Mrs. Ringling on the grounds that a voting agreement between her and Mrs. Haley had not been followed thru at the election. Vice-Chancellor Collins J. Seitz in Chancery Court last year held that the agreement was valid. Mrs. Ringling then appealed to the Supreme Court.

The opinion read in part: "It seems to us that upon the (See Court Validates on page 97)

## Dailey Forced To Break New Knoxville Lot

KNOXVILLE, May 10.—When Dailey Bros. Circus played here Wednesday (7) it was forced to break in a new lot, permission being denied the use of the old Sutherland Avenue airport grounds. The Dailey org set up on private grounds across the highway.

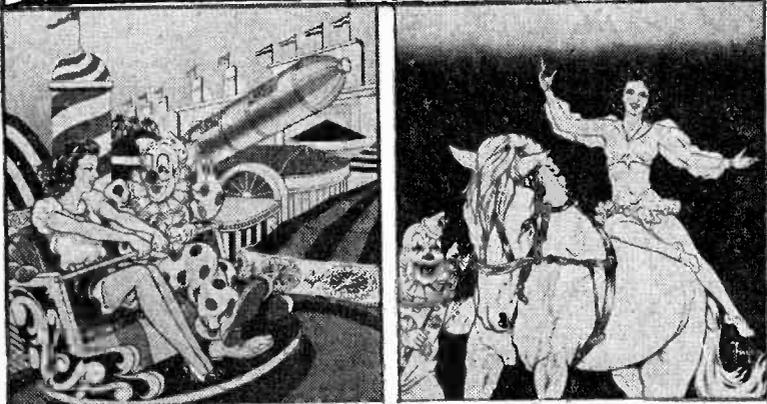
Reason for this was action by Robert L. Morrison, Knoxville city manager, who previously had recommended to city council the old airport site be closed to both carnivals and circuses because of congestion and the damage possibilities to adjoining property. Too, the Rotary Club complained about damage done by previous shows to its Sutherland Avenue Park for children.

Sparks Circus, which played here a month ago, was the last show permitted to use the old grounds and only after posting a cash bond as a guarantee against damage to the grounds. The bond was returned by the city.

At Tuscaloosa, Ala., the Dailey org, altho running into plenty of rain did a good business. The matinee house was strong and the show played to a full night house.

# NEW PICTORIAL PAPER for CIRCUS CARNIVAL FAIR

FOUR TO SIX  
COLORS



CIRCUS DATES AND SPECIAL DESIGNS — ANY SIZE.

WRITE OR WIRE FOR STOCK SAMPLES.

## ALLES PRINTING CO.

224 EAST 4TH ST. PHONE: MADISON 1681 LOS ANGELES 13, CALIF.

## CHIMPANZEE AND MONKEY SALE

- |   |   |
|---|---|
| 1 Female Chimpanzee, 6 years old .. \$450.00  | 1 Female Chimp, 2 years old, collar and chain broken .. \$600.00        |
| 1 Female Chimp, collar and chain broken, 5 years old, very gentle, one finger is crooked, inconspicuous .. 650.00   | 1 Female Chimp, 3½ years old, collar and chain broken, gentle .. 600.00 |
| 1 Male Chimp, "Stanley", black face, 3½ years old, collar and chain broken, excellent for animal training .. 600.00 | 1 Male Baby Chimp, one year old, can be handled by children .. 700.00   |
|   | 1 Female Chimp, 4 years old .. 600.00                                   |

### MONKEYS

- |  |                                      |
|--|--------------------------------------|
| Diana Monkeys, Mother and Babies, both for .. \$175.00 | SPOT NOSE MONKEYS, Each .. \$ 40.00  |
| Males and Females, Dianas, Each .. 100.00              | Rhesus Monkeys, small, Each .. 30.00 |
| Mona Monkeys, Each .. 40.00                            | Rhesus Monkeys, large, Each .. 35.00 |
| Sooty Mangabey Monkeys, Each .. 35.00                  | 1 Langur Monkey .. 100.00            |

### SNAKES

- |   |  |
|---|--|
| Pythons, up to 5 feet, Each .. \$ 40.00 | Ball Pythons, up to 5 feet, Each .. \$ 35.00 |
|---|--|

If interested in Baboons, Drills and Indian Pythons, keep in touch with us.

### TREFFLICH'S BIRD & ANIMAL CO., INC.

215 FULTON ST., N. Y. C.

## DORMAN BROS.' CIRCUS

### WANTS WILD WEST PEOPLE

With Stock to work Concert with Mrs. Mix. Bill Noble, wire. Combination Billposter to drive Truck, Boss Canvasman who can handle 70-foot Four-Pole Top, Dancing Girls for Side Show, Half and Half. Max Stafford will book—All Midway Concessions except Floss and Corn Game. Also Kiddie Ride, Ball Games.

BLACKSBURG, VA., WEDNESDAY, MAY 14; PEARLSBURG, THURSDAY, MAY 15; PRINCETON, W. VA., MAY 16.

## WANTED

Boss Hostler for 12 Baggage Horses, Boss Property Man, Riggers and Seat Men, also Banner Puller. Roy Garrett, Dutch Warner and Hammerhead, come on home.

## COLE BROS.' CIRCUS

Springfield, O., May 14; Middletown, 15; Hamilton, 16; Cincinnati, 17-18.

## JAMES M. COLE CIRCUS

### CAN PLACE

Main St. Lithographers that will put up paper, Steward for Cookhouse, Big Top Help, Candy Butchers to work seats, Floss Man, Novelty Man and Grease Outfit Help.

Wire Cardondale, Pa., May 13; Scranton, 14-15; Endicott, N. Y., 16; Owego, 17.

### RINGLING BROS.' CIRCUS PHOTOS FOR SALE

1912 to 1919, taken by Professional with Graflex Camera. Rare, original, never before published. Chas. Ringling, Lietzel, May Wirth, Parade Wagons, Groups, Freaks. All clear and sharp, full faces, great detail. Send card for Free List.  
C. P. FOX, Route 4, Oconomowoc, Wis.

### FOR SALE

2 Midget Mules, recently born. One from 36" Shetland mare and one from 42" mare. Weight at birth, 25 and 30 lbs. respectively. Will sell at three months old for \$150.00 and \$200.00. References, Dun & Bradstreet. Wire order. Crated F. O. B. here.

**P. M. NORWOOD**  
GAINESVILLE, ALA.

### SPANGLES TIGHTS

WETTSTEIN CO.  
440-442 W. 42 St.  
N. Y. C.

Paste This in Your Address Book.

### BELLMAN BROS.

#### WANT

Show and Side Show Acts.

Address: 216 Northeast St., Indianapolis, Ind.

## Ben Davenport Is Happiest When He's Doing Manual Labor

ROME, Ga., May 10.—Having a 20-car railroad circus in Georgia in May is like a serving of Thanksgiving turkey on the Fourth of July, but Ben Davenport tried it with his Dailey Brothers show—and won.

Davenport is known for changing a lot of treasured customs of circus biz, and he's amassed a fortune by following his own ideas.

A visit to the Dailey show reveals a completely unique organization in big show caliber. It is a democratic operation in its broadest sense with Davenport a kindly leader, dominant yet not a tyrant, tolerant but permitting no laxity or slackness.

Never inclined to be a "dressed up" big shot showman, Davenport prefers to wear an old hat, a tieless shirt open at the neck and comfortable trousers, permitting him to work at any job on the lot, rather than recline in fashionable splendor under the shade of the marquee.

### Likes Manual Labor

Instead of spending most of his time in the office wagon wrestling with business problems with pen or pencil, he seems happiest doing manual labor at the runs at unloading time, or placing plumes on the handsome eight-horse hitch which parades the calliope downtown, or working at teardown time.

As a consequence there is a camaraderie among the 300 troupers on the Dailey show which is probably unmatched. It is not unusual for Davenport to be addressed by workmen as "Ben." Most of his key men have been with him since his early truck show days. When Davenport goes to the privilege car he buys for all, executives, performers, big top or train crew, or pony boy.

Most of the business details of checking up and personnel are handled by Mrs. Eva Davenport, Ben's wife and able assistant. Their success together in show business, dating

back to med show days, reads like a novel.

Now only 47 Davenport still is short of his goal and he plans further expansion on the arrival of his shipment of 10 more elephants scheduled to sail from India in the next few days.

His record for precedent-making is reflected in his present route in the Southeast. Last winter he and his veteran general agent, R. M. Harvey, decided to take the show to Canada. Recently, having suspcioned a flow of shows to the Dominion, Davenport decided on a tour of the South and East. Ordinarily he has played Texas for six to eight weeks and moved into the Middle-Western and Far-Western regions. He was disappointed in spots in Louisiana and Mississippi, but Alabama and Georgia held up well.

Making a 125-mile run from Atlanta, Ala., to Dalton, Ga., the red and (See BEN DAVENPORT on page 98)

## With the Circus Fans

By The Ringmaster

CFA  
President THOMAS M. GREGORY  
12039 Edgewater Drive Lakewood 7, O  
Secretary-Treasurer GIL CONLINN  
71 Allendale Road Hartford 6, Conn.  
(Conducted by WALTER HOHENADEL, Editor  
"The White Tops," care Hohenadel Printing  
Company, Rochelle, Ill.)

Mr. and Mrs. John G. Kreis spent February and part of March visiting Mr. and Mrs. Paul Jung at their home and laugh factory at Tampa. Several trips were made to Sarasota to visit the Ringling-Barnum winter quarters. There they met Mr. and Mrs. L. B. Ulrich, CFA members of the Barnum Top.

Dr. Paul F. Mahaffey was elected general manager of Henry Kyes Tent No. 31, Springfield, Ill., at a dinner of the group held in the Illinois Hotel April 18. Other officers named were Herbert Georg, ringmaster; Mrs. Nina Holmberg, mail clerk; Mrs. Herbert Georg, historian; Mrs. Hazel Hobbs and Mrs. W. C. Armbruster, communications officers. Movies of Ringling quarters in Sarasota were shown by Herbert Georg and circus recordings were played by Harry Mueller.

The members of the May Wirth Tent of the CFA at Syracuse, honored their namesake by presenting her with a bouquet of roses at a performance of the Tigris Shrine Circus, produced by Frank Wirth. Mrs. H. W. Isleibe, secretary of the Tent, made the presentation. Tent officers are: Richard J. McGarity, president; James R. Vedder, vice-president; and Edward M. Thompson, treasurer.

President Tom Gregory and Mrs. Gregory caught the Cole and Mills Bros. openings.

## Under the Marquee

Wyatt Davies visited friends on Dailey Bros.' Circus when that org was in Jackson, Miss.

Whether business is good or bad—we can still pass a buck.

Fortune magazine is readying a story on Ringling Bros. and Barnum & Bailey Circus. Yarn will run in two installments.

Con and Winnie Colleano caught the Big Show at Madison Square (See Under the Marquee on page 100)

## WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold  
By Starr De Belle

Pokeweed, S. C.  
May 10, 1947

Dear Pat:  
This is the only circus that weathered the winter without closing. Show had a pretty fair go by staying out on a dandelion diet. Regardless of how chilly it gets in the South, green foliage flourishes. Those who have never winter-trouped with this show don't know how many different ways wild greens can be prepared.

We have the most skilled foliage

and fodder chef en route. Having trouped with not less than 16 out-all-winter circuses, our preparer of wild and noxious plants knows when to change diets before any of his diners start to flounder or suffer with alfalfa bloat. He knows the proper amounts of protected plants to mix with frostbitten plants to protect his guests from cramps. Nowadays, frozen products are considered luxuries. During a snowstorm last winter, our chef had his dishwashers and (See Won, Horse & Upp on page 99)

**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.

**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 \_\_\_\_\_

## Beatty To Pass Up East Canada

Org will make early loop thru prairie provinces, then head back to U. S.

REGINA, Sask., May 10. — With other circuses invading Eastern Canada, the Clyde Beatty show will pass up the territory this season, make an early loop thru the prairie provinces and head back to the United States, Justus Edwards, org's general agent, revealed here.

Beatty hit Western Canada in mid-August last year—the first circus in seven years—and cleaned up at every available spot from Victoria, B. C., to Hamilton, Ont.

Show this year will play from West Coast across the Northern States to Helena, Mont., and then the following dates: Lethbridge, Alta., June 2; Calgary, June 3-4; Medicine Hat, Alta., June 5; Swift Current, June 6; Moose Jaw, June 7; Regina, June 9; Saskatoon, June 10; Prince Albert, June 11; North Battleford, June 12, and back into Alberta and British Columbia.

Swift Current, Sask., population 6,000, is a new stand for Beatty. It will be the first time the city has had a circus since the Al G. Barnes show played there about 10 years ago. One of the major pay rolls in Swift Current is the Co-Operative Horse Marketing Plant, where nags are cooked and canned for UNRRA food shipments to Europe.

The Moose Jaw to Regina hop will be a short one—42 miles—and will have the show setting up on a Sunday.

RENO, Nev., May 10.—The Clyde Beatty Circus hit the jackpot with turnaways at both matinee and night performances here Wednesday (7). Customers were packed in for both performances, with canvas spread at the ends for them to sit on. Estimate 1,500 turned away at matinee with more than 750 at night. Special school ticket, plus dismissal of schools, accounted for big afternoon play. Circus executives said it was the biggest day's business of their current season.

### Australian Zoo Parley Talks Price of Snakes

SYDNEY, May 10.—An Australian-wide zoo conference was held last week in Perth, West Australia, where one of the subjects was the price of snakes.

Australian zoos have supplies of home-grown snakes, both native and imported varieties, for sale to other parts of the world. Zoo officials who plan to attend the world zoo talks in Paris next year want to fix a standard price for snakes.

Starved for replacements during the war, the Taronga Park Zoo, an Australian showplace, is gradually getting fresh consignments. The latest arrivals were a flock of Birds of Paradise from New Guinea, where a party spent 10 months collecting them at a cost of about \$4,000. The expense was defrayed by E. J. Hallstrom, a trustee of the zoo, who is a Sydney manufacturer.

### Rogers Bros. Gets Full House at Magnolia, Ark.

MAGNOLIA, Ark., May 10.—Favored by good weather, Rogers Bros. Circus drew a full house Friday (2) to its night show after getting a strong matinee crowd.

In Junction City, La., org drew two strong houses Thursday (1). Business at Bernice, La., April 30, was only fair, houses at both shows being light.

# SUNBROCK'S RODEO, INC.

PLAYS THE BIG ONES

YANKEE STADIUM  
NEW YORK  
MAY 30-JUNE 7

BOSTON BALL PARK, JUNE 13-21

MONTREAL STADIUM, MONTREAL, QUEBEC

WRIGLEY FIELD, CHICAGO, 10 DAYS AND NIGHTS

CROSLY FIELD, CINCINNATI

KANSAS CITY BALL PARK

MILWAUKEE BALL PARK

AND MANY OTHER TOP SPOTS OF THE NATION

## WANTED

Can use additional Cowboys, Cowgirls, Trick Riders, Ropers and other Feature Attractions for the greatest dates in show business. 42 consecutive weeks. Write, wire

# LARRY SUNBROCK

YANKEE STADIUM

NEW YORK, N. Y.

**Phil & Bonnie BONTA**

Sensational South American Perth Balancers

Currently RINGLING BROS AND BARNUM & BAILEY CIRCUS  
Boston Garden

Thanks to Hans Lederer, International Theatrical Corp.

**ELASTIC NET OPERA HOSE**



Black, Suntan and White, \$4.95. Elastic Net Tights, \$7.50. Rhinestones and Settings. Metal Spangles, all sizes and colors. Chaiettes Fringes. Other Items. Folder? Yes.

**C. GUYETTE**  
348 W. 45th St.  
New York 19, N. Y.  
Phone: Circle 6-4197

**WANTED**

10-IN-1 OR COMPLETE SIDE SHOW OR INDIVIDUAL ACTS AND FREAKS. Wire or Phone: RANDOLPH 2242.

**TOMMY SACCO**  
Talent and Entertainment  
203 Nc. Wabash Ave. CHICAGO 1

OWING TO DISAPPOINTMENT

**DAILEY BROS.' CIRCUS**

WANTS

An Experienced Press Representative back with and ahead of Show. Address

**R. M. HARVEY**  
McALPIN HOTEL PHILADELPHIA, PA.

**PHONEMEN**

American Legion State Convention, Book, U. P. C. Tickets, Banners.

**FRANK B. HILDEBRAND**  
Convention Hdqts., 19 E. 8th St., Cincinnati, Ohio.

**FOR SALE**

SMALL, COMPLETE MOTORIZED CIRCUS

Address Circus:  
BOX D-493, c/o Billboard Pub. Co.  
Cincinnati 22, O.

**WANTED**

Family Act that can do two or more to join immediately. Opening May 20th.

**GORDON BROS.' CIRCUS**  
BOX 423 CARTERVILLE, MO.

**BOND BROS.' CIRCUS**

Can place Contracting Agent, Seat Man, Working Men who know canvas. State all in first and be ready to join on wire.

1038 Broadway, Camden, New Jersey.

### Ringling-Barnum

Closing week in New York was a busy one with three shows given Monday (5). Extra show at 10 a.m. was for orphaned and under-privileged children and the Garden was packed. The kids stuffed themselves with popcorn, peanuts and soda pop donated by the ushers and candy butchers. Each child was given a balloon by Willie Lish and his program boys who stayed up half the night to inflate them. The 44th annual trek of circus personnel to Bellevue Hospital was made Wednesday (7). About 4,000 patients, nurses and doctors saw the performance.

Bernie Head, press agent, is in the same hospital awaiting surgery and wishes to thank the many show members who donated blood. Georgie Campbell, midget clown, is in Poly-clinic Hospital.

Visitors: Jim Hoye, Bill Day, Art Concello, Louis (Laz) Rosen, Fritz Shultz, Betty Bradley, Marie Grundy, Patty Stout, Addie Corsi's mother, (See Ringling-Barnum on page 81)

### Stevens Bros.

At Eufaula, Okla., the matinee was fair but only Noah could have shown at night. Nobody can say we didn't try to pinch-hit for Noah because we put on the night show, despite mud and rain. The next day we spent most of our time washing clothes.

Jack and Medeia Banta played a week's engagement with us while waiting for the Kelly-Miller org to open. They did their wire and ring acts and Medeia worked web. Leon and Novel Snyder, also booked on the Kelly-Miller show, had the concert in Eufaula while Oklahoma Shorty Shearer was in Woodward, Okla. Olive Francis, sister-in-law of Owner John Francis of the shows bearing his name, has her ball game on our midway. Bob Roberts joined as Side Show boss canvasman and ticket seller.

Bob Grubb added a new dog to his act. He also handles the pony drill. Sunday, April 27, some of us en- (See Stevens Bros. on page 98)

### Sparks

The Ohioans turned out with great enthusiasm and circus spirit. Quite a crowd was on hand to watch Phillips McGrath load and unload his train.

We have another Sir Galahad on the show. He is Stan Garber, who recently carried Mabel McGrath thru the mud.

Jackson Kyes celebrated his birthday and received a gift from the elephant department. Ollie Garber is \$1 richer. She picked it up while trick riding. John White added a pinto pony to his string. One of the baby alligators in the menagerie died. We were unable to take our pig (See SPARKS on page 97)

## DRESSING ROOM GOSSIP

### Clyde Beatty

San Jose—Dot Vernon, former Barnum & Bailey cowgirl star, visited. Car 62 was the scene of a bloody battle recently as clown alley continued the boxing number up and down the aisle. Before the final retreat, almost everyone was involved in this panto battle and the score finally was settled by the advance of Morpheus.

Tracy—With the Frontier Days Celebration near, almost all male patrons were sporting beards, sideburns and mustaches. Cliff Daniels visited here and presented the ladies with several dozen roses. Mell Renick is the latest addition to the Escalante bar act in Ring 1. Lou Walton, often mistaken for Mrs. Brown, Smith or Jones during the come-in, has received many fine after-show notices.

Modesto—Wonder where the matinee audience disappeared during the (See Clyde Beatty on page 98)

### Bailey Bros.

The rains came and we have been in the midst of much of it. Our new big top is well camouflaged with red clay. The writer and Rube Simonds took a busman's holiday and went over to Columbus, O., to catch the Sparks show. James Edgar, Harry Hammond and all the personnel extended every courtesy. Bob Stevens and Frank Ellis were away from our show for two days getting initiated into the Shrine.

Barbara White returned to work after being on the sick list. Bert Pettus does a good job in getting the Side Show up and down in a hurry. (See Bailey Bros. on page 98)

### Polack Bros.

We closed in Sacramento Sunday (4), after playing to full houses at nearly every performance.

Dwight Moore is up and around again. Americo Borza celebrated his fifth birthday with a party for the seven kiddies on the show. Peggy Foster, Los Angeles, visited the Delbosq Family for a few days in Sacramento.

Jimmy Rison, after two weeks illness, is okay again. Adrianna is on the sick list.

Jack Klein, our announcer, is elated over being in California. The fishing contest is going along okay. Alfredo and Kinko each caught a five-pound striped bass in Sacramento.

Conchita is carrying several black and blue marks from a fall downstairs. Mishap occurred just before she was scheduled to go on. She wasn't badly hurt and went on with her act.—IRENE LAFFERTY.

### Cole Bros.

Griebing and Freeman finally made Voise's stateroom. The coaches were parked near a coal pile and we peeked thru the window. Finally Voise took pity on us and invited us in. He even let us sit in the rocking chair. If this weather keeps up, Freeman will have to get himself a rocking chair.

I like the new costume Nena Thomas wore during the storm in Danville, Ill.; Arkie Scott threw away his crutches and is navigating on his own power.

Events of the week: Capt. John Smith made breakfast. Nicest gesture of the week: Noyelles Burkhart, our general manager, feeding all those kids in Danville. The cook-house looked like a school house.

After looking at Felix, our backyard missing link, I still think Darwin was right. New addition to the trampoline number is Vince McGrath, member of the Exello perch act.

The lot in La Fayette, Ind., was a dandy. How Captain Curtis ever got it all on is his secret. Incidentally, La Fayette is Emmett Kelly's home (See COLE BROS. on page 84)

### King Bros.

We have had some good lots lately and everyone has a string of wash. The championship is between Mrs. Frank de Rizkie and Coseta Cristiani. Don McLennon took a bad spill the other day, but is up and at them now and packing them in at the concerts.

Bozo Ward, of clown alley, is getting all kinds of catalogs about farms and gardens. Wonder if he figures on deserting the sawdust trail after all these years? Tommy Bentley is looking forward to a visit from home folks when the show gets into the Logan, W. Va., territory.

Dot Rosenheim has gone to her home in Ogdensburg, N. Y., for a visit. Betty Biller and Vicki Kernan entertained their folks when the show was in Elizabethtown, Ky. Tommy Buchanan, who has been operating a (See KING BROS. on page 98)

### Dailey Bros.

East of the Father of Waters lies a verdant land. It ought to be because it rains all the time. Despite the fact we are in the middle of it, the troupers march on. Dick Dowd asked Tommy O'Brien to clean his shoes and Tommy replied: "I'd just as soon clean a battleship." And Si Kitchie says the biggest ham he ever saw was Birming-Ham.

Precocious utterance: Eddie Murillo Jr., 6, said: "I can't keep my equilibrium here," in commenting on the hilly condition of one lot.

Mr. and Mrs. Loyd Haley marked their sixth wedding anniversary. Loyd presented his wife with a rose corsage. Emma Murillo, trapeze artist, is trying to teach us Spanish. Our Hawaiian ballet, all Mexican girls, (See DAILEY BROS. on page 98)

### Kay Burns

Business has been good, despite cold weather in some spots. Tom Brown and His Roller Skating Bears joined in Buchanan, Va. Tom Hackensmith is our new mechanic. Emmett Hickman, assisted by Elmer Harding, gets the big top up on time every day. It's a 60, with two 30's. Org uses an electric calliope, played by Mrs. Fuller, wife of the assistant manager and equestrian director of the Riding Fullers. Clowns are the Fuller Brothers and Sanatone. The Riding Herbs Family, dogs and monkeys, go over big.

Bannermen are Jay and Junior Fuller. They score with six and eight (See KAY BURNS on page 98)

### Garden Bros.

The sleet, rain and cold are still with us. We're thankful we're showing inside and extend our sympathy to the troupers in Canada who are under canvas.

Business continues very good. Each afternoon performance finds the kids hanging from the proverbial rafters. The Irvings, tetterboard act, and Ethel and Arden Cavett, of the Silver Cyclones, have added radium finishes to their acts. Both acts are going over big.

A. E. Kennard has his Liberty horses decked out with more feathers (See GARDEN BROS. on page 98)

### Roger Bros.

Following several weeks competing with the mud, we are finally coming out a winner. Business was spotty in most places until we hit Bastrop, La., where things picked up. Dailey Bros.' Circus has been showing close by several times and many visits have been swapped. Practically all of our personnel visited the Dailey lot in Monroe, La. Ben and Eva Davenport were our guests in Winnsboro. Jack Knight, Harold (See ROGERS BROS. on page 84)

### WANTED

Man or Couple that can work Dogs, Ponies, manage Horse, Comedy Mule. Opening this month. Also a Trainer to break Liberty Horses and Domestic Stock. Permanent job. Also want to buy set of 4, 6 or 8 Liberty Horse and Pony Trappings. Would like to hear from Cowboys and Cowgirls in this territory. Annette Riddle Harris, wire.

**WABASHA LIVESTOCK EXCHANGE**  
Wabasha, Minn.

## CLYDE BROS.' CIRCUS

TO ENLARGE THE SHOW,  
STARTING MAY 22.  
NEED GROUND AND ANIMAL ACTS.

**HOWARD W. SUESZ**

Black Hotel Oklahoma City, Okla.

## PHONE MEN WANTED

For South Bend, Indiana, Shrine Circus

Those who wrote before, answer; could not place you on account phone strike. Must be sober and real producers. Program, V.P.C. Tickets and Banners. Address:

Until May 15, Flint, Michigan; then

**L. F. STOLTZ**

Care Shrine Circus Office, South Bend, Indiana.

## WANTED BAILEY BROS.' CIRCUS

First-class Banner Man to act as my assistant. Answer at once: **W. L. (MICKEY) HUMPHREYS**, Shenandoah, Pa., May 13; Pottsville, 14; Reading, 15; Lebanon, 16; York, 17.

## WANTED BILLPOSTERS AND LITHOGRAPHERS

For Clyde Beatty Circus. Wire

**JOHN J. BRASSIL**

1207 West Washington Blvd.  
Los Angeles, Calif.

## PEANUTS

Raw, Roasted, Special price on Jumbo Elephant Bags, Popcorn and Popcorn Seasoning. Daily Market Prices.

**INTERSTATE FOOD PRODUCTS**  
81 Avenue C New York 9, N. Y.  
Phone: Gramercy 5-0123

## MICKEY ELFRIEDA

Former Artistic Performer with Ringling Bros.' Circus, now a refugee in Europe, is anxious to contact **MRS. DOOLITTLE**. She has lost your address. Write

**MISS TERESA SCHNITZER**  
Box 343, R. R. 1 Clayton, Mo.

**MECHANICAL CIRCUS**  
For sale, all in perfect working order. Newly painted, new canvas and complete with International Pick-Up Truck with but little road service. Can buy with or without truck. Suddenly become impossible for me to go on road this season, so those who desire nice equipment and a money getter at a low operating cost, come and look for yourself. Address:  
**FORD BARRICK**  
1135 St. Paul Street Indianapolis 3, Indiana

**First Arrivals!**

# ELEPHANTS

**for Immediate Delivery!—**

any month commencing June 1 — at lowest prices — high-quality — ready-broken — Indian females under 6 feet. Larger trained animals if desired. All brought in direct. We are principals with our own Indian buying offices — not brokers or agents. Full particulars and prices on request. Let our representative call on you without obligation.

**EASTRADE, INC**  
11 W. 42nd St., N.Y.C. 18  
LONGACRE 5-3995

# ST. LOOEY A GOLDEN SPOT

## Strates Hooks Heavy Week at Trenton, N. J.

### Week-End Play Saves Day

TRENTON, N. J., May 10.—James E. Strates Shows enjoyed a big week's business during their stand here despite the damp and somewhat chilly weather that prevailed the early part of the week. On Friday and Saturday, however, previous attendance records for the Trenton spot were shattered. Saturday matinee had approximately 4,000 children on the lot.

Work has started on the new wagon front for the Posing Show and according to the plans it should prove to be of individual style.

Al Mercy's *Charm Hour Revue* made a remote-control broadcast direct from their stage featuring the *Charm Hour* organist Harold Everett.

With the installation of the neon plant on the midway, all show fronts are having more of the colored lights added, including Nate Eagles' *Hollywood Midgets*, Claude Bentley's *Side Show*, Walter McCracken's *Monkey Circus*, Bernard Benson's *Hawaiian Revue* and the Jerry Jackson *Hep Cat Revue*. Within a short time all rides are to be decorated with neon.

Recent visitors included Mr. and Mrs. Howard Stahler, Joe Rowan, Clem Schmitz, Walter K. Sibley and Gerald Snellens.

## Fleming Shows Bow At Waycross, Ga.; Weather, Biz Good

WAYCROSS, Ga., May 10.—Mad Cody Fleming Shows tossed off the wraps here Saturday, April 26. Spotted two blocks from the post office, org opened in excellent weather and had good crowds. VFW post, sponsors of the stand, gave excellent co-operation.

New ticket booths, due from the factory, failed to arrive and two light towers were not ready for the opening; otherwise everything was up. Seven rides and 28 concessions operated.

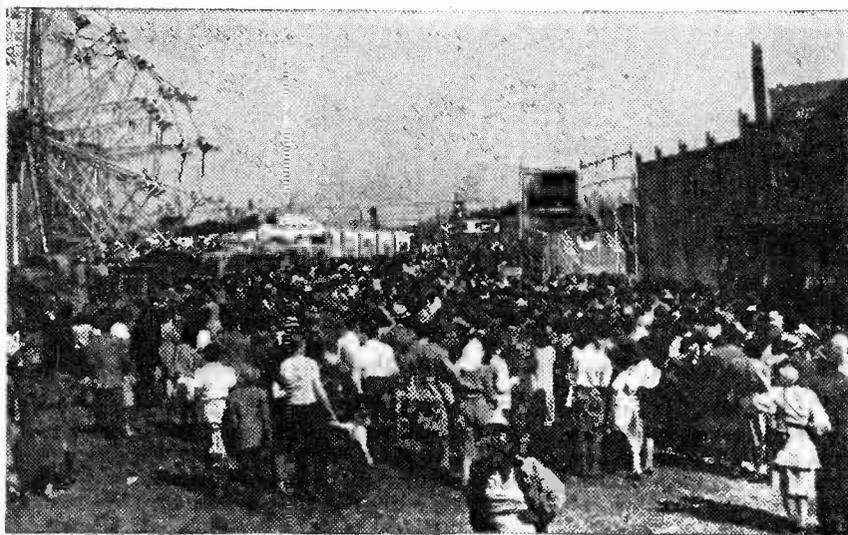
Grenade Dorsey, scenic artist, continues to work on dressing up equipment. The Lesters joined with cotton candy and apples, Albert McElya with bingo, and Jack J. Allen with two concessions. Henry (Fat) McCaully wires he will join soon. Another major operation prevents Charles Ports from joining.

Joe Parenteau has the cookhouse. Jack McElya has a capable ride crew. Org's personnel was saddened by the death of Elsie Miller, sister of Mad Cody Fleming.

## Willie Lewis New Biz Boss for Paramount Org

NEWPORT NEWS, Va., May 10.—Willie Lewis has been appointed business manager of the Paramount Exposition Shows, according to an announcement by Ralph P. Flanagan, general manager.

Lewis was formerly associated with the John H. Marks Shows in a similar position which he held for several years.



HERE IS A SECTION of the record-breaking crowd on the Royal American Shows' lot in St. Louis Sunday (4) afternoon, showing the midway from Raynell's Girls on the right, to Leon Claxton's "Harlem in Havana" in the rear. Along the string are the Nudism Exposed Show and Leo Carrell's Monkeyland, with the battery of four Ferris Wheels on the left.

## Sally Is the Big News on Hennies Lot; She Gets 'Em

DECATUR, Ill., May 10.—Since Sally Rand and Harry Hennies buried the hatchet two weeks ago in Birmingham and decided to take a whirl at getting money for each other, the big news around Hennies Bros.' Shows is Sally Rand; how she likes it, and how she is doing. Outside ticket men report that about every other person wants to know if Sally really is on the inside, which indicates that the young lady surely has outside gate appeal, which Hennies banked on when he assumed the huge nut involved in carrying the attraction.

Then reliable eye witnesses report that the near impossible happened here last Monday night, which answers the next two questions. The show was late in arriving from Terre Haute, Ind., and it set up on a new lot here, which slowed the upping.

### Sally on a Ladder

At 9 p.m. Sally was in a pair of slacks on a ladder, helping to hang the drapes around her stage, and there were folks standing before the front even tho it was dark. At 9:45 (See *Sally Big Noise* on page 60)

## Trenton, N. J., Lot Threatened by Beef

TRENTON, N. J., May 10.—A petition signed by over 250 residents of near-by Hamilton Township requesting that carnivals be refused permits to exhibit was presented to the Hamilton Township committee at its regular meeting Thursday (6).

The group presenting the petition alleged the presence of carnivals "brought about a heavy concentration of automobiles, created a serious traffic hazard, and that dust and dirt from the grounds constitute a public nuisance."

Franklin M. Ritchie, spokesman for the group, told the committee the group did not appear as a pressure group but as citizens and taxpayers.

The committee promised the petition would be given every consideration.

Sam E. Prell's Broadway Shows were exhibiting in the disputed area at the time under the auspices of the Mercer County Fireman's Association. Permits have been issued for two other carnivals to follow, and a permit has been issued the Ringling-Barnum show to exhibit on another lot in the township June 25.

## Weather Whacks World of Mirth

CHESTER, Pa., May 10.—Weather kayoed the World of Mirth Shows thruout its entire engagement here with the exception of closing night, Saturday (3).

Despite the bad weather encountered since opening April 19 in Richmond, Va., Owner Frank Bergen is still counting on near-record grosses. In line with this he hinted here that before time for fairs he would add one, possibly two, new shows.

Two new Roll-o-Planes and a new kiddie ride were in operation here. A new Looper is expected to arrive within a week. Five new wagons have been constructed under the supervision of Wallace A. Cobb, trainmaster.

## 20th Century Inked For 35th Division's Kansas City Reunion

KANSAS CITY, Mo., May 10.—The 20th Century Shows have been contracted for the midway attractions for the 35th Division Reunion here the first week in June. Albert Martin closed for the seven-day stand.

Org will be spotted between 12th and 13th streets on Central Avenue in the heart of the downtown area.

According to present plans, President Truman, a member of the 35th Division, and General Ike Eisenhower will attend. Features of the program will include the appearance of several French motion picture stars who will appear as part of the Aid-to-France program.

## RA, Goodman Gather Loads

Claxton's Harlem sets record — spenders prove fears are groundless

ST. LOUIS, May 10.—It rained dollars in the coffers of carnivals on both sides of the Mississippi River here this week, the Royal American Shows gathering them in on the Missouri side, while over in East St. Louis, Ill., Max Goodman's Wonder Shows of America chalked up a week considered highly satisfactory, indeed.

Because of the superb location at Grand and LaCleda, and the superlative spenders in that vicinity, Royal American gathered by far the largest gross, and on last week-end Carl J. Seldmayr declared that it was the biggest still date in the 26 years his org has been on the road.

### Spending Strictly Okay

This indicates that the weatherman controls the destinies of the majority of shows on the road this year—everything else being close to even—as those who swarmed the lots here laid it down in fairly large chunks. True, the case notes were not as large as they were in past years, but the spenders were just as eager and there seemed to be plenty of all hands, front and back.

Because of the large colored population in the Grand and LaCleda area, it was natural that Leon Claxton's *Harlem in Havana* should set the midway pace, and it was a scorcher of a pace, too. Various figures have been talked, but the \$3,500 gross count for this show will have to stand until Sedlmayr gets around to an official statement. He was (See *RAS, Goodman* on page 60)

## Bernard-Barry Gets Away in Fine Weather

GUELPH, Ont., May 10.—Bernard & Barry Shows pried off the season's lid here Saturday (3) under ideal weather conditions. Turnout was excellent, with org's 10 rides, 5 shows and 45 concessions recording splendid biz.

New Looper, kiddie ride and three new 60-inch searchlights commanded much attention. George A. Wilson flew in from his St. Adele Hotel, Quebec, to be with his co-partner, Bernard Arent, org's general manager, for the opener.

Visitors included Mayor Robert Saunders and City Clerk Somers, of Toronto; Bob Morton, Maxie Herman, Jules Silverman, Orville Wyckoff, the Garden Brothers and Bill Jones.

## RAS Books Benefit

ST. LOUIS, May 10.—Talent on the Royal American midway will perform in a benefit performance Wednesday (14) for the sick and relief fund of the International Showmen's Association.

All midway personnel was invited to attend an open house Monday (12) in the clubrooms.

## Cavalcade Set For Cotton Run

Makes fast move in 2 sections from Nashville after profitable extended stand

MEMPHIS, May 10.—Cavalcade of Amusements, in the air along both sides of Front Street for the Cotton Carnival for the second consecutive year, opens a two-day preview this afternoon with the big doings here to officially open Monday (12), which will give Al Wagner's org an eight-day stand.

Cotton Carnival officials paid an unofficial visit to the midway Friday (9) and expressed complete satisfaction with the physical appearance of the shows, which are up in entirety for the first time this year.

### Fast 2-Section Move

Cavalcade closed Tuesday (6) in Nashville, and was loaded Wednesday morning. The first section moved out of Nashville at 9:30 a.m. for Memphis, with the second section following at noon. Both trains arrived here that night, at 9 and 10:45 p.m., respectively, and the org was almost entirely up Friday morning.

The two trains from Nashville were comprised of 24 cars each, and eight additional flats arrived Thursday from Mobile, Ala., with the remainder of the show. Wagner announced that 53 cars will be necessary for the move out of here, all efforts to load on 50 cars having failed.

### Nashville Biz Okay

Wagner reported that remaining over in Nashville for an extra eight days, passing up Gadsden, Ala., proved profitable despite the loss of Thursday and Friday (1-2) because of rain. Weather cleared for Saturday and crowds equaled those of the first Saturday when it was believed the lot across from the baseball park was responsible for at least an additional 3,000 people.

The new backdrop for Charles Taylor's *Minstrel Show* arrived here from Chicago, but it will be necessary to improvise settings for Mrs. Ike Rose's *Midgets* and the *Posing Show* as they have not been completed.

A heavy influx of visitors is anticipated, as Sam Mitchell, of the Kansas State Fair, Hutchinson, was on hand to greet the show on its arrival.

## Heth Expo Carries On Despite Damage In Missouri Storm

ELDORADO, Ill., May 10.—Heth Exposition Shows are carrying on despite the serious damage suffered in a tornado Thursday (1) at Hayti, Mo., according to Owner Robert L. Heth.

The tornado hit the lot at 5 a.m., overturning the Ferris Wheel, damaging Jack Wallace's baby ride, demolishing the 91-foot front on Cavalcade, and the tops for the Unborn and Hawaiian shows. Tex Roberts lost three of 15 concessions while R. Blittchain's cookhouse and Frank Cannon's diggers were slightly damaged.

Emergency canvas orders were filled and a lot of repair work was completed the next three days. The Wheel was sent to the Eli Bridge Company at Jacksonville, Ill., for repairs and Bill Rogers, of Rogers Bros. Shows, saved the day by booking a Wheel on this org while repairs are being made.

Show was open for business here last Monday, and next week will play Washington, Ill.



MEMBERS OF THE JOHNNY J. JONES EXPOSITION entertained members of the National Press Club in Washington, and they, in turn, were honored by the political scribes. Shown above, left to right: Forbes Campbell, The Washington Post, chairman of the carnival committee; E. Lawrence Phillips, co-owner of JJJ; Dr. Serge T. Urling, who is receiving a silver cigarette holder from Warren T. Francis, The Los Angeles Times and president of the Press Club, and Edward J. Kelly, vice-chairman of the carnival committee. Art Frasier, show's legal adjuster, and Jimmy Rose, press agent, were special guests at the Press Club's show.

## Real Score

CHICAGO, May 10.—King Reid, of the shows bearing his name, received a big publicity break when *The Saturday Evening Post* last week ran a cover depicting activities in winter quarters and bearing the name of the show.

The painting was by the noted artist, Norman Rockwell, a friend of Reid's, and has been in the making since January.

## Snyder Greater Off To Good Ky. Opening

EMINENCE, Ky., May 10.—Snyder's Greater Amusements had an auspicious season's opening here Saturday, April 26, despite cold weather. Business was excellent.

Staff includes Howard Snyder, owner-manager; Margie Snyder, secretary-treasurer; James C. Smith, publicity manager and lot man; Evelyn Smith, *The Billboard* and mail, Walter Balczak, ride superintendent and electrician.

Concessionaires are James G. Smith, Evelyn Smith and Max Davis, bingo, fish pond, ball games and percentage; Charles Filbert, cookhouse; Mr. and Mrs. Lefty Levine, pitch-till-you-win and hoopla; Mr. and Mrs. George Desak, bumper and cotton candy; Mrs. Lee Perry, popcorn and novelties; Mr. and Mrs. R. L. Frantz, photos, ball game and penny pitch, and Mr. and Mrs. H. J. McAllister, cork gallery.

## Rain Gives W. C. Kaus Big Blank on Linden, N. J. Lot

LINDEN, N. J., May 10.—W. C. Kaus Shows, slated to play here this week under American Legion auspices, found the lot so muddy that few of the rides or concessions were able to set up. Lot located just outside the business center of the town was so rain soaked that trucks and trailers sank to their hub caps, making it impossible to place or set up heavy equipment.

A couple of the shows set up their tents in hopes of a break in the weather, and the show's free attraction, the Great Arturo, had his high-wire rigging up Wednesday (7) but lot failed to dry up sufficiently for rides to be installed.

## Pioneer Gets Fair Biz in Waverly, N. Y., Despite Cold, Rain

WAVERLY, N. Y., May 10.—Despite some hard licks in the form of cold and wet weather the Pioneer Shows tabbed fair business at their opening here, a two-week showing which ended tonight. Lot, owned by the shows, is located in the business section and has a hard surface midway. Latter helped to stimulate action as soon as the rains ceased.

Manager Mickey Percell said the show is booked for 32 weeks in New York, Pennsylvania and West Virginia. New Equipment includes all canvas, four light towers, six van-type trailers, two rack-type trailers and new Ford tractors.

New panel fronts with indirect lighting have been built on trailers for the *Chez Paree Revue* and *Miss America on Parade*. Other shows are the *Motordrome*, *Monkey Show*, *Side Show*, *Crime Show*, *Harlem Boogie Woogie* and the *Funhouse*. Show has a total of 12 rides, including a *Merry-Go-Round* and *Rocket* received in time for opening. Free act is the *Sky Busters*.

Staff: Mickey Percell, manager; Adelaide Percell, secretary-treasurer; Paul Merrick, advance agent; F. W. Smith, superintendent of maintenance and operation; Pete Percell, concession manager and Phillip J. Kirkland, chief electrician and lot man.

Ride foremen: Bud Norcen, *Merry-Go-Round*; Jerry Curtis, *Chairplane*; Lloyd Sean, *Miniature Train*; E. Peters, *Ferris Wheel*; Whitey Claire Potter, *Whip*; Bill Shaw, *Rocket*; Howard Pelin, *Tilt-a-Whirl*; Howard W. Hampton, *Kiddieland*, and Popeye Horton, chief mechanic. Ride help: Charles Bolton, Leonard Rodgers, Howard Montgomery, Johnny Reed, John Emerson, Bob Kortright, *Butterball Stacey*, and Mark Penline.

Concession line-up: F. W. Smith, 6; P. J. Kirkland, 5; Lew Farrel, 5; Joe Shoes, 3; John Jones, 2; Burt Cassen, 2; Al Pernie, 2; Linda Remming, 2, and Red Sutton, 4. Fifteen are owned by the office. Frank Falke has the cookhouse.

Show operators: Jerry Higgins, *Chez Paree Revue*; Doc Morris, *Miss America on Parade*; Frank Hampden, *Side Show*; Peter Kingston, *Monkey Circus*; Harry Kotch, *Crime Show* and *Funhouse*; Speedy Harris, *Motordrome*, and Snow Ball Jackson, *Harlem Boogie Woogie After Dark*.

## Storms Hurt Caravella Bow At Farrell, Pa.

FARRELL, Pa., May 10.—Frequent rain and snow on the closing Saturday (3) spoiled the season's opening here of the Caravella Amusements. Owner Frank H. Caravella reported, however, free spending by the public when weather permitted.

Shows, completely refurbished before coming out to Meadville, Pa., winter quarters, presented 10 rides, seven shows and 35 concessions here.

The Staff: F. H. Caravella, owner-manager; William R. (Red) Hicks, business manager; Joe Alexander, general agent; Dan De Carlo, special agent; E. R. Caravella, secretary-treasurer; Charles Damico, lot man; William Mc-Ketrick, master mechanic; John Yowns, chief electrician; William Phelan, auditor; Harry Fielding, motor mechanic, and Jane Damico, *The Billboard* and mail.

Rides and their foremen: Ferris Wheels, Bill McFeely; *Merry-Go-Round*, Clarence Chipps; *Octopus*, Walter (Jersey) Summers; *Roll-o-Plane*, Audly Patton; *Chairplane*, Louis Paull; *Tilt-a-Whirl*, Arthur Mee; *Kiddie Auto*, Charles Baker; *Kiddie Train*, Sam Spencer, and *Kiddie Airplane*, Marvin L. Greenland.

Shows and their managers: *Girl Revue*, Al Tobin; *Funhouse*, Tom C. Foley; *Posing Show*, Buddy Bernstell; *Life Show*, Bill Wilson; *10-in-1*, Jimmie Hicks; *War Show*, Mr. List, and *Snake Show*, Happy Myers.

Concessions: *Bingo*, owned by Al Boxall, with countermen Eddie Peden, Bob White, Frank Welch, Jim Kelleher and Jim Crowley; *cookhouse*, owned by Al Reid, with Mrs. Al Reid, cashier; Jackie Reid, griddle; *Victoria* and *Anne Reid*, counters, and Slim Watson, chef. *Custard*, owned by Mike Roman, with popcorn by Al Reid, root beer by Mr. Rhodes, French fries by Harry Miller, candy floss by Mr. Schultz, lead gallery by Mr. Young. Mr. and Mrs. Simmons own three concessions, W. C. (Dusty) Bailey, 7; Charles Damico, 2; Pete Cobbler, 8; Harry Goodwin, 2; R. W. Rocco, 7, and the Stergos, 2.

Visitors were Harry Parker, John H. Marks Shows; Harry Wilson, *Majestic Shows*; Charles Skegloine, *New Castle, Pa.*; Mr. Wentworth, county commissioner, and Mayor Thomas Williams *Wheatland*, both of Meadville.

## Scotty Hynd, Vet Scottish Showman, Visits in N. Y.

NEW YORK, May 10.—C. W. (Scotty) Hynd, veteran outdoor showman from Edinburgh, Scotland, has been in New York the past few weeks renewing acquaintance with former associates. Some 30 years ago Hynd returned to his native country after having been connected with several well known shows including the *Beckmann & Gerety* and *Johnny J. Jones* shows as well as having appeared as a magician at *Coney Island, N. Y.*, and at *Pacific Coast resorts*.

Whimsically stressing the traditional nature of the British, Hynds relates that in spite of his extensive outdoor experience he was refused membership in the *British Showmen's Guild* because, he says, he was not born in a caravan. Hynd, at present operator of a *Penny Arcade* in *Dundee*, is leaving for home today on the *Queen Elizabeth*.

## Snoop Reporters Prove Aid To Majestic Greater Biz

HARRISBURG, Pa., May 10.—*Majestic Greater Shows* had a fairly good week here ending Saturday (3), altho showers held down the gate.

*The Evening News* gave the show its biggest promotion by sending two snoop reporters who did a yarn on questionable propriety of girlie shows and concessions.

## Overstreet Joins Regent

EASTMAN, Ga., May 10.—R. L. (Bob) Overstreet is now manager of the *Regent Shows*, having resigned as assistant manager of *Page Bros.* Shows to accept the new post.

# WANT—H. B. ROSEN AMUSEMENTS—WANT

For **BREVARD, N. C., MAY 12-17**  
**FIREMEN'S SPRING FESTIVAL**

**SHOWS** Want Man to take complete charge of 20x80 Side Show with 120 ft. Banner Line. Man to take charge of Animal Show. Man to take complete charge of Girl Show with Panel Front. (Must have not less than 3 Girls.) Want organized Minstrel Show. (Must have not less than 12 people.)

**RIDES** Will book or lease Tilt-a-Whirl, Octopus or Spitfire. Join on wire. Want Foremen for Merry-Go-Round and Loop-the-Loop. Second Men on all Rides. No drunks tolerated.

**CONCESSIONS** All Concessions open. Want Agents for the following: Roll-down, Slum Skillo, Swinger, Beat-the-Dealer and Over-and-Under. Will book Guess-Your-Age, Frozen Custard, Diggers and Penny Arcade.

**FIRST-CLASS ELECTRICIAN**—Must be sober and reliable. **MAN TO TAKE CHARGE OF UP-TO-DATE MARQUEE AND HANDLE SOUND TRUCK.** **LOT MAN** that can see that the show is on the lot and off the lot and take care of the back end. All address:

**H. B. ROSEN, Mgr.**

BREVARD, N. CAR., THIS WEEK; THEN PER ROUTE.



## WANTS FOR GASTONIA, N. C., WEEK MAY 19

Asheville, N. C., following, first show in 12 years, Fairgrounds. Want Concessions that work for Stock and not over 10¢. Scales, Age, Novelties. Gastonia should be best still date in Carolina. SHOWS that do not conflict. Fun House, Glass House, Mechanical City. We carry 12 new modern Rides, 6 clean Shows, Searchlights, Free Acts, Brownie "The Clown". Galax, Va., July 4th—10 Fall Fairs. No gypsies and no racket. Address:

**L. C. McHENRY, Manager**

HICKORY, N. C., THIS WEEK; GASTONIA, N. C., FOLLOWING.

P.S.: Have 2 U. S. Army 60" Searchlights, several thousand feet Rubber Cable for sale; one new Trailmobile Semi Trailer with International Tractor for sale, cheap.

## CARL BOHN SONS UNITED SHOWS

(Under New Management)

### Want for Mammoth Springs, Ark., Spring Festival

On the Streets, This Week, Plus Proved Route in Northwest.

Few Stock Concessions open. Special proposition to small Cookhouse or Sit Down Grab. Chies and June, wire. Will sell exclusive on Photos, Custard, Scales and Age. Al Herman and Tex Forkum want Slum Store and P.C. Agents. Want Agents for following office Concessions: Skillo, Count Store, Buckets, Swinger, Clothes Pin and Ball Game. Most beautiful Concession line-up on road. Jimmy Nylon, contact Carl Bohn. Mr. Jarvis wants Bingo Caller who can drive truck. Will book, lease or buy for cash Ferris Wheel with or without transportation. Will book or lease any Ride not conflicting. Need two Kiddie Rides. Will book Shows not conflicting with Girl or Snake, Chas. (Doc) Womack wants one or two more Girls. Lucky Maynard wants Show People. Will buy Snake Show Banners. Contact

**Carl Bohn, Owner, or R. T. (Bob) Bullock, Manager**

Mammoth Springs, Ark., this week; then as per route.

## WANTS—MODEL SHOWS, INC.—WANTS

**CONCESSIONS**—Small Cook House or Sit-Down Grab. Agents for Slum Stores.

**SHOWS**—Will give good proposition to any Shows with own outfits. We have Monkey, Animal and Snake Shows.

**RIDES**—Will buy for cash or book Spitfire, Tilt-a-Whirl, Eli Ferris Wheel and Kiddie Rides.

Address:

**RAY L. SWANNER, Mgr.**

CHANUTE, KANS., THIS WEEK; NEVADA, MO., TO FOLLOW.

## WANT—PINE STATE SHOWS—WANT

For Homecoming Week of May 12th, Rogersville, Tenn.; following week Pennington Gap, Va., American Legion Celebration.

Can place Concessions of all kinds. Will sell exclusive on Custard. A good proposition for Penny Arcade. Ride Men that drive semi tractor. Route to reliable party.

**Gen. Agent, Paul Hayden—Asst. Mgr., Geo. Emerson**

## PEPPERS ALL STATES SHOWS

**AGENTS WANTED**

Man and Wife to take full charge of two beautiful Fish Ponds. New Tops and Truck to haul merchandise. Must be reliable and have references. Agents for a 24-foot Huckley Buck and Bumper. Can use capable Agents for Slum Stores. Address:

**FRANK W. PEPPERS, Mgr.**

Memphis, Tenn., this week; Paris, Tenn., next week.

Opening 19th of May,

**WANTED**

Concession Agents, Ride Help. Have some Concessions open and want two or three Shows.

## **RAINES AMUSEMENT COMPANY**

ROSA M. RAINES

MENA, ARKANSAS

# GREATER UNITED SHOWS

**WANT** Ferris Wheel, Octopus, Spitfire or Tilt-a-Whirl.

**CAN PLACE** Side Show, Wild Life and Fun House.

**ROUTE** WEEK MAY 19, PLAINVIEW, TEXAS.  
MAY 26 TO JUNE 7, AMARILLO, TEXAS.  
JUNE 9 TO 14, BORGER, TEXAS.  
JUNE 16 TO 21, PAMPA, TEXAS.

TEN TEXAS FAIRS BOOKED

**JACK KORIE** IN ORDER TO AVOID DIFFICULTIES, IT IS ADVISABLE TO WIRE ME IMMEDIATELY.

LONG SEASON—CLOSING NOV. 22

ANNUAL 1948 OPENING FEBRUARY 16 AT  
THE BIGGEST SPRING DATE IN AMERICA  
WASHINGTON BIRTHDAY CELEBRATION  
LAREDO, TEXAS

WIRE

**J. GEORGE LOOS**

CHILDRESS, TEXAS, THIS WEEK, OR AS PER ROUTE



## WANT—MADISON BROS.' SHOWS—WANT

For Greencastle, Ind., Air and Industrial Exposition, May 26-31, Day and Night; also the Biggest July 4th Celebration in Rantoul, Ill. (25,000 Soldiers at Chanute Field), Pay-Day Week. Other Fairs and Celebrations to follow Greencastle.

**RIDES**—Will book Tilt-a-Whirl, Spitfire, Fun House and Pony Ride. **SHOWS**—Will book Snake, Illusion, War, Wildlife or any money-getting Show. Also Athletic Show. Want Acts for 10-in-1. Dancing Girls for No. 2 Girl Show. **CONCESSIONS**—High Striker, Balloon Darts, Novelties, Guess Your Age, Scales, Ball Games, Buckets, American Palmistry. Two or three Grind Stores.

Address All Wires and Mail to

**Harry and Pete Madison or Jack Oliver**

Charleston, Ill. (auspices Fair Assn.), May 12-17; Clinton, Ind. (auspices Fire Department), May 19-24; then Greencastle, Ind.



AMERICA'S NEWEST and FINEST RAILROAD SHOW  
**WANT FOR CONCESSION DEPARTMENT**

Several good, reliable Peek and Count Store Agents. Capable Man for head Six Cats. Agents for Basketball. Can place Penny Arcade with own transportation. No collect wires. All reply to

**W. E. (BILL) SNYDER**

c/o JOHN R. WARD SHOWS, Peoria, Ill., this week; then per route.



Neon Light Towers. Giant Searchlight. Front Entrance Free Gate. 8 Rides, 5 Shows, Sound Truck.

**WANT WANT WANT**

Hanky Pank Concessions, come on. Can use small Cook House, Ball Games, Hit and Miss, Age, Bumper, String, Fish or Duck Pond, Bowling Alley, Basket Ball, Striker, Cork Gallery, Penny Pitch, Cigarette Pitch, Custard, Long Range; to join at once: NO Mitt Camps. Shows—Want Fun and Glass House, Animal, Wild Life and Grind Shows. Will furnish transportation and new tops for 5-in-1, also Grind Shows. Want high-class Operator for finest Arcade on the road. Can place Second Men on Rides, must drive. All replies to

**MICKEY STARK, Mgr.,** Paragould, Ark., May 12 to 17; then per route.

Prices Effective March 1, 1947

## ROLL TICKETS

PRINTED TO YOUR ORDER

**Keystone Ticket Co.** DEPT. B  
SHAMOKIN, PA.

Send Cash with Order. Stock Tickets, \$20.00 per 100,000.

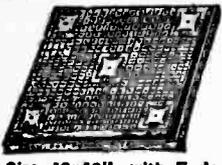
100,000

\$25.00

10,000 ..... \$ 8.50

20,000 ..... 10.25

50,000 ..... 15.75



**PENNY PITCH GAMES**

Size 48x48", Price \$37.50.  
Size 48x48", With 1 Jack Pot., \$45.00.  
Size 48x48", with 5 Jack Pots, \$50.00.

**PARK SPECIAL WHEELS**  
30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price .....\$22.50

**BINGO GAMES**

75-Player Complete .....\$5.00  
100-Player Complete ..... 7.00

1/3 Deposit on All Orders.

**SLACK MFG. CO.**

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. \$5.00  
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¢  
Samples of the 4 Readings, Four for 25¢.  
No. 1, 35 Pages, Assorted Color Covers ..... 85¢

**NEW DREAM BOOK**

120 Pages, 2 Sets Numbers, Clearing and Policy.  
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 70 EGYPTIAN F. T. CARDS**, Answers All Questions, Lucky Numbers, etc. 50¢  
Signa 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 3 Case.
- Coconut Oil in 50 and 400-Lb. Drums. Colored and Natural.

Distributors for Star Popcorn Machines.

IMMEDIATE DELIVERY.

Write for Descriptive Folders.

**J & N POPCORN Specialties Co.**

1451-1459 W. 69th St. Chicago 36, Ill.  
THE HOUSE OF QUALITY

**HUBERT'S MUSEUM**

228 W. 42nd St., New York, N. Y.  
Open all year round  
Want Freaks and Novelty Acts.  
State salary and all particulars in first letter.



**NATIVE SHRUNKEN HEAD, LONG HAIR LIKE PHOTO, PREPAID \$5. MANY OTHER MFD. ATTRACTIONS; GORILLA BOY, FISH GIRL, MISSING LINK, DEVIL'S CHILD, WOLF BOY, BOBO FROM BORNEO, WHITE TODAY FOR PHOTOS AND CIRCULARS. ADDRESS:**

**TATE'S CURIOSITY SHOP**  
5234 East Van Buren Street  
Phoenix, Arizona



**NEW 8-QUART ALUMINUM POPPER**

A new Aluminum Popper for 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. Order today. **CONCESSION SUPPLY CO., Box 133, Sta. B, Toledo 6, Ohio.**

**FOR SALE**

One complete \$600.00 Federal Photo. Never been used. \$350.00 for Quick Sale.

**T. S. DICKERSON**

BOX 886 ASHLAND, VA.

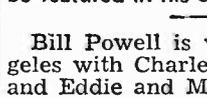
**MIDWAY CONFAB**

L. G. King has left the Bright Lights Exposition Shows as special agent and is now in New York.

H. B. (Dad) List is in Temple University Hospital, Philadelphia, for an operation.

Remember when all privilege car windows were frosted?

**JIMMY HARRINGTON**, for five years a flight steward and purser on Pan-American World Airways' Latin American division, has become part owner of Gran Circo that will tour South America. A trapeze artist before joining Pan-American, he will be featured in his own show.



Bill Powell is visiting in Los Angeles with Charley and Vi Lawrence and Eddie and Mabel Brown.

Mrs. Walter B. Fox, wife of the general agent of the Wonder City Shows, joined at Princeton, Ky., April 30.

Who furnishes ticket takers? The law of supply and demand seems to need enforcement.

Joe Kane, concessionaire with Joseph J. Kirkwood Shows, reports from Reading, Pa., that he has taken delivery on a new trailer.

Ted E. (Doc) Keller is back with L. W. (Duke) Jeanette's World's Strangest Babies Show on the Johnny J. Jones Exposition for the 10th consecutive year.

Maybe the railroads are carrying passengers at a loss, but it's made up by moving show trains.

Jack and Beth Arnott have closed with the John R. Ward Shows in the South and have hopped north to scout around for a connection on another org.

Jinx Lane, formerly girl show operator on Crafts' 20 big Shows and the Blue Ribbon Shows, has recovered from an automobile accident and left recently via air with her troupe for a two-month tour of Alaska.

Old midway souse has sworn off because he doesn't like the improvement in the labor shortage.

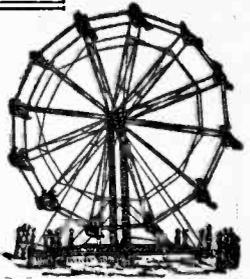
**TURNER SCOTT**, formerly part owner with the late C. D. Scott, of Scott Bros.' Shows, is now business manager of the Daytona Beach (Fla.) Baseball Association, operator of all concessions at the baseball park and general manager of the Halifax County Fair, which was played last February by Eddie Young's Royal Crown Shows. Scott announced

Young's org has been booked again for next spring.

Larry Loucks, concessionaire, is a patient at St. Agnes Hospital, Fond du Lac, Wis., where he underwent an abdominal operation. Upon his release, he will recuperate in the

**EVERY BIG ELI WHEEL**

Is priced by checking a c... ate manufacturing costs and adding a reasonable profit. We are continuously adopting methods of factory operation, to create greater efficiency for building **BIG ELI** Products.



For over 40 years customers have been assured that **BIG ELI** prices are kept in proportion to ability of a wheel to earn profits. This method will be continued in the future. Ask for latest Price List A-57. We can accept a few more orders for shipment in 1948. Our factory capacity for 1947 has been sold for many months.

**ELI BRIDGE COMPANY**

800 Case Avenue Jacksonville, Illinois

Proven Before Thousands at the N.A.A.P.P.B. Convention

**BEE HIVE**

(the better hybrid popcorn)

Pops More Than

**\$200 Per 100-Lb. Bag!**

(in regular 10¢ carnival boxes)

- SEASONING • BOXES • BAGS • STAR POPCORN MACHINES • ICE BALL MACHINES • CANDY FLOSS MACHINES • KING CONCESSION TRAILERS • COLEMAN EQUIPMENT • COMPLETE LINE OF CONCESSION SUPPLIES • WRITE FOR CATALOG.

**BLEVINS POPCORN CO.**

3098 Charlotte • Nashville, Tenn.

**Steblar's Greater Shows**

WANT WANT

St. Paul, Va., May 12 to 17.

Concessions—Any Stock Stores that work for ten cents.  
Rides—Merry-Go-Round, Roll-o-Plane, Octopus.  
Shows—Ten-in-One, Girl Show, Snake Show, Monkey Show.  
Want Chairplane Foreman, Leaping Lena Foreman, Anna Lee King wants Minstrel Performers. Address all mail to

**J. G. STEBLAR, Gen. Mgr.**  
St. Paul, Va.

**NOTICE**

The Ernie Murrays, A. P. Costello & Sons

Communicate at once.  
Red Uley, Wheel Man, wire your address. Can place Cat Racks, Freak Shows. Free gate—downtown—parades—fireworks.

**FUNBEAM SHOWS**

Garrett, Pa., May 12-17.  
J. B. HENDERSHOT, Mgr.

**CAN PLACE**

Popcorn, Candy Apples and Candy Floss.

**BLUE RIBBON SHOWS**

Hopkinsville, Ky., week of May 12.

**BARKOOT SHOWS**

Will book or buy Tilt-a-Whirl or Octopus. Want Shows of 10-in-1, Snake, Monkey, Glass House, Penny Arcade. Concessions—Custard, Lead Gallery, Pitch-Til-U-Win, Ball Games, Dart Joint, Coke Bottles, Cigarette Pitch. Any 10¢ Concessions. Ride Help on all Rides. Can place Roll-o-Plane Foreman.

Dorr St. & Reynolds Road, Toledo, Ohio.  
J. C. WEER, Mgr.

**FOR SALE**

Twenty-four seat Chair Swing. Eighteen foot Split Tower. V belt drive. Hercules Power Unit. Steel cut pinion gear.

**RIDE HI MFG. CO.**  
PINKNEYVILLE, ILL.

**"Betty Lane" POPCORN**

TOP QUALITY OHIO SUPER YELLOW

Packed in 50-lb. Single Bags	\$5.00	100 to 500 lbs. Per 100 lbs.	\$9.75	500 lbs. or more Per 100 lbs.	\$9.50
------------------------------	--------	------------------------------	--------	-------------------------------	--------

Packed in either 50-lb. or 100-lb. moisture proof bags at same price per 100 pounds. All prices F. O. B. Marion, Ohio

**"LOU-ANA" COCOANUT OIL**

Returnable Drums

30 1/4¢ per lb.

38 1/2 Lb. Tins

33¢ per lb.

Distributors for Cretors Popcorn Machines

Also Peanut Oil Salt Seasoning Paper Cones Bags Boxes

**POPCORN BOXES**

Per 1000

\$7.50

F. O. B. Chicago

Prices Subject to Change

**POPPERS BOY PRODUCTS CO.**

60 E. 13TH ST. CHICAGO 5

**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.

**QUEEN OF THE FLYING RIDES**

**FLYING SCOOTERS**

**BISCH-ROCCO AMUSEMENT CO.**

5441 COTTAGE GROVE

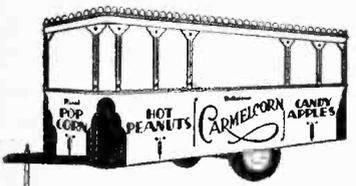
CHICAGO, ILL.

**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

**CONCESSION TRAILERS**



**IMMEDIATE DELIVERY**  
 WRITE FOR CATALOG  
**KING AMUSEMENT COMPANY**  
 82 ORCHARD ST., MT. CLEMENS, MICH.

**WANT**

Merchandise Concessions of all kinds. Good opening for Fun House, any Grind Show. Want Agents for Swinger and Roll-down. Will book Rolloplane or Tilt.

**EDDIE L. WHEELER**  
**EDDIE L. WHEELER SHOWS**  
 Dalton, Georgia

**FRANKS PLAYLAND**  
**CAN PLACE**

Merchandise Concessions, American Palmist, first-class Griddle Man, Ball Game Agents, Wheel Operator. All wire Fort Valley, Ga., May 12-17.

**BEST LOCATION**  
**Jersey City Week May 26**

Can Place Rides Not Conflicting. Concessions Open. Wire or write

**H. WOLFE**  
 Plaza Hotel, Jersey City, N. J.

**OHIO VALLEY SHOWS**

Want Concessions that work for stock. Want Shows with own equipment. Will book on percentage any of the following Rides: Tilt-a-Whirl, Octopus and Spit Fire.

**ROXIE HARRIS, Mgr.**  
 General Delivery FOSTORIA, OHIO

**FOR SALE**

Have 30 Cases of 22 Shorts, Splatterless Remingtons at \$55.00 PER CASE. Cash Before Shipping.

**MAX LEVINE**  
 c/o ALAMO EXPOSITION SHOWS, Pelly, Texas.

**WANTED**  
**MAN WITH RIDERS**  
 To Take Charge of  
**SILO DROME**  
 Address: SAM GOLDSTEIN, Majestic Greater Shows, SHARON, PA., this week.

home of his mother at 355 Doty Street, Fond du Lac.

Jesse E. Putegnat, emcee on Billy Logsdon's Side Show, writes that when the Florida Amusement Company played Sylva, N. C., Logsdon took personnel of the Side Show on a wiener roast.

Eddie Murphy writes that Max Avers is out of the army and now on the job in charge of a special carnival service department for Englewood Electrical Supply Company, Chicago.

It's always the inside showman who doesn't have anything worth publicizing who beefs the loudest over not getting publicity.

Frances Sprodley, of Sailor Katzy's Circus Side Show, recently celebrated her birthday with Eva Lee, Irene and Sailor Katzy, Donna Rogers and Lee Mallory, of the Thomas Joyland Shows.

The Randalls, of Hampton Beach, N. H., show operators, called on the Fred Kemps at San Antonio during the Battle of Flowers. The Randalls are now back in New England after completing a 7,000-mile trip to Canada and Mexico.

When we read weather reports and press agents' reports we are convinced that imagination is a wonderful thing.

Eddie Karn visited *The Billboard* New York offices Wednesday (7) en route to Savin Rock Park, New Haven, Conn., where he will again have the scale and hand writing analysis concessions. Karn owns and operates a poolroom and souvenir stand in Miami.

Jimmy Rose, new press representative of the Johnny J. Jones Exposition, was slightly injured in a train wreck which claimed the lives of four persons in the coach in which he was (See *MIDWAY CONFAB* on page 58)

**WANTED**  
**FIREMEN'S STRAWBERRY FESTIVAL**  
 Crisfield, Md., opening May 23-31.

RIDE HELP—Foremen for #5 Eli Wheel, Little Beauty Merry-Go-Round, Chairplane and Comet. Semi-trailer drivers preferred; sober.

CONCESSIONS—Rotaries, Mug Joint, Floss, Spot the Spot, Scales, Age, Novelties, Lead Gallery, Pitch-To-Win open. Or any other Slum Concessions.

Small Show with own transportation.

**JOHN KEELER**  
 General Delivery CRISFIELD, MD.

**FOR SALE**

5c CHOCOLATE COVERED "BABY SNOOKS" BARS

1 1/4 oz., 24 bars to box, sacrifice—50¢ box. 24 boxes to shipping case. Attractive carnival type wrapper. 450 boxes available.

**SERV-U VENDING CO.**  
 508 N. Mulberry Hagerstown, Maryland

**FOR SALE**

1 Mangels Whip, 1 Smith & Smith Chairplane, 1 Allan Herschell Rocket Ride; 2 Tractors, '38 Chev. and '37 GMC; 3 Semi-Trailers.

**MILLER AMUSEMENT ENTERPRISES**  
 55th St. & La Grange Rd., La Grange, Ill.

**TIM COLEMAN**  
**WANTS**

Wheel Agent and Pill Pool Dealer at once. **COLEMAN BROS.' SHOWS**  
 New London, Conn., May 12th to 24th.

**POPCORN** *with the POP GUARANTEED*

Bigger and better profits for you with our "TOP-POP" Hybrid Corn! With its exceptionally high popping volume, **CHUNK-E-NUT** Popcorn is undoubtedly your best buy in popcorn! Write for special low contract price.

**COAST TO COAST SERVICE!**

**ORDER ALL OF YOUR SUPPLIES FROM CONCESSIONAIRES' HEADQUARTERS**

**COMPLETE LINE POPCORN SUPPLIES**  
 The flashiest and strongest popcorn cartons you have ever handled (5 sizes)—cones  
 • Glassine Bags • Seasoning • Salt.

**PEANUTS AND SUPPLIES**  
 Finest Virginia Roasted Peanuts • Attractive circus bags.

**SNOW CONE SUPPLIES**  
 Ready-to-use flavors • Flavor concentrates • Snow cones • Spoons. Stay ahead with the SNO-KING ICE SHAVER, capacity 8 lbs. per minute. Available in electric and hand models.

**MISCELLANEOUS SUPPLIES**  
 Cups • Napkins • Floss papers • Glucose • Apple sticks • Colors • Thermometers

**MACHINERY AND EQUIPMENT**  
 We have a complete line of STAR Popcorn Machines for prompt delivery. Also candy floss machines. New and Used, machines bought and sold.

**ALL ORDERS SHIPPED THE SAME DAY RECEIVED**  
 Write to nearest factory for price list. Deposit required on all orders.

**CHUNK-E-NUT PRODUCTS CO.**

Serving You From Coast To Coast

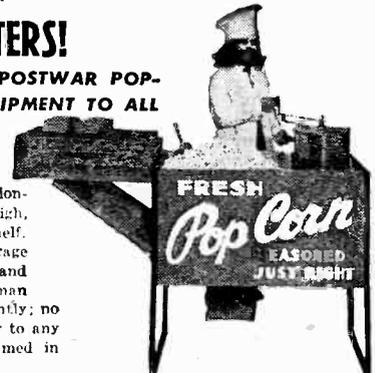
<b>MATTY MILLER</b> 231 N. Second St. Philadelphia 6, Pa.	<b>HANK THEODOR</b> 2908-14 Smallman St. Pittsburgh 1, Pa.	<b>ED BERG</b> 1261-65 E. Sixth St. Los Angeles 21, Calif.
---	--	--

**The TILT-A-WHIRL Ride**  
 On Midways All Over America  
 Its Grosses Are Getting Better All the Time

—Manufactured by—  
**SELLNER MFG. CO.** Faribault, Minnesota

**ATTENTION**  
**JOBBER AND EXPORTERS!**

THE "LITTLE BEE," THE FIRST PORTABLE POSTWAR POPCORN MACHINE, IS NOW READY FOR SHIPMENT TO ALL FOREIGN COUNTRIES.



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 Steel and Angle Iron. Popping and storage compartments. Coleman Gasoline Plant, 5" burner, 3-gal. tank. Lights instantly; no preheating. Kettle of 1/2" drawn aluminum, superior to any other on market. Cabinet painted orange and trimmed in black with sign. Entirely dependable. Order today.

Shipping Weight, 133 Lbs.

**BLEVINS POPCORN COMPANY**  
 31st & Charlotte • Dept. B • Nashville, Tenn.

**\$135**  
**IMMEDIATE DELIVERY**

**JIMMIE CHANOS SHOWS**  
**WANT**

Legitimate Concessions of all kind. Fish Pond, String Game, Basket Ball, Duck Pond, Pitch-Till-U-Win, Custard. Want Shows with or without own outfit. Want someone to take Girl Show with two or more Girls. Want Athletic Show people, have complete outfit for right people. Shows with own outfit, will just pay for lights. Want Electrician, Chairplane Foreman and Mau for Merry-Go-Round.

All Replies to  
**JIMMIE CHANOS, UNION CITY, IND.**

# CARAVELLA AMUSEMENTS



**MOST BEAUTIFUL SHOW UNDER THE SUN**  
 Due to cold weather—showing one more week in  
 New Castle, week May 12-17  
 New Kensington, Pa., week May 19-24.

**BEDFORD FAIR GROUNDS**  
 BEDFORD, PA. MAY 26-31  
**ALL CONCESSIONS OPEN**

**CONCESSIONS**—All legitimate Concessions open.  
**SHOWS**—Can place Organized Side Show, Snake, Mechanical City, Wild Life Show, Hawaiian, Posing, any good Show of merit. Have plenty new tops. Attractive proposition for Motordrome.  
**RIDES**—Will book or buy Rides not conflicting. Want attractive Pony Ride.  
**RIDE HELP**—Can place sober and reliable Help on Octopus, Roll-o-Plane, No. 5 Wheel. Want Semi Drivers. Blodell Cannon, contact.  
**CAN PLACE** experienced Billposter and Publicity Agent, Talkers for Fun House, Unborn Show.  
**NOTICE**—McClelland (Bingo), please contact; tired hearing record "Heartaches."  
**30 WEEKS BEST PA. DATES AND SOUTHERN FAIRS**  
 ALL WIRE  
**F. H. Caravella, Mgr.-Owner Wm. Hicks, Bus. Mgr.**

## Midway Confab

(Continued from page 57)  
 riding May 1 near Altoona, Pa. He was able to continue his duties after brief hospitalization.

Mrs. Mickey Wilson recently gave a stork shower on the Copper States Shows for Mrs. Tom Colvior, show secretary. Refreshments were served. . . . Featured in Ginger Rae Sciortino's *Star Dust* revue on the World of Mirth Shows is Charleen Brandy, who with the revue operator headed a reception given Donna Rogers, who recently joined the show.

We always get a kick out of ads that ask for shows and performers that are in keeping with the high standards of a midway, and down further the ad asks for certain concessions to come on.

Lou Davis's *Oddities on View* bowed to good business in Santa Rosa, N. M., after a big week at Carrizozo, N. M., despite inclement weather and strong windstorms. . . . Hot Springs Showmen's Club has moved into its new location at 5101½ Central Avenue there. H. L. Blake, of the club, says the welcome sign is always out to any showmen stopping in the Arkansas city.

Emile Wippier, general agent of the Sunflower State Shows, seriously injured in a car accident recently, writes that he has been transferred from Veterans' Hospital at Will Rogers Field, Oklahoma City, to Hines Hospital, Chicago, for advanced surgery. Wippier has been paralyzed since the mishap, but says doctors at Hines have hopes they can reduce the paralysis.

Maritime Province Notes—Big Top Restaurant, Amherst, N. S., which has a carnival design and atmosphere, recently was damaged by fire. Spot, established by the late Frank Elliott, is now run by his son, Frank Jr. Frank Sr. at one time owned the

## FLAMEPROOFED TENTS IN STOCK — ALL NEW

60'x120'	40'x100'	40'x80'
30'x90'	30'x60'	20'x60'
20'x50'	20'x40'	20'x30'
20'x20'	14'x21'	14'x14'

Prompt Delivery Any Type Tents to Order. Bright Flameproofed. Royal Blue, Forest Green, Olive Green, White, Blue & Khaki Dyed Hoopers Flameproofing Compound.  
 Write Today

**UNITED STATES TENT & AWNING CO.**  
 2315-21 W. Huron CHICAGO 12  
 Chicago's Big Tent House Since 1870

**SHOW CIRCUS CONCESSION TENTS**  
**MERRY-GO-ROUND CENTRAL Canvas Company**  
 HARRY SOMMERVILLE—FOREST GILL  
 121 West 8th Street Kansas City 6, Mo.

## TENTS

Concession, Khaki. Immediate Delivery.  
 8x10, 8x12, 10x12, 10x14. Also Four-Way 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



**Candy Floss Machines**  
 Our AC Model #100 is now ready—complete with 8-step heater rheostat. Single spinnerhead, \$207.50. Double Spinnerhead, \$225.00.  
 Heater Rheostats, \$22.50; Single Bands or Ribbons, \$5.00 Ea.; Double Bands, \$15.00 Ea.  
 Orders shipped on 25% deposit, balance on delivery.  
**CONCESSION SUPPLY CO., Box 133, Sta. B, Toledo 6, Ohio.**

## CARNIVAL WANTED

**12TH ANNUAL HORSE SHOW**  
 WEEK OF AUG. 12-13.  
 State all in reply.  
**MOSE HURST, Secy.**  
 CRESTON, IOWA

## RIDES WANTED

Merry-Go-Round, Ferris Wheel or something similar for July 3, 1947, Homecoming. Address:  
**D. L. SCHAEFFER**  
 CHAIRMAN TRENTON, ILL.

## Concessioners and Agents

Now With  
**EDDIE L. WHEELER SHOWS**  
 Good Route  
**HUGH G. COFFEY, Secy., Dalton, Ga.**

## SHOOTING GALLERIES

And Supplies for Eastern and Western Type Galleries  
 WRITE FOR CIRCULAR.  
**H. W. TERPENING**  
 137-139 Marine St. OCEAN PARK, CALIF.

## WANTED

Slum Store Agents, must be able to up and down also Man and Wife for new Fishpond, Man must be able to drive large truck. Can use real Agents all times. No drunks. All wires to  
**SHAN BROS.' SHOWS**  
 WILLIAMSON, W. VA.

## FOR SALE

One Merry-Go-Round, brand new, powered by Allis-Chalmers motor; 20 Jumping Horses, 2 Chairs; brand new Top, Siding and everything. Also one brand new Mix-Up, it also is powered by Allis-Chalmers motor. 500 feet of Sidewall, never used, 9 feet high; one Truck on Trailer to carry Merry-Go-Round or Mix-Up. Can be seen in operation in Bay St. Louis, Miss., anytime.

**JAY WARNER**  
 HIGHWAY 90  
 BAY ST. LOUIS, MISS.

## CAN PLACE

Legitimate Concessions that do not conflict, privilege \$20.00. Two clean Shows, low Percentage. **HAVE FIVE OFFICE OWNED RIDES.** Carry no Racket or Gypsies. Good route North in industrial towns.

**J. L. (JIMMIE) HENSON SHOWS**  
 JEFFERSONVILLE, GA., THIS WEEK;  
 PELZER, S. C., NEXT.

## Texas Exposition Shows

**BANDERA, TEXAS, MAY 9-17**  
**WANT**—Stock Concessions of all kinds, also Side Shows with own transportation. Can use a few good Agents for office-owned Concessions.  
**WANT**—A good, sober, reliable Wheel Man. Wire or write all replies to  
**MELVIN EASLEY**  
 TEXAS EXPOSITION SHOWS  
 BANDERA, TEXAS

## WANTED

MAN AND WIFE FOR POPCORN WAGON. AGENTS FOR STOCK CONCESSIONS. Kokomo, J. H. Kubiak and Olin Carter, got your message too late. Wire me at once.  
 Opening May 18.  
**JACK THOMAS**  
 WALTHILL, NEBRASKA

# GOLD MEDAL Shows

Now Showing This Week Vincennes, Ind.  
 Week of May 19, La Fayette, Ind.

**CAN PLACE** to open at La Fayette, Independent Shows of all types with own equipment, or will provide for responsible operators, Shows equipped complete and new. We have four brand new shows for capable showmen. Can also place Girls for Posing Show and to a person with an entire troupe we will turn over to you the French Casino. This show is brand new and a three-wagon show. State who you are and who you have been with. Can place for Side Show, Working Acts and Freaks of all types. Address **JOE RICHARDSON, Side Show Manager.**  
 Have a number of legitimate Concessions open.  
 Can place sober, reliable Ride Help that can drive semis.  
 All replies to  
**OSCAR BLOOM, General Manager**  
 Gold Medal Shows, Vincennes, Ind.; then as per route.

## SUNSET AMUSEMENT CO. WANTS

Hanky Panks, Coke Bottles, Ball Games, Age. Will book Wild Life and Arcade. Either percentage or flat rate. Opening for Unborn and Mechanical Shows.  
**K. H. GARMAN, Sunset Amusement Co.**  
 Chillicothe, Mo., this week.

## CUMBERLAND VALLEY SHOWS

**OPENING MAY 12TH, SOUTH PITTSBURG, TENN.**  
 On account of disappointment want to book an A-1, up-to-date Photo Gallery, Diggers, Big Six, Bowling Alley, Clothes Pin Pitch, Ball Games. Can place a few other Stock Stores. Talker for 10-in-1 Show. Can place an Animal Show or any other Show that doesn't conflict. Percentage reasonable.  
 Address All Mail and Wires to  
**ELLIS WINTON**  
 SOUTH PITTSBURG, TENN.

## PAGE BROS.' SHOWS

Want for Crockett County Strawberry Festival, Next Week, Alamo, Tenn.  
 Coke Bottle, Fish Ponds, Pitch Till Win, Bowling Alley, Bumper, any Slum Outfits. No Mitt Camps. Henderson, Tenn., this week; Alamo, next week.  
 P.S.: Doug Daugherty wants Agents for Ball Games, Set and P. C.

## TENTS

TENTS—Concession, Gypsy, Camping. Flashy trimmings. Tents of all sizes. Merry-Go-Round and Caterpillar Tops, Big Tops.  
**ANYTHING IN CANVAS**  
 QUICK DELIVERY—WIRE, WRITE OR PHONE  
**TENTCO CANVAS, INC.**

130 GREENE STREET Phone: Walker 5-1299 NEW YORK 12, N. Y.

## TENTS

All Sizes—NEW AND USED—All Styles.  
**BRIGHT FLAME-PROOF FABRICS**—Khaki, Blue, Forest Green, Olive Green, Tangerine.  
**E. G. CAMPBELL TENT & AWNING CO.**  
**ERNIE CAMPBELL, Owner** **JIMMY MORRISSEY, Salesman**  
 100 CENTRAL AVE. (Phone 38885) ALTON, ILLINOIS

Frank Elliott Shows which his son is planning to revive. . . St. John City Council has granted an application to the Canadian Legion post for the Bill Lynch Shows to operate June 16-28.

Earl Meyer's World's Fair Freaks opened on the Ross Manning Shows at Port Reading, N. J. Line-up includes Harry Smith, front; George Dickman and Fred Hartley, tickets; George Bunnell, magic and punch; Myrtle Allen, iron tongue; Mildred Jones, electric atomic girl; Oklahoma Bob Wilson, tattoo artist; Francis Brown, indestructible girl; Tex Holms, fire-eater; Rose Serod, mentalist, Annex No. 1; Ilene-Alene, Annex No. 2; Jack Manny, double body boy; Goldie Saco, nurse, and Earl Meyer, inside lecturer.

Years ago when all people in the biz had to live on show trains, an old talker and his wife joined on a Sunday morning. No berths were available and the run was a long one. About midnight the talker, with his plates rattling, barged into the privilege car and bellowed, "Ham actors, would-be windjammers and workmen are pounding their ears in comfortable berths, while my wife, one of the biz's best former cooche dancers, is riding the steps."

Detroit Notes: Milford Krueger, independent concessionaire, is building his own specially devised concession trailer at the Detroit Trailer Axle plant on Deering Avenue. . . K. D. Reusch, who formerly had the Motor-drome on the Clark and also toured in the South and West, is operating the Eureka Brokers & Manufacturing Company here, which is bringing out a new candy line. . . Phil Brown opened recently with his Inferno show in the basement of the Playland Amusement Center on Woodward Avenue.

**ONLY \$79.50**  
For the New  
**EXCEL POP CORN MACHINE**  
Cabinet Model

Now you can go into business for yourself and pay for your machine in one week.

We also have complete supplies for you and a grade of hullless pop corn especially adapted for THE EXCEL. Also Seasoning, Boxes, Bags, Cones and Salt.

**LET'S GET STARTED NOW**

HERE IS OUR SPECIAL OFFER—

New Excel Electric Popper . . . \$ 79.50

#100 Baby Golden Hullless

Popcorn . . . . . 10.00

1 Cs. 6 Gal. Popsit Seasoning 21.00

1 M. Glassine Bags (10c Size) 3.50

1 Cs. Salt (24 2# Boxes) . . . 2.40

**TOTAL COST . . . . . \$116.40**

Gross Sales Approx. \$140.00

Write — Wire — Phone

**INDIANA POP CORN CO.**

MUNCIE, IND.

Excel and Korn King Pop Corn Machines, Complete Supplies



**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.

**WANTED**

Second Men, all Rides. No drunks or floaters. A few Concession People. Will book Basket Ball, Coca-Cola Bottles, Huckley Buck, String Game, Bowling Alley, No P.C., Flatties or Cypsies.

**HYALITE MIDWAY**

McCOOK, NEBR.

**!! IT'S NEW !!**

The Very Latest In LEAD SHOOTING GALLERIES. Beautifully designed Cabinets. Everything electrically operated. For full information and pictures, write

**LOLLEY & WITTNER**

135 ALGEROMA BELLFLOWER, CALIF.

**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.** 6 W. State St. Columbus 15, Ohio

**GOVERNMENT TENTS**

ALL SIZES.

CANVAS, 5 and 10c Foot

**N. Y. SALVAGE CO.**

144 CHAMBERS ST. N. Y. CITY.

PRODUCING AMERICA'S BEST Carnival and Circus Side Show

**BANNERS**

**SNAP WYATT STUDIOS**

1608 Franklin St. TAMPA, FLA. Phone: M-63562

**Through a misunderstanding am at liberty NOW**

As a fast-stepping SPECIAL AGENT With years of experience

**L. G. KING**

BOX 204, THE BILLBOARD 1564 Broadway New York City 19

**CONCESSIONS WANTED**

Duck or Fish Pond, Bowling Alley, Photo, String Game. Not one Slum Store booked as yet. Tom Roach wants Agents for Dart Balloon and Cigarette Gallery.

**MIKE ZIEGLER**

HOTEL MILNER PHILADELPHIA, PA.

**C. F. Zeiger United Shows**

**WANT**

Eli Wheel Foreman. Other Ride Help, write, may be able to place you. Want Feature Free Act, Athletic and Girl Show talent. Useful Carnival People, write. **TRINIDAD, COLO., UNTIL MAY 17; WALSENBURG, COLO., MAY 19 TO 24.**

**WANT**

Wheel Foreman, new Spitfire Help. Advance Man with car. Book or buy Chairplane. Will place any neatly Framed Shows. Want Fish Pond, Bumper, Clothes Pins, Scales, Bingo, Hoop-La, Coke Bottles. Have Best Juneteenth and Fourth Celebration in Texas.

**BREWER'S UNITED SHOW**

ROUTE, NEW BOSTON, TEX.

**Want—D-W SHOWS—Want**

Any Ride not conflicting. Concessions—Photo, Bingo; Lead Gallery, Short or Long; Balloon Darts, Bumper, Coke Bottles, Candy Apples, Popcorn, Candy Floss. Shows—Pit, Geek or Snake Show, Charley Pusley, wire Bill Bennett. **TEX DABNEY LEWIS WILLIAMS** Havelock, N. C., May 12-24. Cherrypoint Marine Base.

**DOUBLE POPCORN OUTPUT POPCORN PROFITS**

with Auxiliary

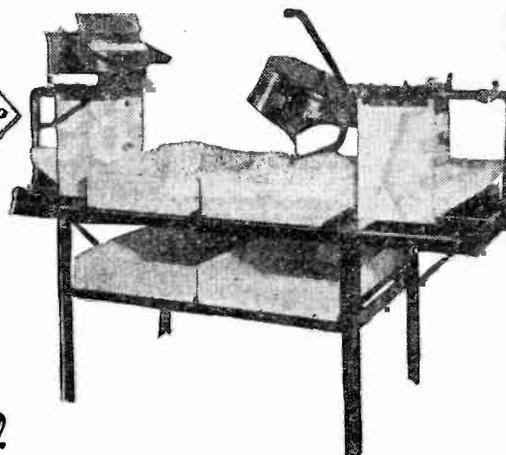
**CRETORS**

since 1885

IMPROVED

TWIN GIANT

FLOOR MODEL 42



Two improved Giant Model 41 Poppers mounted on a welded steel stand . . . Speedy, dependable large production poppers that pop twice as much corn as the single model. One operator should pop approximately 100 pounds of raw corn per hour. The popped corn is emptied into two removable steel trays

with perforated bottoms. A shake or two of the trays causes the unpopped kernels to fall through into drawers below. Used by wholesale operators everywhere. Machine operated by bottle gas or natural gas. Motor driven by electricity. Gasoline extra. Overall dimensions 78" long x 30" deep.

**C. CRETORS & CO.**

602 W. Cermak Rd.

Chicago 16, Ill.

**GULF COAST SHOWS**

WANT

WANT

Stock Concessions and Ball Games. Independent Shows. Will furnish Tents and Fronts for Girl Show and Snake Show. 2 or 3 independent Rides, prefer Roll-o-Plane, Octopus and Fun House. For 3 Big Celebrations in Missouri: Fulton, May 12-17; Moberly, May 19-24; Mexico, May 26-31. Will be in Missouri playing Celebrations and Fairs all season. Get with a Show that knows where to go. Address:

**F. M. SUTTON SR., Mgr.**

Fulton, Mo., this week; then as per route above.

**OCTOPUS ROLLOPLANE FLY-O-PLANE**

World's Most Popular Rides

**EVERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.**

**Supplies POPCORN Machines**

Complete Line of Supplies for Prompt Delivery

**POPSIT PLUS**

\$3.25 per gal.

**BOXES**

\$7.50 per M

**HYBRID CORN**

\$9.75 per 100 lbs.

400-Lb. Drs., 35¢ Lb. ★

COCONUT OIL ★

5-Gal. Pails, 37½¢ Lb.

VIKING Stainless Steel POPCORN MACHINES

**POPPERS SUPPLY CO. OF PHILA.**

Lombard 3-9020

1315 Vine St., Phila. 7, Pa.

Lombard 3-9021



**KIDDIE STREET CARS**

Factory built and engineered. Light and portable. 14 passengers. Top money maker on any location. Sensibly priced. Proven design and construction. Immediate delivery.

Write for Catalog.

**H. E. EWART CO.**

4300 Long Beach Blvd. Long Beach 7, Calif.

**FOR PROFIT AND FLASH THE**

**SPITFIRE**

IS "SUREFIRE"

WORLD'S MOST BEAUTIFUL RIDE

**FRANK HRUBETZ & CO.**

SALEM, ORE.



**GOVERNMENT PAID \$15,000  
FOR COMPLETE UNIT . . . . .**

**Portable Power Plant  
BRAND NEW! AND ONLY**

**Complete with FOUR 600x16 Tires**

**\$895 EACH**  
Lots of 3 \$850 Each

**880 Million Candle Power SEARCH-LIGHTS**

**Complete with Remote Control**

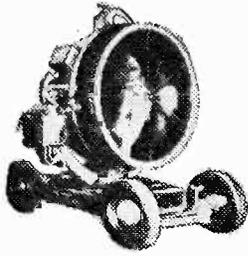
**\$349 ea.**

**\$300 Each in Lots of Three**

Completely Enclosed Self Contained Unit

Hundreds of uses for this efficient power plant which you can haul to the spot needed. Now at a fraction of the cost the government paid. Ideal for welders and industrial uses. Quantities limited. Hurry! Order now!

Ideal for carnivals, outdoor games, advertising purposes, circus. Mobile, and has FOUR 600 x 16 tires. Performs perfectly with power plant.



**CHICAGO SURPLUS CO.**

**THE MOTOR TRUCK BROKER  
4545 W. Madison St., Chicago 24, Ill.**

**RAS, Goodman Gather Scratch In St. Louis**

(Continued from page 53)

away the greater portion of the week on business.

**Raynell Gets Chunk**

Raynell's Girls also topped the three grand mark, and there were smiles up and down the midway. Weather continued good thru yesterday with promising predictions for the week-end, which indicates another harvest will be in order.

Shows got reams of publicity on Herb Pickard's latest tie-up—with the Greek Emergency Relief. Pickard snared this committee for a special matinee Friday (16) with all proceeds going to the fund. Committee has been selling blocks of tickets to be distributed to underprivileged children, who will be entertained all the way. Others showing up with cash will be allowed to spend, and all their spendings will go to the fund.

This gesture on the part of the midwayites in offering their services and rides for free caught the fancy of St. Louis's staid newspapers, and the space accorded the stunt has let everyone and his brother in reading distance know the shows are here and how long they will stay.

**Max Goodman Happy**

Over in East St. Louis there were few wrinkled brows around the Goodman organization despite a slow start. The org was billed for last Monday but a slow move from Little Rock, made it impossible to open until Tuesday night, and the turnout was okay. Wednesday, when the summer weather really hit, the crowds came in.

Royal American will stay for an other week here while Goodman moves to Peoria, Ill., where he will day and date the John R. Ward Shows with Al Wagner's Cavalcade of America due to follow later. Royal American was originally routed for East Peoria, Ill., but passed it up when Cavalcade booked in ahead. Next spot for RAS has not been announced, but reports from Omaha indicate that Robert L. Lohmar, general agent, has been there and set the town.

**Sally Big Noise On Hennies Lot**

(Continued from page 53)

the talker asked for permission to sell tickets, which was granted, as seldom is such a request denied in outdoor show business.

About 9:30 the folks were allowed to enter the top while last-minute details were rushed to get ready for a performance. Still there was no bally, and the mike out front was dead. The show started at 10 p.m., without the aid of bally or a mike, and when the ticket boxes were checked it was revealed that 770 persons had paid \$1 each to see her and her company.

**Clicks With Publicity**

Clippings from the daily here, *The Decatur Review*, indicate she has lost none of her appeal as newspaper copy, and next week she will present a check for \$1,000 to the Illini Club, of Chicago, for a Red Grange Scholarship to the University of Illinois so some deserving young man may go to the university.

Sally will present the check at the regular weekly luncheon of the Illini Club in Chicago, and Red Grange will be the featured speaker as it will commemorate the 25th anniversary

of his enrollment as a student at the university. No doubt the photographers of the Chicago newspapers have been advised, and Hennies Bros.' Shows play Champaign, Ill., next week, home of the University of Illinois, and then Chicago.

Then last Tuesday Madison West, editorial columnist on *The Chicago Daily News* commented: "Sally Rand, who used to wave her fan in some of Chicago's gilded night spots, is doing it under canvas this season with a carnival company. . . . But then Sarah Bernhardt also toured in a tent."

So it seems that Sally is doing right well by the Hennies Bros.' Shows, and apparently likes it, too.

The midway was saddened this week when Clint Shuford, popular treasurer, was stricken with a heart attack and was left in a hospital at Terre Haute. Shuford was ill during the winter, but apparently was not fit for an arduous season when the show left Birmingham.

**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., 1/4 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

**ATTENTION**

**CARNIVAL AND PARK OPERATORS**  
Kitty Banks . . . . . 30¢ Each  
Kitty Banks . . . . . 30¢ Each  
Piggy Banks . . . . . 30¢ Each  
Pin-Up Girls (5 Models) . . . . . 25¢ Each  
Horse . . . . . 12¢ Each  
Spaniel (Dog) . . . . . 12¢ Each  
Pudgy Pig . . . . . 12¢ Each  
and many others from \$1.25 to \$10.00 with order, balance C. O. D. Send \$3.00 for sample assortment.

**JANCO MODELS, INC.**  
Mfrs. of Carnival Plaster  
232 South 2nd St. Milwaukee 4, Wis.

**ARE YOU ON THE BAND WAGON?**

Ask The Man Who Owns One  
**GREYHOUND RACE GAME**  
BERTHA GREENBURG, SALES AGENT  
Hotel Kimberly, 74th St. & B'way, N. Y. C.  
Ask for particulars. Also

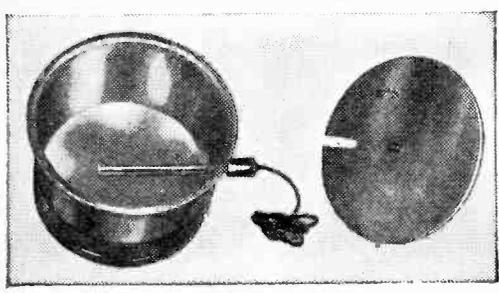
**NEW FROZEN CUSTARD MACHINES  
GOOD USED RIDES**

**WANTED**

Ferris Wheel, Merry-Go-Round and Concessions of all kinds. AMERICAN LEGION CARNIVAL for 10 to 12 days between June 19 and Aug. 1st in Chicago. Vicinity of 79th and Halsted. Contact  
**MR. B. N. BAHR**  
NORMal 3676 or write 5933 S. Halsted St., Chicago.

**Wanted by VETERANS OF FOREIGN WARS**

Mt. Prospect Post 4483, Plymouth, N. H.  
**CARNIVAL**  
for one week, last week in June or any week in July. Write  
**WENDELL E. LAUGEE**, Plymouth, N. H.



**Popcorn Seasoning  
MELTING URN**

- No Mess
- No Fuss
- Full 25-lb. Capacity

Priced at only  
**\$29.50**  
less thermostat

602 WEST CERMAK ROAD  
CHICAGO 16, ILLINOIS

**CRETORS Melting Urn** is easy to use. Approximately 25 pounds capacity. When full, maximum temperature approximately 180 degrees F.

**C. CRETORS & CO.**

**ELLMAN UNITED SHOWS**

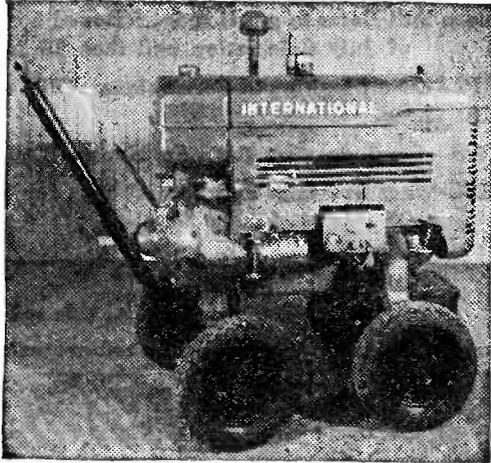
**WANT WANT**  
Foremen for Ferris Wheel, Merry-Go-Round and Aerial Joy Ride.  
Top wages and bonus at end of season.  
Also want Second Men for all Rides.  
Can place good Ten-in-One Show.  
Address: 2239 N. 56th St., Milwaukee, Wis.

**BRIGHT LIGHTS EXPOSITION**  
SHOWS  
*World's Brightest Midway*  
**CAN PLACE**

One more Flat Ride. Place couple more Grind Shows. Have opening for a few more Concessions—Photos, Basket Ball, Darts, Coca-Cola Bottle, Devil's Bowling Alley, String Game, Bumper, Penny Arcade, Diggers, Rotarys, Waffles, Novelties or any Concessions not conflicting. Will book or buy Fun House and Motor Drome. Place Minstrel Show People. Fats Usher wants Side Show People. Danmie Domini wants Blower, Razzle Dazzle and Clothes Pin Agents. Write or wire JOHN GEOMA, Gen. Mgr., or L. C. HECK, Asst. Mgr., Charles Town, Jefferson County, W. Va., this week; Martinsburg, W. Va., week May 19; Huntingdon, Pa., Big Firemen's and Decoration Day Celebration, week May 26.

**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

**W. R. GEREN Presents**

**MIGHTY HOOSIER STATE Shows**

**Featuring the Flying La-Vals**

**WANT:** Stock Concessions, Bumper, Penny Pitch, Ball Games, Heart Pitch, Country Store, High Striker, Balloon Dart, String Game, Huckley Buck. Any 10¢ stock Concession that is flashy to work in line. Privilege, \$26.50 per week. No Gypsies or Flats.

**RIDE FOREMAN:** For 2-Abreast Spillman Merry-Go-Round. Salary, \$60.00 per week. Must be sober and reliable.

**SHOWS:** Have Side Show and Snake. All others with own outfits and transportation FREE. All you give the office is federal tax, state tax, \$1.00 insurance and cut in to electrician.

**WANT:** Acts for Side Show.

You hear others brag about having a beautiful Show. Well, I have the Show with 10 Rides, Light Towers, so on and so forth, but I don't brag. I just put it where everyone can make money.

**HERE'S THE NEXT FOUR SPOTS:** Springfield, Ohio, May 12-17; Sponsor: AMVETS. Washington C. H., Ohio, May 19-24; Sponsor: F. O. P. Chillicothe, Ohio, May 26-31; Sponsor: F. O. P. Portsmouth, Ohio, June 2-7; Sponsor: V. F. W.

**ALL REPLIES WIRE:**

**W. R. GEREN, Per route**

P.S.: I want to buy 75 or 100 KVA Transformer, 2300 volt, single phase.

**MAGIC EMPIRE SHOWS**

**Featuring SUICIDE SIMON With His Fire High Dive**

**WANT** Advance Agent, must be sober, reliable and have car, \$100 week and gas and oil.

**SHOWS** with own equipment, 15%. Can place Stock Concessions, also Bingo, Diggers, Grab, Custard, Lead Gallery and what have you.

**WANT** Ride Help for Ferris Wheel, Tilt-a-Whirl, Chair-o-Plane and Kid Rides.

**MARVIN WINGATE (Cornbread Red),** come on; have answered your letter. Will book any Ride that does not conflict.

**Leo Simon** wants to hear from Joe Pizzi, also Rigging Men. Fulton, Ky., May 12-17; Mayfield, 19-24.

**A. SPHEERIS, Magic Empire Shows**

**CAMEL TENTS**

**ALL STYLES — ALL SIZES**

Forest Green — Khaki — Green — Blue  
Flash Trimmings — Quick Delivery



**CAMEL Manufacturing Company**

**SERVING THE SHOWMEN OF THE SOUTHEAST**  
329 South Central St.  
KNOXVILLE 60, TENNESSEE

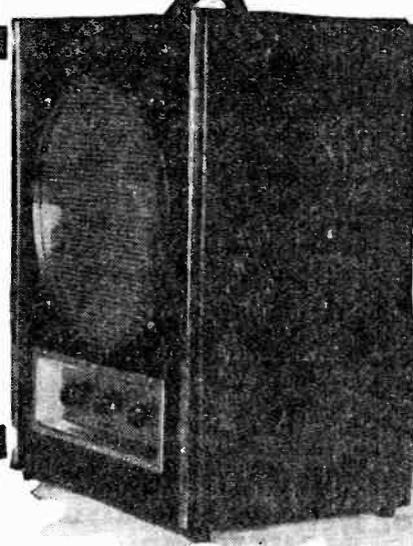
**UNITED AMUSEMENT SHOWS, INC.  
CAN PLACE**

Ferris Wheel with or without transportation, also any other Ride that does not conflict with our own 3 Rides for a long season. Concessions, one of a kind, at \$20.00. Ball Games, Balloon Dart, Pitch Tilt You Win, Age Scales, Stock Wheels, Basket Ball, Country Store, Slum, Cork Gallery. All collect wires accepted.

Attleboro, Mass., May 12-17; Artick, R. I., 19-24.

**AT LAST! A REAL PORTABLE  
PUBLIC ADDRESS SYSTEM**

**15 WATT WITH AMPLIFIER — 12 INCH SPEAKER  
TURNTABLE AND MICROPHONE**



**In 1 Complete Package**

**TOTAL  
WEIGHT  
LESS THAN  
30  
POUNDS**

**FOR INDOOR AUDIENCES UP TO 1,500 PEOPLE—FOR OUTDOOR AREAS  
UP TO 25,000 SQ. FT. SOUND COVERAGE**

Compare these operating features with that heavy outfit you're lugging around—Normal power output 15 Watts—Peak power 30 Watts. One Microphone Channel 105 D. B. gain. One Phono Channel 75 D.B. gain. Fungus treated for longer life under humid conditions. Pleasing balance in frequency response from 50 to 1,000 cycles. AC operation—105 to 125 volts 60 cycles. Power consumption 90 Watts including turntable.

**\$95.50**

1/3 Deposit—Balance C. O. D.

**TOM GIBBONS**

2135 INDIANA AVE.

CHICAGO 16, ILLINOIS

**Special  
News  
CARNIVAL AND PARK  
AMUSEMENT DEVICES  
NOW AVAILABLE**

**PLACE YOUR ORDER HERE  
FOR THE**

**LOOPER  
MOON ROCKET  
CATERPILLAR  
CARROUSEL  
KIDDIE AUTO RIDE**

WRITE FOR OUR NEW CATALOG

ALLAN HERSCHELL COMPANY, INC. WILL CONTINUE TO BUILD AND SERVICE ALL RIDES AND EQUIPMENT THAT HAVE BEEN MANUFACTURED BY BOTH ALLAN HERSCHELL COMPANY INC. AND SPILLMAN ENGINEERING CORPORATION.

**ALLAN HERSCHELL COMPANY, INC.**  
NORTH TONKAWANDA, NEW YORK

**L. J. HETH SHOWS  
WANT WANT**

Organized Side Show with or without own outfit. Manager for Girl Show; must have at least 4 Girls. Can place a few more Concessions. Octopus Foreman and other Ride Help; must drive semi trailers.

All replies COLUMBIA, TENN., this week.

**A.M.P. SHOWS  
Juggy**

**WANT** Scales, Fish Ponds, Duck Pond, Dart Stores, String Games, Milk Bottles, Mug Junt, Basketball, Coca-Cola, Devil's Bowling Alley, Cork Gallery, Lead Gallery, Bumper, Hoop-La, Pitch-Tilt-U-Win, any others not conflicting. Good opening for Tet-in-One (have top, etc.), Wild Life, Snake, Monkey Show or any other Grind Show not conflicting.

**A. M. PODSOBINSKI**

This week, Marion, Va.; next week, Kingsport, Tenn.

**popsit plus!**  
The **LIQUID** Popcorn  
Seasoning  
with that  
Better  
FLAVOR

Fresh POP CORN

**STILL the most economical because . . .**  
of **NEW DRASTICALLY REDUCED PRICES**

Our government has requested price reductions to stem inflation and we are going to help—EFFECTIVE IMMEDIATELY THE PRICE OF POPSIT PLUS IS REDUCED APPROXIMATELY 15%—This brings the cost of POPSIT PLUS close to the price level of solid seasonings at a very opportune moment, since the new outdoor season is with us.

Warehouses in principal cities—coast to coast

**C. F. Simonin's Sons, Inc.**  
Refiners  
ESTABLISHED 1870

3450 N. BELGRADE ST.  
PHILADELPHIA 34, PA.

**SEASONING SPECIALISTS TO THE NATION**

**PLAYING DAY AND DATE WITH RINGLING BROS.- BARNUM AND BAILEY CIRCUS MAY 19 TO MAY 31**

**AT 11TH & ERIE AVE., PHILADELPHIA, PA.**

**CONCESSIONS**—Popcorn, Candy Apple, Candy Floss, Grab, Snow Cone, Root Beer Barrel, Age, Scale or any Straight Sale, Mug Joint, Grab Bag, Pitch-Till-You-Win or any other legitimate Grind Store working for Stock only. Concessions can not be over ten feet deep.

**RIDES**—Merry-Go-Round, Ferris Wheel and Kiddie Rides.  
**SHOWS**—Fun House, Side Show. Selling at 11th daily, 2 to 4 o'clock. Showing Broad and Bigler Streets, this week.

**MAX GRUBERG**  
**World Famous Shows**  
P. O. Box 106, Philadelphia, Pa.

## CAROLINA SHOWS

OPENING MAY 19. BEST ROUTE IN SOUTH, WITH BIG JULY 4 CELEBRATION.

Want legitimate Concessions—Cookhouse, Diggers (Mrs. Neal, answer), Custard, Photos, Want Working Acts and Man to take complete charge new Ten-in-One. Book any Grind Show with or without equipment. Want to book Rides that do not conflict, especially want No. 5 Wheel. Lease, buy for cash or book Little Beauty Merry-Go-Round, Smith & Smith Chairplane. No junk. Buy or book, cash waiting. Wire, no time to write. Address:

MANAGER, CAROLINA SHOWS, HIGH POINT, N. C.

Note: Want Minstrel Show with Band. Have complete outfit; salary from office.

**Want--FIDLER UNITED SHOWS--Want**

LEGITIMATE STOCK CONCESSIONS OF ALL KINDS. SHOWS WITH OR WITHOUT OWN TRANSPORTATION. EXPERIENCED FOREMEN AND RIDE HELP FOR ALL RIDES, ESPECIALLY FOR CATERPILLAR AND FLY-O-PLANE. Address:

BELVIDERE, ILL., THIS WEEK. THEN PER ROUTE.

## JOHNNY J. DENTON SHOWS

**WANT**

Six more Still Dates to go, first in, followed by Richland, Virginia, Fourth of July Celebration and then 15 bona fide Fairs.

**CAN PLACE** all legitimate Concessions. Will sell exclusive on American Mitt Camp.

**SHOWS**—Good opening for Fun House, Glass House and Motordrome.

**RIDES**—Want Foreman and Second Man for Twin Wheels. Top salary.

Wire

**JOHNNY J. DENTON**

Somerset, Ky., this week.

## FAIR Silver Derby SHOWS

**WANTED**

**CONCESSIONS**—Bingo, Penny Pitch, Bowling Alley, Hoopla, String, Age, Scales, Cook House, String, High Striker, Diggers, Sno Cones, Ball Games and other Grind Stores not conflicting. **SHOWS** with own outfit come on.

**RIDE HELP** for Eli, Octopus, Rolloplane, Little Beauty and Mixup; must drive semis. Geo. White, wire.

Good opening for General Agent; must know Illinois, Tennessee and Indiana. Mt. Pleasant, Tenn., this week.

**WANTED**

**WANTED**

## WOLFE amusement co.

HIGH-CLASS ATTRACTIONS FOR FAIRS AND CELEBRATIONS

**All this week Ninety Six, S. C.; Laurens, S. C., to follow**

Can place following Concessions: Fishpond, Mitt Camps, Ball Games, Penny Arcade and any Ten-Cent Grind Store. Will book any Flat Ride on small percentage. The following people get in touch with me: Humpy Hewitt, Chas. Miller. W. B. Reid wants Slum Store Agents, Penny Pitch Agents. Tom Smith, answer. All mail and wires

**BEN WOLFE, Owner**

## MATTHEW J. RILEY ENTERPRISES

Want Help for Merry-Go-Round and Chairplane. Buster Ward and Somey Bryson, get in touch with Jack Metz, Foreman of Rides.

Want to book, buy or lease No. 5 Ferris Wheel at once.

Want to book any Riding Devices that don't conflict.

Will book Shows with own outfits. Play long season of Fairs and Celebrations.

Address

**Matthew J. Riley, Clinton Hotel, Philadelphia 7, Pa.**

## SOUTHERN VALLEY SHOWS

Fastest Growing Show in South

**WANT FOR ROUTE OF MONEY SPOTS**

Concessions that work for Stock—Fish Pond, Coke Bottles, Dart, Balloon, String, Pitch-Till-U-Win. Agents for office-owned Ball Games, Man to take tickets and charge of Marquee Front, Girls for Girl Show. Any Shows with or without own outfits; like to book Monkey Show. Want to book Spitfire Ride. Write or wire

Bald Knob, Arkansas, Strawberry Festival; this week; Batesville, Ark., week May 19th.

**EDDIE MORAN**

## PIONEER SHOWS

high class midway attractions

**MONTGOMERY, PA., MAY 19-24**

FOLLOWED BY BIG DECORATION DAY CELEBRATION

If you want a real season's work connect here. Want Custard, Candy Floss, French Fries. Also few choice legitimate Concessions. Want Shows with own equipment. Want Agents and useful Help, Bingo Counterman. Want Second Men on all Rides, Whip, Wheels, Chairplane, Merry-Go-Round, Octopus and Itidce-O. Write or wire this week:

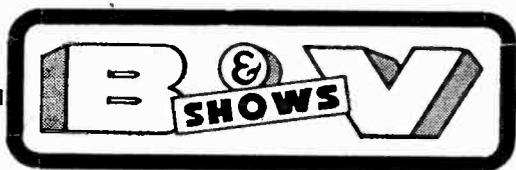
**Mickey Percell, Pioneer Shows**

TOWANDA, PA.

# PENN PREMIER SHOWS

*world's cleanest \* midway*

**WANTED** — **Featuring** — **WANTED**  
**THE GREAT WILNO, CANNON ACT**  
 Shot Over 3 Wheels Nightly  
 CONCESSIONS—Ball Games, Fish Pond, Hoop-La, Dart Balloon, Cigarette Shooting Gallery and other Slum Stores not conflicting.  
 SHOWS—Want ARCADE, can assure tremendous crowds and give a good proposition. Place MONKEY SHOW with or without equipment.  
 RIDES—Due to fire will book, buy or lease 32 or 36 ft. Merry-Go-Round. No other Rides needed, as we carry 14 office owned. Can place a few good, reliable, sober Working Men.  
 FOR SALE—1 practically new, used 4 weeks, Kiddie Merry-Co-Round; Royal Blue Top, never used. Can be seen on Show.  
 CAN PLACE General Agent, also Second Agent. Must be sober and reliable. Fair Secretaries and Committees, attention. Mr. L. C. (Ted) Miller no longer representing this Show. Address All Mail and Wires to  
**LLOYD D. SERFASS, Gen. Mgr.**  
 PENN PREMIER SHOWS, Bristol, Pa., this week; Phillipsburg, N. J., Firemen's Celebration next; followed by Stroudsburg, Pa. Always first in.



HAVERSTRAW, N. Y., MAY 14-24

- WANT**
- Drome—Arcade—All legitimate Grind Stores.
  - Can place Shows—Monkey, Crime, Wild Life—any Grind Show.
  - Rides—Tilt and Roll-o-Plane. Have contracts for ten bona fide County Fairs in New York and Pennsylvania.
  - Eddie Elkins wants Swinger Agents.

**J. VAN VLIET, Mgr.**

404 CARIBALDI AVE. Phone: Passaic 3-5934 LODI, N. J.

## AGENTS WANTED

Can place reliable Agents for Skillos, Pen Store and all Count Stores. All Stores are new and well flashed. We work every week.

Contact **J. D. SWORDS**  
**MAGIC EMPIRE SHOWS**

Fulton, Ky., this week; Mayfield, Ky., to follow.

## MAC'S HAPPYLAND

### WILL BOOK

Age, Scale, Novelties, Coke Bottles, Darts, Basketball, Strings; anything legitimate not conflicting. For Sale—French Fry Outfit complete, electric peeler, plenty Mazola, \$500.00. Will book reasonable. Committees in Eastern Pennsylvania wishing small clean show, contact immediately.

General Delivery, Birdsboro, Pa., to May 17; then the Spring BR, Glenside Vets in Reading Pa., May 20-24.

## WANT

Legitimate Concessions, \$15.50. Want Cook House Help—Cook, Waiters, Griddle Man, Pat Murphy, wire. Place Shows, own equipment, 25 per cent. Good proposition to Tilt, Octopus, Roll-o-Plane. We carry at present 7 Rides, 6 Shows. Can place Dancers for Girl Shows. Also Acts and Half-Half for Ten-in-One. Salary or percentage. Address:

**JOE KARR, WONDER CITY SHOWS**

Henderson, Ky., May 12-17; Fairfield, Ill., May 19-24; Princeton, Ind., May 28-31. Can guarantee 11 Fairs and 4th July Celebration.

## JAMES E. STRATES SHOWS

### WANT TALKER

For world's finest Midget Show, salary and percentage. Long season. Wire to Port Reading, N. J., this week; then as per route.

## WANT FOR PROVEN ROUTE OF CELEBRATIONS AND FAIRS

String, Scales, Bumper, Candy Floss, Basket Ball, Shim Spindle, Coke Bottle, Darts, Novelties, Age, Blower, Bowling Alley. Wire

**J. R. LEERIGHT SHOWS**

COUNCIL GROVE, KANSAS, THIS WEEK; ABILENE, KANSAS, NEXT.

## INDOOR-OUTDOOR

### ALL-PURPOSE

# Multi FLOODLIGHT



- 3 standard sizes—150-200 watt, 300-500 watt, 1,000 to 1,500 watt.
- Heavy gauges steel.
- Heat-resistant glass.
- 3 ft. heavy duty cord furnished.
- Also available in ground spike support and threaded mounting.

EXCELLENCE IN ELECTRICAL PRODUCTS  
**Englewood**  
 ELECTRICAL SUPPLY CO.

- Orders shipped same day.
  - Overnight service within 500 miles of Chicago.
- Write, wire or phone  
**EDDIE MURPHY or MAX AVERS**  
 (at Englewood)  
 5801 S. Halsted St., Chicago 21, Ill.

## WANTED MIGHTY PAGE SHOWS

If you like Tennessee, Kentucky, Virginia and North Carolina territory we offer the cream of this territory, including eight of the best Fairs—not promotions.

CONCESSIONS—Custard, Photo Gallery, Snow Cone, Candy Apples, Age, Weight or any other Merchandise Concession not conflicting. Especially want Penny Arcade. Will sell Ex. on Mitt Camps. Not over two permitted.

SHOWS—Monkey, Snake, Animal, Fat, Life, Mechanical City, Motor Drome, Fun House or Glass House. Want Operator with Girls for Girl Show, or will book with your equipment. Want Musicians and Chorus Girls for Minstrel Show, brand-new equipment. Pocket Book Harris and Eight Rock, answer.

RIDES—Roll-o-Plane, Train or any other not conflicting. All replies to

**BILL PAGE, Mgr.**

c/o MIGHTY PAGE SHOWS

DICKSON, TENN.

# HAPPY ATTRACTIONS

RIDES SHOWS CONCESSIONS

### WANT

Bingo, Stock Stores and other Games; Shows of all kinds. SALEM, OHIO, THIS WEEK

### WANT

## BEAUFORT COUNTY RURAL EXPOSITION, INC.

WASHINGTON, N. C.

Eastern North Carolina's newest Exhibition Grounds, featuring all kinds of outdoor amusements, such as Horse Racing, Auto Thrill Shows, Midget Auto Racing and Carnivals. Would like to hear from Auto Thrill Show and Midget Car Racing Managers, also want large Carnival for big VFW Celebration for the last of September, at which time tobacco market will be in full swing. Address all communications to

**HARRY R. PAUL, Secy. and Treas.**

P. O. BOX 73

WASHINGTON, N. C.

## SAM'S FUNLAND SHOWS WANT

For Redman Outdoor Bazaar, Draper, N. C. First show in 8 years. Week May 12. Also V. F. W. Bazaar, Bassett, Va., week May 49. First show this year.

CONCESSIONS—Cat Rack, High Striker, small Cook House or Grab, Photos, Pitch-Til-Win, Bumper, Duck Pond, Slum Spindle, Age or Weight, Candy Floss. SHOWS—20 per cent after tax. RIDES—Book, buy or lease Wheel. Can use good Ride Help. We have 3 Rides. We play in town. Free gate.

## GALLERY AMMUNITION

### .22 SHORTS, \$60.00 CASE

SPATTERLESS \$65.00 CASE

NEW RIFLES WINCHESTER 62 GALLERY PUMPS .....\$34.00 EA.

SEND 1/2 DEPOSIT, BALANCE C. O. D.

**SHOWMEN'S EXCHANGE**

707 CEE STREET, N. W.

WASHINGTON, D. C.

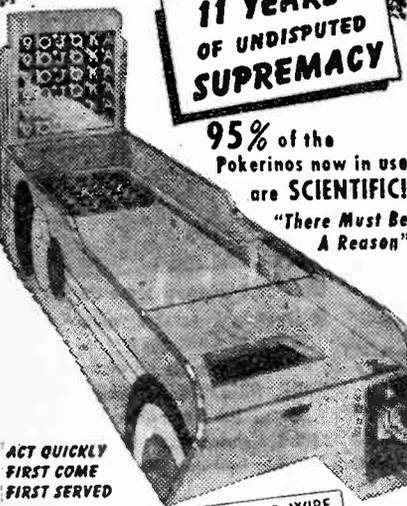
# SCIENTIFIC ON POKERINO

IS LIKE 'STERLING' ON SILVER

**11 YEARS OF UNDISPUTED SUPREMACY**

95% of the Pokerinos now in use are SCIENTIFIC!

"There Must Be A Reason"



ACT QUICKLY FIRST COME FIRST SERVED

WRITE OR WIRE FOR DETAILS

**SCIENTIFIC MACHINE CORP.**  
229 WEST 28th STREET, NEW YORK 1, N. Y.

## 5 MIN. PHOTOS

### PHOTO Machines (all types) Original

Ameco 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. 517, 1132 N.W. 2, Oklahoma City 4, Okla.

Name .....

Address .....

### BINGO HEAVY BINGO CARDS

6	20	41	60	68
12	21	37	48	75
2	18	5	59	72
10	16	43	55	69
9	24	32	57	62

**ELECTRIC BLOWERS**  
Giant Automatic Cages  
Bingo Specials 1500 & 3000

**Ace Specialty Mfg. Co.**  
65 Bleeker St.  
New York 12, N. Y.

## WANT TO BUY RIDES

Merry-Go-Round, Ferris Wheel, Swing or other Rides. Also Kiddie Rides, Small Train, etc. All without transportation. Must be in good shape and priced right. Address:

**BOX 512, c/o BILLBOARD.**  
390 Arcade Bldg. St. Louis 1, Mo.

## DYER'S GREATER SHOWS

BEST ON EARTH, CLEAN AS A WHISTLE. Carbondale, Ill., May 12-17; Chester follows, Jump Mississippi River, staying first in cream. Want Freak Shows, Working Acts, will furnish complete outfits or book yours. Want Fat People, Little People, Skinny People. What have you? Desiring cream? Join us, simple, sober, smiling Ride Helpers, Concession Agents, this is it. Drunks stay away.

## FOR SALE

**G.M.C. 1937—1½ TON CONCESSION TRUCK**  
Newly Overhauled, Good Condition, Metal Body—\$1,000.00.

Apply  
**C. MEEKS**  
612½ W. Emma Springdale, Ark.

## WANTED

TWO SIX CAT AGENTS  
Frank Carver, Shorty Dobish, answer.  
**J. W. JERNIGAN**  
LEWISTOWN, PA.

# CLUB ACTIVITIES

## National Showmen's Association

1564 Broadway, New York

NEW YORK, May 10.—Most club business these days centers around the proposed monument which will be erected on the association burial plot in Ferncliff Cemetery. James E. Strates is general chairman. Committee members are Clemens Schmitz, Arthur Campfield, Joseph McKee and Fred Murray. An original design has been submitted by Ernest Constable, chief designer for the New York City Park Department.

Contributions have been received from James E. Strates, George A. Hamid, Jerry Gottlieb, Max Gruberg, Ralph Decker, D. D. Simmons, Clemens Schmitz, Isidore Trebich, Philip Isser, Jack Perry, John W. Wilson, Floyd E. Gooding and Harry J. Kahn.

A surprisingly large number of members have been using the club rooms for this time of year, due, perhaps, to much inclement weather which has made it impossible for shows in this area to work on full schedule.

Visitors were Moe Mager, Aaron Hymes, Al Burt, Walter Silverberg, all of the W. C. Kaus Shows; Issy Cetlin, Lawrence Newman, Louis Victor, Jimmie Cox, Max Cohen and Jack Levine.

Chaplain Fred Murray has returned from Buffalo. Lac Fink has gone to Wildwood, N. J., for the summer. Morris Glass is with the Vivona Shows. Ike Weinberg is agenting for Max Gruberg. Irving Polack, president of the Showmen's League of America, visited Mr. and Mrs. Arthur Campfield.

Jack Lichter is busy remembering veterans in various institutions with gift packages. Walter K. Sibley, executive secretary, visited Billy Giroud and Jack Carr, both ill at their homes, and reports that they are gradually recovering. Also on the sick list are Irving Gold, True Perkins, Earl Feek, Mike Buck, Gene Gutman and Rudy Udowitz.

Because of the bad weather Sibley has temporarily discontinued his visits to member shows but will resume them as soon as the weather permits.

### Ladies' Auxiliary

Deepest sympathy is extended to May Hawkins, whose husband died recently. Ruth and Jerry Gottlieb are setting up a student fund at Brooklyn Tech in memory of their son, Julian. Ethel Shapiro, chairman of the entertainment committee, is convalescing. Helene Rothstein, chairman of the board of governors, was well enough to preside at the closing meeting.

Watch your mail and bulletins for important news. Remember the membership drive is on and all members are urged to solicit applicants.

## Show Folks of America

1839 W. Monroe St., Chicago

CHICAGO, May 10.—Next social will be held May 18, at which time Harry and Grace Fox will be honored on their 32d wedding anniversary. Next monthly meeting is May 20.

Contributors to the resale shop were Grace Garner Lund, R. K. Abbott, Ethel Parker, Flora Etta Heck, Mr. and Mrs. Embs, Jack (Speaker) Lewis, George Gordon, Bonnie Beck Young, Mr. and Mrs. Cushman, Grace Fox, Mrs. Bolmer, Mrs. Dorothy Snow, Letty Lorenzo, Warren Warren, Mr. and Mrs. Harry Voecker, Ida Chase, Maud Geiler, Mr. and Mrs. Herbert Casper, Rene Kissinger, Harry English, Mr. and Mrs. Jack Clark, Mrs. Edward Farnham, Julie Appel and Ray Harris.

Sick list includes Cora Yeldham,

## Showmen's League of America

400 So. State St., Chicago

CHICAGO, May 10.—With meetings discontinued for the summer, activities have slowed down. Ways and means committee is preparing for the annual fund drive. Cemetery committee, headed by Sam J. Levy, will meet soon to make plans for needed attention at Showmen's Rest.

All applications received now will be granted 1948 membership cards. A gold life membership card will be presented any member bringing in 100 new members in '47.

L. B. (Barney) Lamb is in Martha Gaston Hospital, Lebanon, Tenn., for an operation. Petey Pivor was called to Philadelphia by the death of his father.

Special meeting of the board of directors was held Thursday (8).

Secretary Joe Streibich and Whitey Parry caught Cole Bros.' Circus at Fort Wayne, Ind., and visited with Jack Burslem and Whitey Barry, and were granted courtesies of the circus by Noylles Burkhart, Joe Harworth, Gene Weeks and others. They also visited with John Dehner while in Fort Wayne.

President Irving J. Polack was in town on business and off again for the West. Jack Hawthorne is working local lots with candy floss. Arthur Morse is in New York. Louis Drillick left for Canada. M. J. Doolan is back and readying his Kiddie Land for the summer. Maurice Hanauer stopped over en route to New York.

Callers at the rooms include Oliver Barnes, Jack Krutt, Walter F. Driver, Ozy Breger, Lou Leonard, Max Brantman, Charles H. Hall, Rudy Singer, Larry O'Keefe, Sam Arenz, Harry Simonds, Walt Featherston, Dick Dillon, George L. Nelson, Ben Yacht, William Meyers, Cecil Z. Meyers, Al Cherner, Ed Wall, Peazy Hoffman and Tex Sherman.

### Ladies' Auxiliary

Sixth anniversary of the founding of the Past Presidents Club was observed April 30 at a party in the Copacabana, local nitery.

President Mrs. D. Hoffman presented corsages to Mrs. Ed Hock and Nan Rankine. Leah Brumleve, secretary-treasurer, received a gift.

Others who attended were Evelyn Hock, Ida Chase, Marie Brown, Mrs. Al Latto, Mrs. George Rollo, Mrs. Henry Belden and Mrs. Cora Yeldham.

Arrangements for the party were made by Nan Rankine.

Nan Rankine, first vice-president, presided at the club's regular business meeting May 1. Other officers present were Mrs. E. Sopenar, second vice-president; Mrs. L. M. Brumleve, treasurer, pro tem, and Mrs. Robert H. Miller, secretary. Mrs. Margaret Filograsso, chaplain, gave the invocation.

Relief committee chairman, Mrs. Ida Chase, reported Billie Wasserman and Goldie Fisher recuperating. Mrs. Al Wagner was reported on the sick list.

Letters have been received from Etta and Hedda Henderson, Viola Fairly, Grace Goss, Mrs. Max Brantman and Florence Ketring.

Raffle prizes, donated by Mrs. Belden and Mrs. Rose Page, were won by Mrs. Miller and Lillian Woods.

out of Henrotin Hospital and at home recuperating, and Warren Warren, recuperating at Hot Springs, Va.

Ross Abbott, former treasurer, has recovered from his illness. Laura Roth Young is out of County Hospital. Jess Harlow, treasurer, is at Bonner Springs, Kan., until after Decoration Day.



## OAK-HYTEX TOY BALLOONS

### TOUGHER STRONGER BALLOONS

for Your DART GAME

Insist on OAK-HYTEX. See your jobber now. Ask him for your Oak Change Apron, free with your first purchase of OAK-HYTEX Balloons. Get your free Memo Book, too. If your jobber doesn't have them, use the coupon and we'll see that he's supplied.

**THE OAK RUBBER CO., RAVENNA, OHIO**

Gentlemen:

Here is the name and address of the jobber who supplies me with OAK-HYTEX balloons. I want to secure the Oak Change Apron and Memo Book from him.

My Name .....

Jobber .....

Address .....

## SIDE SHOW ACTS WANTED

Glen Gibson wants Magician or Mind Reader. Talker for front good P.C. Acts for annex; Billie Timberlake, answer. Bob Vandiver, come on. **GOOD OPERATOR** for Zombie Castle Fun House. **CONCESSIONS OPEN:** Photos, Novelties, Basket Ball, Ping Pong, Spindle, Carmel Apples, String Game, Floss, Darts, Coke Bottles, Hi Striker, others. Want good Ride Help with references. Can always place useful people.

## Greater Rainbow Shows

Fairfax, Okla., this week; Nowata, Okla., May 19-24.

## FRED SAWYER WANTS

FOR MINSTREL SHOW, WORLD OF MIRTH SHOWS.

Can place Trumpets and Saxophone Players, also good Comic. Rusty, Jack Jackson, Strickland, Happy Tallie, write or wire

**FRED SAWYER**  
c/o World of Mirth Shows, New Brunswick, N. J.

## WRESTLERS

Have finest equipment. Want to hear from "Ning" Hiatt, Jimmy Howard, Eric Erickson, Jack Posture, Prince Siki and other good combination men. Join immediately or contact

**JACK ADAMS**  
Care DYER'S GREATER SHOWS  
Carbondale, Ill., this week; Chester, Ill., next week.

## Experienced Bingo Help WANTED

Counter Men and Relief Caller. Must be sober. Wages—all you are worth. Wire: **RAY JOHNSON**, c/o H. B. Rosen Amusements, Brevard, N. C.

## RIDES WANTED

FOR BETSEY ANN ANNUAL PICNIC AT BRIGHTON, ILL.

Under auspices of American Legion—2-Day Celebration during last 2 weeks of July. Contact **A. A. MOEHLE, BRIGHTON, ILL.**

## SECONDHAND SHOW PROPERTY FOR SALE

\$17.50 Bo Bo Devil Boy, good condition.  
\$25.00 New Sleeping Tent, 8x10 ft.; others.  
\$10.00 Silver Drop Curtain, used, 8x20 ft.  
75¢ yard, new Khaki Canvas, 10 oz., double filled, 35 inches wide. Order now. We have plenty.

**WEIL'S CURIOSITY SHOP**  
12 Strawberry St. Philadelphia 6, Pa.

## FOR SALE

Brand New

### FROZEN CUSTARD MACHINES

Immediate delivery. Guaranteed. Write or Wire for Details.

**SAMUEL D. LIPMAN, Flag Park,**  
P. O. Box 596 Jacksonville Beach, Fla.

## TENTS FOR SALE

Brand new Tent Top 20x52, \$95.00. Flameproof. Waterproof. 1 used Tent 20x52, \$65.00. Tops only, no Sidewall. 1 used Squad Tent 16x32, \$45.00. All in good condition.

**MAIN AWNING AND TENT CO.**  
230 MAIN ST. CINCINNATI, O.

## DROME RIDERS—NO TEARDOWNS

Can use Male and Female, Straight Riders. For 17 weeks in World's Largest Amusement Park. Opening May 14th. M. Lease, contact me. Write

**WILLIAM CALAMARI**  
RIVERVIEW PARK CHICAGO, ILL.

## NOTICE

I will not be responsible for debts incurred by any other than myself.

**MYRTLE SAKOBIE**

**Regular Associated Troupers**  
106 E. Washington, Los Angeles

LOS ANGELES, May 10.—President Jimmy Lynch drove in from Santa Ana to preside at the Thursday (1) meeting. Also on the rostrum were Nell Robideaux and Monroe Eisenman, vice-presidents; Clarence Alton, treasurer, and Marie Bailey, secretary.

It was towel night for the bazaar. Lill Eisenman, chairman, expressed appreciation for the many gifts and cash donations. Madame Delma gave another hand-crocheted afghan to be raffled off for a television radio. She also donated a large hand-made rug as second prize. Frank Babcock donated a showcase for display of bazaar articles. Estelle Hanscom contributed a bulletin board.

New members are Josephine Nanson, Nellie Baker, Fred Ramsey, Estelle Rosenthal, Rita and Harry Friedman, Lillie Krug, Elva Rockwell and Frances Carson.

Frances Carson, John Lorman and Estelle and Elmer Hanscom gave an account of their recent Northern trip on which they visited many shows.

Letters have been received from Clare Zeiger, Rita Yagla, Sunshine Jackson, Cecile Bowen, Gladys Patrick and Jack Kent.

Cecelia Kanthe won the door prize.

**Caravans, Inc.**

P. O. Box 1902, Chicago

CHICAGO, May 10.—President Edna O'Shea Stenson presided at the regular meeting. With her were Lucille Hirsch, first vice-president; Pearl McGlynn, second vice-president; Hattie Hoyt, financial secretary; Irene Coffey, corresponding secretary, and Edith Streibich, chaplain pro tem, and Ann Williams.

Correspondence was read from Goldie Fisher, who sent in a donation: Emily Baily, Ruth Gottlieb, and Grace Brown. Card of thanks was received from the Michael J. Sullivan family.

Kathryn Robertson is on the sick list. Claire Sopenar has been named chairman of the award books for summer activities. Membership drive will start soon.

Awards for the evening went to Claire Sopenar, Lorraine Dugas, and Edith Streibich. Esther Meyers attended the meeting after a long illness. Maude Green and Dorothy Bates also attended after long absences. Lunch was served by Josephine Glickman and Lorraine Dugas. Social, held by Pearl McGlynn and Betty Broderick, netted a tidy sum. Veronica Potenza, Isabelle Brantman and Mae Oakes are working their concessions.

**Show Folks of America**

San Francisco

SAN FRANCISCO, May 10.—Third birthday of the unit was celebrated with a dinner and program April 28 in the 1197 Market Street hall. Following the dinner, two birthday cakes were cut by President Harry Seiber.

Fred Weidman, field representative of the org, was emcee. Gertrude Farnsworth, Joan Gordon, Lulu Nethaway, Beth Barnes and George Harris were introduced.

Program consisted of Alma Ruge, songs; Marie Delmore, ventriloquist; Fred Boynton, songs; Rolly Cate and Glenn Runyan, comedians, and Dandy McNish, who told anecdotes. Easter parade was produced by Fred Leslie and Wayna Mark. Olivette and her boys furnished the music. Dancing followed.

**Pacific Coast Showmen's Association**

1106 S. Broadway, Los Angeles 15

LOS ANGELES, May 10.—Plans for leasing or buying a home took form at the regular meeting when Harry Hargrave outlined plans for the awarding of an automobile in the fund-raising drive.

On the rostrum with President William Hobday were Harry Suiker, vice-president; Ed Mann, secretary, and Sam Corenson, former president of Show Folks of America, San Francisco.

Planning to move for the second time in six months, action to get into its own home followed a meeting of the board of directors. Al Weber, official printer, offered to print the tickets free and purchase the first \$100 worth. Corenson opened the drive with a \$20 purchase. It was decided to sell tickets in \$10 books valued at \$12.

A membership drive will run from June 1 to September 1.

Louis Bacigalupi and Harry Deneau took over the tyler and sergeant at arms duties.

Sick and relief committee reported Arthur Morrell ill in Magnolia Hospital, Long Beach.

Russ Faulkner was a visitor.

**Ladies' Auxiliary**

President Trudie Di Santi presided at the Monday (5) meeting. Also on the rostrum were Mrs. Opal Manley, third vice-president; Mrs. Elsie Suiker, acting treasurer, and Julia Smith, secretary.

Letters were received from Mrs. Helen Smith, now in the East; Ann Stone, of the Michigan Showmen's Association, and Rose Fitzgerald, who was reported ill. Bank award went to Jennie Rawlings, with door prizes being won by Ethel Krug and Opal Manly.

Norma Burke was hostess. Vivian Gorman and Trudie DiSanti reviewed a play they attended at the Hollywood Playhouse in which Donna Day had a leading role.

Esther Carley and Mrs. Welsh, mother of Marie Morris, are reported ill. Members are urged to send all news items and latest routes to Julia A. Smith, secretary.

**Missouri Show Women's Club**

415A Chestnut Street, St. Louis

ST. LOUIS, May 10.—Meeting of May 1 was called to order by Lee Belmont, assisted by Norma Lang, Estella Regan and Ida Miller.

By a unanimous vote one regular meeting will be held the first Thursday in each month until most members return from their summer tours. However, clubrooms will remain open thru the summer.

Florence Guth completed the third reading of the revised by-laws which were sent to the printer.

Jane Bunting, past president, put in appearance after a long absence. A welcome was extended to Estelle Rosenthal, long a member and who has been in San Francisco for the past three years. She is visiting with her husband, Dave, in the Mound City.

A huge mirror, donated by Daisy Davis and Norma Lang, was attached to the wall opposite the rostrum.

Cash donations by Goldie Fischer and Estelle Rosenthal were acknowledged. The two hand-embroidered bath towels donated and raffled by Tillie Kahl was awarded to June Day.

Reported on the sick list are Florence Parker, Adele Voelker, Peggy Grimm and Mrs. Jack Price.

Grace Reed, of Philadelphia, sponsored by Alice and Lorraine Belmont, was elected to membership.

Long letters were read from Goldie Fischer and Loretta Start.

**Rocky Mountain Showmen's Club**

1421 Arapahoe, Denver 2, Colo.

DENVER, May 10.—Club rooms will remain open during the summer, with Bob Curtis as custodian in the absence of Mr. Rose. Club ended its social activities for the season with a tacky party April 5. Final business meeting was held April 11.

Treasurer Jim Williams and wife left for a vacation in Los Angeles. Mrs. Ralph Smith and C. M. Brock left to join the Utah Exposition Shows at Grand Junction, Colo. Ralph Smith had previously joined that org.

Frank Schwartz departed for the Norton Shows, and Orville Rose and Theodore Lucky left for Larry Nolan's Shows.

President Jack Williams will remain here, as his Capitol Music Sales keeps him busy.

**FOR IMMEDIATE DELIVERY . . . . .**

20x40 and 20x30  
Hip Roof Tents. 14x28  
Bingo Top, Awnings attached, Khaki. Used  
Concession Tents and Bingo Tops.

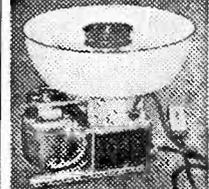
Flashy Flameproofed } Forest Green  
Canvas Available } Royal Blue  
in These Colors } Orange  
} Khaki

BERNIE MENDELSON—CHARLES DRIVER

**O. Henry Tent & Awning Co.**

4862 N. CLARK ST. CHICAGO 40

**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.

**BAKER UNITED SHOWS**

"A Clean Modern Midway"

SHOWS SHOWS SHOWS

Due to interference from "BIGGEST, BEST and MOST DEPENDABLE" Source, WE ARE IN NEED OF A SIDE SHOW.

If you are interested in a connection with one of America's outstanding Ten-Ride Truck Shows with finest route of bona fide Celebrations and Fairs, it will pay you to contact us for a really worth-while proposition.

GRIND SHOWS—Can also place GRIND SHOWS of merit, with or without own outfits and transportation. Want Wild Life, Fun House, Glass House, Monkey Show, Snake Show, Arcade or Motordrome.

**WANT RIDE HELP**

First Man for Ferris Wheel, Rolloplane, Tilt-a-Whirl and Little Beauty Merry-Go-Round, also Man to handle two Kiddie Rides. Top salaries to sober, reliable men who can up and down their ride and take care of it. Must be able to drive semi.

Baker United Shows, Princeton, Indiana, this week; then as per route.

**RIVERVIEW PARK**

Now CHICAGO Now

AND FOR 17 WEEKS

Can place Novelty Acts, Sword, Fire, Torture, Anatomical, Impalement, Etc. Also strong Freak to feature.

**BALLY GIRLS**

For both the Midget Show and Palace of Wonders. Can place Talkers, Cashiers and Useful People. A good season and a sure one. All Reply:

**RAY MARSH BRYDON as above**

**HAPPY HOLIDAY SHOWS**

ON THE MARCH

STREETS - - - UPTOWN - - - CITY PARKS - - - 4 DOWN, 30 TO GO

CONCESSIONS—Liberal proposition for flashy Photo Gallery, preferably one with other Concessions. Also Stores that can and will work for Stock. Side Show Operators, contact us. Can place useful and sober Ride Help in all departments.

This week Tecumseh, Mich., under the V.F.W.; other good ones to follow. Permanent address:

**H. M. SIMPKINS**

337 S. WILLIAMS ST.

BELLEVUE, MICH.

**PARADA SHOWS WANT**

Counter Men and Relief Caller for Bingo, Concession Agents. Wire or come on. Carrollton, Mo., this week; Cameron, Mo., next week. All reply to

**H. C. SWISHER, PARADA SHOWS**

**WANT TO BOOK BINGO**

20x40 flashy Bingo. Stools all around, good transportation, lots of merchandise. Prefer Show that warrants this size and going into Bingo country with some good Fairs. Please state privilege and how many major Rides and contemplated territory. (Patsy Anderson, contact Bertha.) Wire or write

**L. P. MARCH**

11153 EGGLESTON AVENUE

CHICAGO, ILL.

**.22 SHORTS**

GALLERY SPATTERLESS—New Stock  
\$80.00 PER CASE—10,000 Rounds Per Case.  
LANCASTER Swagger Sticks. Per Gross \$9.50

Order direct from this Ad.  
25% Deposit, Balance C. O. D.  
**PITMAN NOVELTY CO.**  
BOX 341 PITMAN, N. J.

# Carnival Routes

Send to

2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Pelly, Tex.; Port Arthur 19-24.  
 Adams Am. Co.: Bennington, Vt., 23-31.  
 American Banner: Westport, Mass., 12-18;  
 Warren, R. I., 19-25.  
 American Beauty: De Soto, Mo.; East Alton, Ill., 19-24.  
 American United: Sunnyside, Wash.  
 A. M. P.: Kingsport, Tenn.; Marion, Va., 19-24.  
 Anderson's Greater: Jefferson City, Tenn.  
 A. & P. Am. Co.: Bartlesville, Okla.  
 Baker United: Princeton, Ind.  
 Barkoot: Toledo, O.  
 B. & C. Expo.: Rochester, N. Y.  
 Beam's Attrs.: Windber, Pa.  
 Bee's Old Reliable: Richmond, Ky.  
 Beeson, Tex. Am.: Appleton City, Mo.  
 Bell & Vinson: Jacksonville, Ill.  
 Bernard & Barry: Niagara Falls, Ont., Can.  
 B. & H.: Liberty, S. C.  
 Blue Grass: Tell City, Ind.  
 Blue Ribbon: Hopkinsville, Ky.  
 Bodart: Shawano, Wis., 22-31.  
 Bohn Sons United: Mammoth Springs, Ark.  
 Boston: Norwood, Mass.; North Attleboro 19-24.  
 Brady & Leedy: Vivian, W. Va.; Man 19-24.  
 Brewer United: New Boston, Tex.  
 Bright Lights Expo.: Charles Town, W. Va.; Martinsburg 19-24.  
 Brownie Am. Co.: Broken Arrow, Okla.  
 Buck, O. C.: Binghamton, N. Y.  
 Burdick Greater: Spur, Tex.  
 Caledonia: Utica, N. Y.; Oswego 19-24.  
 California: Selma, Calif., 12-18.  
 Capell Bros.: Dodge City, Kan.  
 Caravella Am.: New Castle, Pa.; New Kensington 19-24.  
 Carr, Lawrence: Kittery, Me.; New Bedford, Mass., 19-24.  
 Cavalcade of Amusements: Memphis, Tenn.; Evansville, Ind., 19-24.  
 Central States: Dodge City, Kan.  
 Cetlin & Wilson: Harlan, Ky.; Bluefield, W. Va., 19-24.  
 Chanos, Jimmie: Union City, Ind.  
 Cherokee Am. Co.: Caney, Kan.

Coastal Plain: High Point, N. C.  
 Coleman Bros.: New London, Conn.  
 Collins, William T.: Alexandria, Minn.  
 Columbia: Pittsfield, Me.; Old Town 19-24.  
 Continental: Oneonta, N. Y.  
 Copper State: Paonia, Colo.  
 County Fair: Beatrice, Neb.  
 Crafts 20 Big: Santa Paula, Calif., 12-18.  
 Craig, Harry: Borger, Tex.; Pampa 19-24.  
 Crandell's Midway: Hiawasse, Ga.; Benton, Tenn., 19-24.  
 Crescent Am. Co.: Hickory, N. C.; Gastonia 19-24.  
 Crescent: Victoria, B. C., Can., 12-24.  
 Crystal Expo.: Franklin, N. C.  
 Cudney Border State: Porum, Okla.  
 Cumberland Valley: South Pittsburg, Tenn.  
 Cunningham's: Woodsfield, O.; New Martinsville, W. Va., 19-24.  
 Curl, W. S.: Mount Vernon, O.  
 De Luxe: Holyoke, Mass.; Bloomfield, Conn., 19-24.  
 Denton, Johnny J.: Somerset, Ky.  
 Diamond Midway: Clarence, Mo.  
 Dickson United: Cleveland, Okla.  
 Dobson's United: Hazel Park, St. Paul, Minn.  
 Douglas Greater: Albany, Ore.  
 D. & P.: Kingston, Pa.  
 Dudley, D. S.: Amarillo, Tex.  
 Dumont: Mount Union, Pa.  
 D. & W.: Havelock, N. C., 12-24.  
 Dyer's Greater: Carbondale, Ill.; Chester 19-24.  
 Eddie's Expo.: New Bethlehem, Pa.; Butler 19-24.  
 Elliott, L. W., Am. Co.: Plainfield, Ind.; Dugger 19-24.  
 Endy Bros.: Mount Carmel, Pa.  
 Evans United: Camden, Mo.  
 Fairway Am.: Winnsboro, Tex.  
 Fay's Silver Derby: Mount Pleasant, Tenn.  
 Ferris Rides & Shows: Syracuse, N. Y.; Auburn 19-24.  
 Fidler United: Belvidere, Ill.  
 Fleming, Mad Coy: Griffin, Ga.; Hawkinsville 19-24.  
 Florida Am. Co.: Bryson City, N. C.  
 Francis, John: Normal, Ill.  
 Frank's Playland: Fort Valley, Ga.  
 Franklin, Don: Corsicana, Tex.; Rusk 19-24.  
 Fuller Greater: Boswell, Pa.  
 Funbeam: Garrett, Pa.  
 Garden State: Quakertown, Pa.; Coplay 19-24.  
 Gate City: Lexington, N. C.; Brevard 19-24.  
 Gem Carnival: Monticello, Ky.; Jamestown, Tenn., 19-24.  
 Gem City: Springfield, Mo.  
 Gentsch, J. A.: Greenville, Miss.  
 Gielow, Art: (S. 6th & Okla. Ave.) Milwaukee, Wis.  
 Globe: Fairlawn, R. I.; Woonsocket 19-24.  
 Gold Bond: Paragould, Ark.  
 Gold Medal: Vincennes, Ind.; Lafayette 19-24.  
 Golden West: (Fair) Angels Camp, Calif., 16-18.  
 Gooding American Expo.: Akron, O.  
 Gooding Am. Co., No. 1: (Town & Rich Sts.) Columbus, O.  
 Gooding Am. Co., No. 2: Chillicothe, O.  
 Gooding Am. Co., No. 3: Monessen, Pa.  
 Gooding Greater: Logan, W. Va.  
 Gooding Park Attrs.: Follansbee, W. Va.  
 Grady, Kelle: Courtland, Ala.  
 Greater United: Amarillo, Tex.  
 Greater Rainbow: Fairfax, Okla.; Nowata 19-24.  
 Grimes Am. Co.: Derry, N. H.  
 Groves Greater: Hammond, La.  
 Gruber's World Famous: Philadelphia, Pa.  
 Gulf Coast: Fulton, Mo.  
 Hamman Play Park: Eagle Pass, Tex.  
 Hannum, Morris: Frackville, Pa.; Tamaqua 19-24.  
 Happy Attrs.: Salem, O.; Bellaire 19-24.  
 Happy Holiday: Tecumseh, Mich.  
 Harrison Greater: Baltimore, Md.  
 Hartsock Bros.: Brashear, Mo.; New London 19-24.  
 Heller's Acme: Bayonne, N. J., 13-25.  
 Henson, J. L.: Jeffersonville, Ga.; Pelzer, S. C., 19-24.  
 Heth Expo.: Washington, Ind.  
 Heth, L. J.: Columbia, Tenn.  
 Hill's Greater: Kansas City, Kan.  
 Home State: Washington, Ia.; Fairfield 19-24.  
 Hottle, Buff: Ponchaicoula, La.  
 Hyalite Midway: McCook, Neb.  
 Imperial: Bushnell, Ill.  
 Imperial Expo.: Marshfield, Ore.  
 Jayhawk Am. Co.: St. Paul, Kan.  
 J. & B.: Richmond (Lakeside), Va.  
 Jolly: Falls Church, Va.; Oxen Hill, Md., 19-24.  
 Jones Greater: Huntington, W. Va., 12-24.  
 Jones, Johnny J., Expo.: Johnstown, Pa.  
 Joyland Midway Attrs.: (Telegraph & Van Buren) Detroit, Mich., 22-31.  
 Kaus, W. C.: Linden, N. J.; Mount Holly 19-24.  
 Kilgore: Groveton, Tex.  
 Lamb, L. B.: Paris, Tenn.  
 Lawrence Greater: York, Pa.

Leeright, J. R.: Council Grove, Kan.; Abilene 19-24.  
 Lloyd's Rides: Greensburg, Ind.  
 Lee United: Sturgis, Mich.; Vicksburg 19-24.  
 Long's United: El Cerrito, Calif., 13-18.  
 Mack's Happyland: Birdsboro, Pa.; Reading 19-24.  
 Madison Bros.: Charleston, Ill.  
 Magic Empire: Fulton, Ky.; Mayfield 19-24.  
 Magic Valley Am. Co.: Roby, Tex.  
 Magnolia Expo.: Sturgis, Ky.  
 Maine Am. Shows: Newmarket, N. H.  
 Majestic Greater: W. Middlesex, Pa.  
 Marion Greater: Pageland, S. C.  
 Marks, John H.: Harrisburg, Pa.; Cumberland, Md., 19-24.  
 Martin United: Monrovia, Calif., 13-18; Ontario 20-25.  
 McCall's, Jim: Temple, Ga.  
 McCown Midway: Versailles, Mo.  
 McKee, John: Lebanon, Ind.  
 Meeker's: Baker, Ore.; La Grande 19-24.  
 Merriam & Robinson: Marshalltown, Ia., 12-18; Jefferson 20-21.  
 Merry Midway Attrs.: Thorntown, Ind.  
 Midway: St. Paul, Minn., 17-25.  
 Midway of Mirth: Virden, Ill.  
 Midwest: (Rodeo) Las Vegas, Nev., 14-18.  
 Mid-Western Expo.: Wagoner, Okla.  
 Mighty Hoosier State: Springfield, O.; Washington C. H., 19-24.  
 Mighty Page: Dickson, Tenn.  
 Model: Chanute, Kan.  
 Moore's Modern: Litchfield, Ill.  
 Mound City: St. Louis, Mo.  
 Nelson Bros.: Springer, N. M.  
 New England Am. Co.: Fishersville, Mass.; Leominster 19-24.  
 Nolan, Larry: Wakeeney, Kan., 15-17.  
 Northern Expo.: Winner, S. D., 14-18.  
 Ohio Valley: Postoria, O.  
 Omar's Greater Am.: El Dorado, Kan.  
 Page Bros.: Henderson, Tenn.; Alamo 19-24.  
 Page, J. J.: Morristown, Tenn.  
 Parade: Carrollton, Mo.; Cameron 19-24.  
 Paramount Expo.: Richmond, Va.  
 Parris & McIntyre: Roxboro, N. C.  
 Pearl City: Wellman, Ia., 12-15.  
 Pearlene: Jenks, Okla.  
 Peerless Celebration: Roncove, W. Va.  
 Penn Premier: Bristol, Pa.; Phillipsburg, N. J., 19-24.  
 Peppers All-State: Memphis, Tenn.; Paris 19-24.  
 Pike Am.: Fayette, Mo.  
 Pine State: Rogersville, Tenn.; Pennington Gap 19-24.  
 Pioneer: Towanda, Pa.; Montgomery 19-24.  
 Playtime: Cambridge, Mass.  
 Powelson Greater: Logan, O.; Middleport 19-24.  
 Prell's Broadway: Trenton, N. J.  
 Raftery's & R. & S. Am.: Williamston, N. C.; Morehead City 19-24.  
 Raines Am. Co.: Mena, Ark., 19-24.  
 Regent: Hohenwald, Tenn.; Lewisburg 19-24.  
 Reid, King: Herkimer, N. Y.  
 Rockwell: McPherson, Kan.  
 Rogers Greater: Mount Carmel, Ill.; Crawfordville, Ind., 19-24.  
 Rogers & Powell: Starkville, Miss.  
 Roof Garden: Weston, W. Va.; West Union 19-24.  
 Rosen, H. B., Am.: Brevard, N. C.  
 Royal American: St. Louis, Mo.  
 Royal Crown: Covington, Ky.  
 Royal Rides: Bessie Mines, Ala.; Adamsville 19-24.  
 Rupe's Midway for Fun: Norton, Kan.  
 Sam's Funland: Draper, N. C.; Bassett, Va., 19-24.  
 Shan Bros.: Williamson, W. Va.  
 Shugart, Doc: Cooper, Tex.  
 Siebrand Bros.: Durango, Colo.  
 Silver Slipper: Dayton, Tenn.  
 Smith, Am. Co.: Commerce, Tex.  
 Smith, George Clyde: Nanty Glo, Pa.  
 Snapp's Greater: Miami, Okla.  
 Southern Valley: Bald Knob, Ark.; Batesville 19-24.  
 Srader, M. A.: Grand Island, Neb.  
 Stafford United: Indianapolis, Ind.  
 Standard: Torrington, Wyo.  
 Steblar's Greater: St. Paul, Va.  
 Stephens, C. A.: Sweetwater, Tenn.  
 Stumbo, Fred: Rogers, Ark., 14-24.  
 Strates, James E.: Perth Amboy, N. J.  
 Sunflower State: Holsington, Kan.  
 Sunset Am. Co.: Chillicothe, Mo.  
 Tatham, Sam: Ridley Park, Pa.  
 Tatham Bros.: Mason City, Ill.  
 Texas Expo.: Bander, Tex.  
 Thomas: Parkersburg, W. Va.  
 Tinsley, Johnny T.: Gainesville, Ga.  
 Tivoli Expo.: Marshall, Mo., 12-18.  
 Triangle: Brownsville, Pa.; Bellaire, O., 19-24.  
 Turner Bros.: Danville, Ill.  
 20th Century: Manhattan, Kan.  
 Utah Expo.: Spanish Fork, Utah.  
 Veterans United: Fort Des Moines, Ia.; Fort Dodge 19-24.  
 Victory Expo.: Arkansas City, Kan.  
 Virginia Greater: Thomasville, N. C.  
 Virginia Rose Attrs.: (18th & Broadway) Louisville, Ky.  
 Wade, W. G.: Battle Creek, Mich.  
 Wallace Bros.: Sreator, Ill.  
 Wallace Bros. of Canada: Hamilton, Ont., Can., 12-18.  
 Wallace, I. K., Attrs.: Yeagertown, Pa.  
 Wallace & Murray: Benwood, W. Va.  
 Ward, John R.: Peoria, Ill.  
 Wason Am.: Spring Hope, N. C.  
 W. B. J.: Chicago Pike, Swanton, O., 17-25.  
 West Coast: Vallejo, Calif., 13-18; Santa Rosa 20-25.  
 Wheeler, Eddie L.: Dalton, Ga.  
 White Rose Am.: Walnutport, Pa.; Topton 19-24.  
 White Star Attrs.: Fairview, Ind.; Rising Sun 19-24.  
 Whitney & Scott United: Des Moines, Ia., 12-15.  
 Williams Southern: Durham, N. C.  
 Wilson Famous: Kewanee, Ill.  
 Wolf Greater: Granite Falls, Minn.; Mankato 19-24.  
 Wolfe Am.: Ninety Six, S. C.; Laurens 19-24.  
 Wonder City: Henderson, Ky.; Fairfield, Ill., 19-24.  
 Wonder Shows of America: Peoria, Ill.  
 World of Pleasure: Flint, Mich., 13-20; Muskegon 23-31.  
 World of Today: Joplin, Mo.  
 Worth of Mirth: New Brunswick, N. J.  
 Wrightsman Am. Co.: Oroville, Calif., 14-18; Tracy 21-25.  
 Zacchini Bros.: Benton, Ark.  
 Zeiger, C. F., United: Trinidad, Colo.; Walsenburg 19-24.

# Circus Routes

Send to

2160 Patterson St., Cincinnati 22, O.

Bailey Bros.: Sunbury, Pa., 13; Shenandoah 14; Pottsville 15; Reading 16; Lebanon 17; York 19; Lancaster 20; Coatesville 21; Pottstown 22; Bethlehem 23; Hazleton 24.  
 Earnes Bros.: (Olympia) Detroit, Mich., 12-18.  
 Beatty, Clyde: Roseburg, Ore., 13; Eugene 14; Lebanon 15; McMinnville 16; Portland 17-18; The Dalles 19; Walla Walla, Wash., 20; Spokane 21-22; Sand Point, Idaho 23; Missoula, Mont., 24.  
 Cole Bros.: Dayton, O., 13; Springfield 14; Middletown 15; Hamilton 16; Cincinnati 17-18; Lexington, Ky., 19.  
 Cole, James M.: Carbondale, Pa., 13; Scranton 14-15; Endicott, N. Y., 16; Owego 17.  
 Cooke's All-American: Many, La., 13; Pleasant Hill 14; Campti 15; Coshatta 16; Taylortown 17; Bossier 18; Fillmore 19; Minden 20; Cotton Valley 21; Plain Dealing 22; Alden Bridge 23; Gilliam 24.  
 Dailey Bros.: Hickory, N. C., 13; Salisbury 14; High Point 15; Danville, Va., 16; Greensboro, N. C., 17.  
 Davenport, Orrin: Winnipeg, Man., Can., 12-17; Fargo, N. D., 20-22.  
 Dorman Bros.: Blacksburg, Va., 14; Pearisburg 15; Princeton, W. Va., 16.  
 Hamid-Morton: Ottawa, Ont., Can., 12-17; Newark, N. J., 19-24.  
 Hunt Bros.: Summit, N. J., 14-15.  
 Kelly, Al G., & Miller Bros.: Cushing, Okla., 13; Guthrie 14; Kingfisher 15; Watonga 16; Seiling 17.  
 King Bros.: Wayland, Ky., 13; Prestonburg 14; Pikeville 15; Williamson, W. Va., 16; Man 17; Beckley 19.  
 King & Franklin: McMinnville, Tenn., 14; Manchester 15.  
 Mills Bros.: Sandusky, O., 13; Fremont 14; Bowling Green 15; Perrysburg 16; Monroe, Mich., 17; Adrian 19; Jackson 20; Ann Arbor 21; Dearborn 22; Pontiac 23; Port Huron 24.  
 Monroe Bros.: Goreville, Ill., 13; Vienna 14.  
 Montgomery, C. R.: Spearman, Tex., 13; Daltart 14; Boise City, Okla., 15; Springfield, Colo., 16; Lamar 17.  
 Polack Bros. (Eastern): (City Auditorium) Norfolk, Va., 12-17; (County Hall) Charleston, S. C., 20-24.  
 Polack Bros. (Western): (Auditorium Arena) Oakland, Calif., 12-18; (Civic Auditorium) San Francisco 22-June 1.  
 Ringling Bros. and Barnum & Bailey: (Boston Garden) Boston, Mass., 13-21; Philadelphia, Pa., 23-31.  
 Roger Bros.: Wellington, Tex., 15.  
 Sparks: Brampton, Ont., Can., 13; Brantford 14; Woodstock 15; Galt 16; Hamilton 17.  
 Stevens Bros.: Granby, Mo., 14; Pierce City 15; Sarcoxie 16; Mount Vernon 17; Miller 18.  
 Wallenda: (Municipal Auditorium) Augusta, Ga., 12-17; (Textile Hall) Greenville, S. C., 19-24.  
 Yankee-Patterson: Fairfield, Calif., 13; St. Helena 14; Calistoga 15; Napa 16; Petaluma 17; Sebastopol 18.

# Misc. Routes

Send to

2160 Patterson St., Cincinnati 22, O.

Gosh, Byron, Hit Parade Tent Show: Poplarville, Miss., 15.  
 Lewis Lyceum Co.: Mitchell, Ore., 15-16; John Day 18-19; Vale 20-21.  
 Miller's, Irvine C.: Brown-Skin Models (Roosevelt) Cincinnati, O., 15-17; (Palace) Dayton 22-24.  
 Renfro Valley Folks: Caldwell, O., 14; Woodfield 15; Bellaire 16; Cadiz 17; New Philadelphia 18; Carrollton 19; Lisbon 20; E. Palestine 21; Salem 22; Niles 23; Newton Falls 24.

# SMYTHE BUILDS RANCH

(Continued from page 48)

(Saturday, 9-9:30 p.m., CDST), starting May 31, will be aired from the ranch, which is skedded to open May 30. Following this broadcast entire cast will be presented in a full stage show. Hoosier Hop network show will continue to originate from WOWO studios Tuesdays (9:30-9:45 p.m., CDST).

Every Sunday continuous stage shows will be presented from 1 p.m. to 11 p.m. Acts signed for June 1 include Bob Atcher, of motion pictures and recording note; Mac and Bob, WLS National Barn Dance act; Flasho, magician; Johnny Demerau, whip-cracking; Hoffmand and Ray, acrobats, and Ray Berry, Western singer. Ranch facilities will be closed to general public on weekdays but deals will be made for exclusive use of the grounds on those days by lodges, conventions, picnics, orgs, etc.

# "Crazy Ray" Choisser Passes

PINCKNEYVILLE, Ill., May 10.—L. (Crazy Ray) Choisser, well-known calliope player, this season with King Bros.' Circus, died at his home here last night. Choisser had been with many of the big tops, including Hagenbeck-Wallace.

# GEORGE H. HARMS

WANTS

Wheel and Grind Store Agents.  
 Contact me Harlan, Ky. Phone  
 Kentucky Hotel or wire Cetlin &  
 Wilson Shows. Playing Bluefield,  
 Va., next week.

# RICHARD

Get in Touch With  
**BILL HUNTER**  
 At Once.  
 HIGH POINT, N. C.  
 Care Western Union  
 Important

# EDDIE MURRAY OR BOB MURRAY

Wire  
**MIGHTY HOOSIER STATE SHOWS**  
 where I can phone you.  
**JIMMY ANNIN**  
 Springfield, Ohio, this week.  
 Also want to buy complete Six Cat Joint.

				
<b>SOCIALS</b> 1/2 Lb. Box Assst. Chews Per Doz. .... \$2	<b>CHEWS</b> Assorted Wrapped 100 PACKAGES .. \$6	<b>MOONLIGHT</b> Chocolate Crushed Cherries 100 PACKAGES .. \$9	<b>SUGAR DANDIES</b> Assorted Gums & Chews 100 PACKAGES .. \$6	<b>SMILES</b> Assorted Chews 200 PACKAGES .. \$7
ALL TYPES OF BOXED CANDY - POPULAR PRICES - CHOCOLATES, GUMS, CHEWS - WILL STAND ALL KINDS OF WEATHER - FREE CATALOG ON REQUEST - 20% DEPOSIT ON ORDERS				

**DELIGHT SWEETS, Inc. 50 East 11th Street, New York City**

# SIDE SHOW ACTS WANTED FOR MACK BROS.' CIRCUS SIDE SHOW

Half and Half, Inside Lecturer who does Punch and Judy, One-Man Band, Mental Act, Tattoo Artist with flash, Prefer acts that pitch. Cecil Latham, Don Cavallo, Popeye Bob Steele, Musical Resers, Bamboola, Carter Family, wire or come on. Scotch Bag-Piper, Twisto, Girl for Sword Box.

## CUBAN MACK

c/o LAWRENCE GREATER SHOWS, YORK, PA.

# WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST MIDWAY

Muskegon, Mich., May 23-31 (inclusive)

Want Monkey Show, Mechanical City, Iron Lung, War Exhibit, Wild Life, Glass House, large Animal and other shows of merit. Frank Lentini wants Working Acts for newly framed Side Show. Also couple to take charge of Snake Show. Can place Merchandise Concessions of all kinds. Roy Duffy, write. Can place your camp exclusive. Ride Help and Semi Drivers. Top wages and bonus.

**JOHN QUINN, Mgr.**

Flint, Mich. (Until May 20) — Battle Creek (Follows Muskegon)

# GETLIN and WILSON SHOWS

WORLD ON PARADE

Bluefield, West Virginia, Week May 19th  
Charleston, West Virginia, Week May 26th

WANT RIDE SUPERINTENDENT that can handle the position and knows rides.

SPITFIRE FOREMAN AND ALSO SECOND MAN IMMEDIATELY. IF NOT FOREMAN DON'T APPLY.

WANT—Skilled carnival railroad show Workingmen in all departments.

CAN PLACE legitimate Merchandise Concessions and Ball Games.

CAN PLACE Grind Shows. Also Snake Show with own equipment.

WANT SHOW PAINTER. Jack Arnott, answer if not placed.

All Address

HARLAN, KY., This Week; Then as Per Route

# GALEDONIA SHOWS

This Week, May 12 to 17, Route 49, Utica, N. Y. Smith Lot  
Auspices V. F. W., Utica Post #1

WANT CONCESSIONS—Duck Pond, Dart Stores, Pitch-To-Win, Cigarette Gallery, Scales, Guess Your Age. SHOWS—Side Show, Animal Show, Fun House. RIDES—Merry-Go-Round or any Flat Ride. Oswego, N. Y., May 19. Write

**FRED B. PERKINS**

Utica, N. Y.

# ADAMS AMUSEMENT

BENNINGTON, VT.

8 BIG DAYS, MAY 23 TO 31 — STREET FAIR AND DECORATION DAY CELEBRATION

Will book for season Candy Floss, Fish Pond, Candy Apples and French Fries, Hoop-La, Novelties, High Striker, Concessions that do not conflict. Write what you have. No Flat. Need Ride Help, come on. For Sale—Merry Mix-Up, good running order, on show now, \$1200.00. All holding contract must report at Bennington May 19.

All Mail: May 15 to 31, Bennington, Vt.

**FRANK J. ADAMS, Gen. Mgr.**

1537 MADISON AVENUE

NEW YORK 29, N. Y.

# CRANDELL'S MIDWAY "DELUXE"

Booking Fairs and Celebrations, en route Kentucky  
BENTON, TENN., WEEK OF MAY 19

Shows: Monkey, Snake, Animal and Wild Life, Mechanical, Fun House, Posing and Dancing, and Shows of merit.

Rides: Merry-Go-Round, Roll-o-Plane, Pony Ride, Kiddie Airplane and Train Ride.

Concessions: Merchandise and Slum Stores, Age and Weight, Penny Arcade, Shooting Gallery and others not conflicting.

Will pay cash for Merry-Go-Round, Roll-o-Plane, Transformer, Show Tops. Can use Lot Superintendent, General Agent with car, capable Bingo Caller, Sensational Free Act.

**L. C. CRANDELL, Mgr.**

THIS WEEK, HIAWASSEE, GA., FISHERMEN'S PARADISE.

# HELLER'S ACME SHOWS, Inc.

Wanted AT ONCE—The following help:

Must be experienced, sober and reliable, A-No. 1 Truck and Engine Mechanic, Foreman for 8-Car Whip. Also Foremen for Ferris Wheel and Spitfire. Top salaries.

WANT CONCESSIONS—Bumpers, Cigarette Shooting Gallery, Guess Your Weight and Age, Photos. A few Merchandise Wheels open. Everything else booked. Positively no Add-'Em-Up or G's on this Show. No Gate.

On Streets Bayonne, N. J., May 13th to 25th, 2 Saturdays and 2 Sundays.

Then in center town on Main Street, Haverstraw, N. Y., from May 26th to 31st.

# Want—STANDARD SHOWS—Want

Can use few more capable Shows (no Girl Shows). Concession Agents and Working Men in all departments. Will book few Concessions: Basket Ball, Long Range Gallery, Fish Pond, Pop Corn, String.

Torrington, Wyo., week of May 12; then as per route.

# HOME STATE SHOWS WANT

FOR FAIRS AND CELEBRATIONS

First Celebration at McGregor, Ia., starting June 5; two more to follow. Legitimate Concessions, Shows with own equipment. Show has 7 Rides, 4 Shows, 6 Light Towers. Washington, Ia., this week; Fairfield next.

Joe Williams, wire.

**HOME STATE SHOWS**

# Morris Hannum Shows

A tradition at Veterans' Conventions

WANT FOR TAMAQUA, PA., GALA WEEK

First in heart of town. Can place Motordrome on most liberal terms in the business. Want capable people to Manage Side Show. Man and Wife for Glass House. Want Ten-Cent Stock Concessions. Will book one Flat Ride. Ride Help, come on; will place you.

Frackville, Pa., now; Tamaqua, Pa., May 19 to 24.

# MEL SOBER WANTS

FOR

175TH CENTENNIAL & VETERANS' CELEBRATION

SUNBURY, PA., WEEK JUNE 30 TO JULY 5TH, INCL.

PARADES — RODEO — CONTESTS — MARDI GRAS — FIREWORKS

Proven Route of Fairs and Celebrations before this date and to follow.

SHOWS: Jig Show, 10-In-1, Pit Shows, Fat Show, Animal, Mechanical, Life, Snake, Hillbilly, Athletic, Motordrome, Iron Lung, Fun House, Glass House, Posing, Hawaiian.

CONCESSIONS: Duck and Fish Pond, Pitch-Till-You-Win, Photos, Guess Age, Scales, Novelties, Cane Rack, String Game, Pan Game, Rat Game, Diggers, Custard, Arcade, Bumper, Country Store, Blankets, Grocery, Ham and Bacon, Fruit. Will buy Big Six Wheel in good condition.

Shows and Concessions must have own equipment and transportation. Write, wire:

MEL SOBER, 343 MARKET ST., SUNBURY, PA.

# SUNSET AMUSEMENT COMPANY

Wants capable party to handle Side Show. Must have some Acts and know what it is all about. Have new 100-Ft. Top, Banners, etc.

CHILlicothe, MO., This Week

# NEW ENGLAND AMUSEMENT CO.

WANTS

Foreman for Wheel and new Jenny; drivers preferred. Dealer for Pan Game and one Dice Man to up and down Concessions. Free Act for balance of season. All replies

Fisherville, Mass., this week; Leominster, Mass., May 19th to 24th.

# RIDES—WANTED—RIDES

Want to book any Ride (except Ferris Wheel and Kiddie Ride) for entire season with own transportation. Also Concessions open—CORK GALLERY, PHOTO GALLERY, CUSTARD. Playing community sponsored events with parades and special promotions in Maryland and Delaware. Free gate, free acts. Write or wire

**KAY AMUSEMENT COMPANY**

2756 N. 46TH STREET

PHILADELPHIA, PENNA.

## B. &amp; V.

GARFIELD, N. J., May 10.—Showers and chilly weather the past week resulted in poor attendance at this stand altho there was a fair gate and business on the few nights when the weatherman dished up comparatively good weather.

Shows which opened here were Eddie Tarrara's Revue, Hoyt's 10-in-1, an educated stallion and a Hawaiian Shows. Free attraction at this stand was the Rob Cimse Company, flying motorcycle act recently arrived from Europe and booked here thru the George A. Hamid office. Seven major rides and 35 concessions were on the lot—with more to join at Haverstraw, N. Y., next week.

Owner Justin Van Vliet was host to Klondike Fred Wright, Frank Maddish and Chili Small, from the W. C. Kaus Shows.—**EDDIE ELKINS.**

## FOR SALE

7 IRON CLAW DIGGERS, all working, with Top and Frame.

1934 MODEL 1½ TON PANEL INTERNATIONAL TRUCK. Fair Rubber. Running Condition. ALL FOR \$500.00 CASH.

ALSO 10 TRUCKS AND SEMIS from \$400.00 to \$1500.00.

Wire, Write or Phone 27279.

**C. A. VERNON**  
BRYAN, TEXAS

Midway of Mirth Shows  
WANT

## CONCESSIONS AND SLUM STORES

For American Legion Convention, Jerseyville, Ill., week of May 19. It will be a big one.

Clothes Pin Store, Pitch-Till-You-Win, Diggers, Coke Bottles, Huckley Buck, String Game, Long Range Gallery. SHOWS WITH OWN OUTFITS. SECOND MEN ON RIDES. Address:

Viriden, Ill., this week; then Jerseyville.

WANT FOREMAN  
FOR 15-CAR SCOOTER

Must be able to take full charge, be able to get 3 trucks over the road. Top salary and percentage. Unless you know your business, don't bother me. Positively no lishies wanted.

**HARRY BEACH**

c/o W. G. WADE SHOWS  
Battle Creek, Mich., this week; Kalamazoo, next week.

## HENRY (FATS) McCAULEY

Wire me at once. Very Important.

**L. I. THOMAS**

## THOMAS JOYLAND SHOWS

Parkersburg, W. Va., this week.

## FREE ACT WANTED

High sensational Free Act. Must be spectacular. Join on wire.

**H. B. Rosen Amusements**

Brevard, N. Car., this week.

## GIRLS - - - GIRLS

For Girl Show and Posing Show, also Man and Wife to run Girl Show. Good salaries and transportation. Girls that worked for me before, contact.

**JOHN RYAN**

Care AMP SHOWS  
Kingsport, Tenn., this week; Marion, Va., following.

## FROM THE LOTS

## Bright Lights

BEDFORD, Va., May 10.—Since the Elks National Home is located here a number of old timers were daily visitors. Major Scott was right at home as he is a former member of this org. John Cannors is a patient at the Elks' Hospital. Mrs. Paul Bish distributed a number of copies of *The Billboard* to members of the home.

Business here was exceptionally good and topped all three previous weeks. The Ferris Wheel led the rides, with the Octopus and Merry-Go-Round following in that order. Pat Mulligan joined and took over the *Parisian Follies*. Don Greene joined with his show, *Oriental Nights*. Birthdays were celebrated by Dan Donnini, Mrs. Mary Salsberg and Paul Bish. C. W. Reynolds joined with his diggers, Cory with his photo gallery and Peter Joseph with his penny pitch. Frank Joseph expects the arrival of his new Spitfire at the end of this month.—**MRS. H. C. KETCHEM.**

## Alamo Exposition

VICTORIA, Tex., May 10.—Altho the show hasn't broken any spring records, it has held its own in Texas. No cities have been on the wrong side of the ledger. Opening in Austin, the org had a good week's business. Temple was only fair due to weather. Hillsboro would have given the show a good week, but Saturday was a loss. Lockhart, small for a show of this size, was a winner. Battle of Flowers, San Antonio, broke all records for shows and rides. Kerrville, which followed, gave the show a good week.

Opening night attendance here was light, but a satisfactory stand was indicated by Thursday (8). In order to play the Buccaneer Days Celebration at Corpus Christi in June, the spring route has been canceled. Show will make two big jumps to catch its summer route of celebrations and fairs starting July 4 at Woodward, Okla. Contracts were closed by Ted Custer and Jack Ruback to play the rodeo and celebration in Houston, May 25-31.

## O. C. Buck

NEWBURGH, N. Y., May 10.—Altho several days were lost because of bad weather, business was generally good. Station WGNV contributed several 15-minute sustaining programs on which show talent was used. Staff announcer Joe Rankin handled the programs. Harry Horner has the Chocolate Dandies Show.

Visitors were Jim McHugh, of *The Billboard*; Mr. and Mrs. Charley Johnson, of the Ross Manning Shows; Mr. and Mrs. Van Vliet, Mr. and Mrs. Ernest Gregory and Mr. and Mrs. Tom Ely, all of the B. & V. Shows.—**PAUL A. ERICKSON.**

## Virginia Midway

HILLSVILLE, Va., May 10.—Shows, which carries 4 rides, 3 shows and 30 concessions, opened here Monday (5). Ride personnel follows: Clyde Gentle, Merry-Go-Round; Hobart Gwynn, Chairplane; Ted Brown, Kiddie Ride, and Ernest Jender, Pilot Trainer. W. Johnson has about 15 concessions. Leonard Marshall has the shows.—**LEONARD MARSHALL.**

## Bohn &amp; Bolis United

POCAHONTAS, Ark., May 10.—Show moved here after its opening at Somerville, Tenn., where business was fair and weather poor. Recently organized by Carl Bohn and Fred (Fritz) Bolis, show has 3 rides, 2 shows and 24 concessions. Among bow-in features at Somerville was a barbecue dinner and dance, at which Co-Owners Bohn and Bolis feted the personnel.

Staff, in addition to Bohn and Bolis, who formerly operated concessions thruout the Midwest, includes Ethel Bolis, secretary; Mary Bohn, treasurer; R. T. (Bob) Bullock, business manager, and Mrs. Bob Bullock, mail and *The Billboard* agent.

Mrs. William Jarvis has a well-flashed bingo, with Jack Johnson as caller and Mrs. Lucky Mitchell on counter. Bill Jarvis has a popcorn stand. A. J. Herrman's concessions are well stocked.

Tommy Anderson has the fishpond; O. E. (Gene) Madigan, bottle game; Cora Forkum, cigarette gallery; Tex Forkum, pan game; Mary Jo Bullock, penny pitch; Margaret Murphy, glass pitch; Fritz Bolis, photo gallery, with Eso Collins, manager; Pauline Cauthron, milk bottles; Marion Ackerman, ball game; Blackie Cauthron, skillo; Lucky Mitchell, skillo; Bill Ackerman and Frank (Frenchie) Benoit, roll-down, and Richard Benton, razzle dazzle.

Cowboy Murphy, trick rider and roper, is the free attraction. Show is transported on seven trucks and trailers.

## Dyer's Greater

CAPE GIRARDEAU, Mo., May 10.—Shows moved in here April 27 and set up for a good week beginning the next day despite the fact that the Mississippi River overran its banks. Business was good and we remained in another week. Rides and concessions prospered.

Shows are carrying a new Kiddie Auto ride, Octopus, Tilt-a-Whirl, Merry-Go-Round, Spitfire and Kiddie Aeroplane. Shows include Midget City; Wild Life, owned and operated by Mert Morris, and Athletic Show, operated by Jack Allen.

Shorty Orchard has his concessions and bingo stand here, while Mr. and Mrs. B. Campbell have two concessions on the midway. Other concessionaires include Gipsy Joe, Mr. and Mrs. Baker, Red and Joan Harrington, Curtis and Lowman, the last named being *The Billboard's* sales agents.

## C. A. Stephens

ETOWAH, Tenn., May 10.—This stand was our first since leaving Georgia and everyone had a big week, thanks to excellent co-operation by members of the sponsoring Veterans of Foreign Wars Post, who also raffled off a new Ford.

Pat Brady joined with a kiddie ride. Concessionaires joining here included Cecil Rice, 3; George White, 3; J. R. Jones, 3; the Coopers, 6; Bill Stephens, 3; J. D. Stephens, 1; Charley Miller, 2; Jack Rose, 2, and Slim Williams with rotaries. The four shows are office-owned—**BLACKY HENRY.**

## Hammon Play Park

CRYSTAL CITY, Tex., May 10.—Org arrived here from San Antonio and opened April 28 to a good crowd. Rides did capacity business and concessions weren't far behind. Org stayed here until Wednesday (7), at which time it moved to Eagle Pass, Tex., for the 10-day International celebration, under auspices of the Lions' Club.

Bob Hammon and Ralph Wagner were in Houston on a business trip.—**GEORGE A. LAMONT.**

## Mighty Page

FRANKLYN, Ky., May 10.—Third tornado of the season hit the org Thursday (1) at Gallatin, Tenn., blowing away the Minstrel Show, leveling Frank Zorda's Side Show, and doing minor damage to Madame Zelda's mitt booth, Capt. Shin Songer's free act rigging and fronts of the animal and girl shows.

However, thru prompt assistance from the Nashville and Crown Tent companies, Owner-Manager Bill Page had a new top and side walls for the Minstrel Show up Friday night in time for the opening.

Show has faced much inclement weather this season, and grosses have been below those of last year.

Barney B. Spear joined here as general agent, bringing with him some good contracts. Others on the staff are C. V. (Mack) House, business manager; Bill Hayes, special agent; Mrs. Katie Page, secretary-treasurer; Tex Perryman, transportation; Roland Harper, chief electrician, and Hubert Baykin, ride superintendent.—**W. W. MONTGOMERY.**

## AGENTS WANTED

Hiran Beall wants Six Cats and Skillo Agents. Curley Graham wants one Skillo Agent, two Roll Down Agents, capable Line-Up Man, Bowling Alley Agents.

YORK, PA., MAY 12 TO 17.

**CURLEY GRAHAM, Business Mgr.**  
**Lawrence Greater Shows**

## WANTED

Flat Rides or Roll-o-Plane or Spitfire. Want Kid Ride Foreman. Bull Martin wants Tattoo Artist. Cookhouse Help for office Cookhouse. Clyde Stewart, contact T. M. Wilson. Eddie Breckenridge, contact; letter returned.

## Wallace &amp; Murray Shows

BENWOOD, W. VA.

**NOVELTY SONGS**  
GET AWAY ATOMIC MAMMA  
Y' GOTTA QUIT SWINGIN'  
LET'S ALL TAKE ANOTHER DRINK  
3 FOR \$1.00 (POSTPAID)



SINGERS! SEND'EM SOLIDLY  
with these up-to-date, clever songs. Good proposition for sheet-music sales at each performance. When ordering these songs ask for details.

**MORRISSEY MUSIC CO.—Dept. BB**  
712 Louisiana St. LITTLE ROCK, ARK.

## GEM CARNIVAL

## WILL BOOK

One Ride for summer fairs and celebrations, also one more Show. Can also use four more Concessions not conflicting. Have several fair dates extra to sell, including Fourth of July celebration.

Monticello, Ky., this week; Jamestown, Tenn., 19-24.  
**CLYDE R. PIERCE**

## WANT

Drome Trick and two Straight Riders, Ticket Sellers that can make second openings.

## ROBERT PERRY

Royal Crown Shows Covington, Ky.

## CURLY SMITH WANTS

One Bucket Agent and one Swinger Agent for season. Must be sober or won't last.

**NORTHERN EXPOSITION SHOWS**  
Opening Winner, S. D., May 17 to 20; Highmore, S. D., 3 days following.

## HELP WANTED

FERRIS WHEEL Foreman—Must stay sober and be able to drive Semi; top wages. Need Second Men on Merry-Go-Round, Chair-o-Plane and new Octopus. Want Clothes Pin Agents that can work for 25¢ and 50¢. Only store on show. No drunks. Can use Agents for office-owned Slum Concessions. Can use any Shows of merit with own transportation. Fort Des Moines, Iowa, May 12 to 17; Fort Dodge, 19 to 24; then per route. **VETERANS' UNITED SHOWS.**

## WANTED

## HETH EXPOSITION SHOWS

CAPABLE ELECTRICIAN AT ONCE. CONCESSION MANAGER FOR OFFICE-OWNED CONCESSIONS, ALSO AGENTS FOR SAME. POSING GIRLS (\$40.00 Per Week and \$25.00 Bonus Monthly), LEGITIMATE CONCESSIONS OF ALL KINDS. All Address:

R. L. (BOB) HETH, Mgr., Washington, Ind., this week; then per route.

**FROM THE LOTS**

**Triangle**

UNIONTOWN, Pa., May 10.—Despite rain, cool weather and menacing skies, org enjoyed its second best week's business of the season here. Shows, rides and concessions did brisk business, while gates were among the heaviest in show's history.

Uniontown's annual May Day parade at 7 p.m. Thursday (1) drew a huge downtown throng. Following it folks jammed the midway. Six ticket boxes were kept busy at the front gates.

Saturday (3) matinee, sponsored by *The Uniontown Standard* and directed by staffer Don Hayman, gave org its best matinee of the season. Radio Station WMBS also co-operated in promoting the event. Attendance topped combined turnout for any previous two children's matinees of the year.

Personnel of the Wallace & Murray Shows, playing Masontown, Pa., 12 miles away, visited. Other visitors included Clark Queer, Mount Pleasant, Pa., newspaper owner and postmaster; Slim Harrison, adjuster for the Eddie Dietz Shows; John McCarrroll, Charles DeWitt, W. O. Porter, Joe Sobansky and Roy I. Carson, all of Washington, Pa., and committees from Connellsville, Johnstown and New Kensington, Pa.

Previous week org played Hagerstown, Md., having cancelled scheduled stand in Winchester, Va. Hagerstown stand, just over city limits, was hurt by inclement weather and one-day opposition of the James M. Cole Circus, which used regular showgrounds in town.

**L. J. Heth**

BIRMINGHAM, May 10.—Org, altho out for six weeks, had all its equipment in operation here for the first time during the Birmingham Fat Cattle Show and Rodeo. Event opened Monday (5) with a big parade headed by Gene Autry, who was featured in the rodeo. Parade lured thousands to the city. Sponsored by the chamber of commerce, newspapers and radio went all-out in plugging the event. Org received splendid co-operation from H. L. Whisler and R. H. McIntosh, committee heads.

Line-up of attractions were Twin Ferris Wheels, Merry-Go-Round, Octopus, Caterpillar, Roll-o-Plane, Pretzel, Kiddie Auto, Kiddie Airplane, Pony Ride, Kiddie Merry-Go-Round, Snake Show, Circus Side Show, Monkey Circus, Minstrel Show, Motordrome, Glass House, Funhouse, Hillbilly Show, and Wildlife Show.

Concessionaires were Tucker's cookhouse, Ed Gibson, popcorn and candy floss; Joe Pontico, cookhouse; R. S. Pyne, cookhouse and grab; William Collier, candy floss; James Giffin, ice cream bars; Charlie Wren, candy floss, Graham Davis, pitch-tilt-you-win; J. L. Smith, lead gallery; C. Fortner, knife rack; Floyd Heth, blower, fish pond and darts; Jean Fontana, darts; Henry Heth, bowling alley and coke bottles; Ted Urghart, lead gallery; Sam Saladino, novelties; F. Hinkleley, ball game and balloon darts; Ed Dawson, grab; Al Kunz, lead gallery and dart game; Alice Mooney, ball game and Frank Crawford, Hoop-la. The office had five concessions.

Visitors included Jesse Sparks, Mrs. Howard Reeves, Mayor Cooper Green, Bob Overstreet, Joe Saladino, John Waits, H. L. Whistler, R. H. McIntosh and Jimmie Byers.

Earl D. Backer joined as special agent and will handle press. Show has a new office trailer.

**Hill's Greater**

LEAVENWORTH, Kan., May 10.—Org has signed two more fairs, the stock show at Forth Smith, Ark., and the Hope, Ark., Fair for a total of 16 fairs and celebrations.

Shawnee, Okla., stand opened April 29, to good biz and it increased each night, with Saturday (3) matinee and night grosses the best of the stand. Top rides were Ferris Wheel, Merry-Go-Round and train.

Visitors at Shawnee included Mrs. Art Martin and Mrs. Cook and Mrs. Albert, both of Oklahoma City.

Mr. and Mrs. H. P. Hill have moved back into their trailer, which was damaged en route to Corsicana, Tex.

Maybourn (Goch) Miller is ill in the Shawnee hospital.

**Copper States**

DELTA, Colo., May 10.—This stand marked the org's 14th week of a season that has been good so far, with favorable weather giving a big assist. Six rides, 3 shows and 20 concessions are carried.

Staff: Mickey Wilson, owner; Bill Bishop, manager; Mrs. Babe Bishop, treasurer, and Edmona Colvior, secretary.

Concessionaires include Betty Wilson, 6; Mr. and Mrs. Frank Murrow, 2; Mr. and Mrs. Bill Thompson, 2; W. G. Price, 2; Mrs. Marvin Jones, 2; Mr. and Mrs. Harold Jenning, 2; Mary Young, 2; Mr. and Mrs. Swenson, bingo, and J. O. Budd, cookhouse.

Rides: Ferris Wheel, Tom Colvior; Tilt-a-Whirl, Eddie Smith; Merry Mix-Up, Marvin Jones; Kiddie Airplanes, Leo Randal; Kiddie Autos, Larry Crowe, and Loop-o-Plane, Joe Thompson.—BETTY WILSON.

**SPECIAL OFFER**

*Limited Supply*

**BRAND NEW NAVY SURPLUS**

**HOSPITAL TENTS!**

**16'x50'--4' Side Walls--12½' Apex**

**Extra Heavy Navy Canvas**

**All Ropes Included**

(POLES NOT INCLUDED)

**Packed in Tarpaulin Cover**

*Specially Priced at*

**\$ 289.50**

TERMS:  
CASH  
WITH  
ORDER



*Radio Company*

130 W. New York St. Indianapolis 4, Ind.

**REGENT SHOWS WANT**

for V. F. W. SPRING CELEBRATION, Lewisburg, Tenn., May 19-24, followed by Clarksville, Tenn.

SHOWS—Big Snake, Wild Life, Fun House, Mechanical City or any good Grind Show with or without own outfit. Good opening for Side Show with something for the inside. Want Girl Show with 2 or more Girls. Distafano, Smoky Jones, wire. Will furnish outfit to organized Minstrel or will turn over to responsible party.

RIDES—We own 5 Rides. Want Octopus, Spittfire, Roll-o-Plane, Kiddie Rides. Will book, buy or lease Tilt. Want Ride Help on all Rides, preferably those who drive semis. Pee-Wee Townsend, did you get my wire?

CONCESSIONS—Booking all legitimate Concessions. No Flats. Want Ball Games, Snow Cone, Floss, Photo, Age, Scales, Hoop-La, Pitch-To-Win, Balloon Darts, Diggers, Jewelry, Clothes Pins, Country Store, Lead Gallery, Cigarette Gallery, Grind Stores, Penny Pitch. Good opening for Bingo. Reasonable privilege and not overloading with joints.

WANT General Agent who can at least contract where I send him. I know the spots and can get them myself. If you're an agent you should be able to. Want Free Act. Shin Songer, contact. Will buy 75 Kw. Transformer. This Show has one of the best 4th of July spots and positively holds contracts for Fall Fairs and Celebrations, assuring a long season into November. We are building a nice little show and want people to come on to work and make money. Kirkland, Ray Brumley, Henry Davidson, Jarvis, contact. People who know me, wire. All address:

**BOB OVERSTREET**  
HOHENWALD, TENN., THIS WEEK.

**LAWRENCE GREATER SHOWS**  
*AMUSEMENTS OF TODAY PLUS A BIT OF TOMORROW*

ORGANIZED MINSTREL SHOW, with between 14 and 20 people, or will place honest high-class Producer who can and will get a Minstrel Show in operation.

CAN PLACE Arcade, Photos and Guess Your Age and Weight, also a few Stock Concessions. Need Percentage Agents for office stores.

WANT FOREMAN for CATERPILLAR and WHIP, also SECOND MEN all Rides. Experienced, reliable TRUCK SHOW MECHANIC. Replies to **LAWRENCE GREATER SHOWS** York, Penna.

**RIDES - - - RIDES - - - RIDES**

Because of failure to get delivery on one new Ride ordered, will book and give season's contract to any Rides not conflicting with Wheel. Bookings are all community sponsored events (mostly firemen), with parades, fireworks, etc. My misfortune in not getting new Rides offers some ride owner an unusually good season's work. Write or wire

**MERLE A. BEAM** Windber, Pa.

**FOR SALE**  
**FLY-O-PLANE**

Same as new—operated in park. Has all safety devices. Neon Sign, Neon on Sweeps. Ride in A-1 condition. Can be seen in operation at Playland Park, Houston. Contact

**LOUIS SLUSKY**  
Playland Park, Houston, Texas

**WANTED**  
**CAPABLE**  
**TREASURER**

APPLY

**HENNIES BROS.' SHOWS**  
CHAMPAIGN, ILLINOIS

**"MERLENE"**

Rush home to Ohio immediately.  
Very urgent. Wire.

**WANTED**

Ticket Seller, Stage Assistant and Girls for Illusion Show. Top salaries. Write or wire **A. W. McCASKELL** Care STRATES SHOW Port Reading, N. J., this week, or as per route.

# JOYLAND MIDWAY ATTRACTIONS

## 34th Consecutive Year

May 22 to June 1	Van Born and Telegraph Rds.—Third Annual Opening Location	1
June 4 to 11	Trilby, Ohio, Sportsman's Club—Annual Spring Festival	2
June 13 to 15	New Hudson, Mich., Board of Commerce Dedication of Edward Knapp Airport and Homecoming Combined	3
June 17 to 21	Van Dyke and Ten Mile, Detroit—First Show in Two Years.	4
July 1 to 6	Croswell, Mich., Centennial and Homecoming Parades, Log Rolling, Beauty Contest and Fireworks	5
July 9 to 12	Akron, Mich., Community Club Homecoming on Streets—Parades and Valuable Drawing	6
July 15 to 19	Carsonville, Mich., Lions Club—Annual Old Fashioned Celebration on Streets	7
July 23 to 26	Berkley, Mich., Business Men's Annual Celebration—First Show in 15 Years. We Have the Entire Midway	8
July 28 to August 2	Clio, Mich., Firemen's Celebration on Streets Four-Door Ford Given Away	9
August 5 to 8	Erie, Tenth Annual on the Streets	10
August 12 to 16	Wauseon, Ohio, Annual Homecoming—one of Ohio's Biggest Street Fairs	11
August 19 to 23	Pontiac, Mich., Oakland County Agricultural Free Fair—Three Mammoth Buildings Already Built, More Going Up	12
August 26 to 29	Sanilac County Fair—Preparations being Made for the Biggest Fair Ever	13
August 30 to Sept. 1	Romeo, Mich., Peach Festival—We have the Big City Parking Lot in Addition to the Streets this Year	14

Want for the Above Dates—Legitimate Concessions of all kinds. Cook House, Pop Corn, Photos, Corn Game and Lead Gallery sold ex.; all others open. Reasonable rates, good treatment, short moves. We work practically every Sunday.

WANT—Penny Arcade, small Shows that can set on streets, Fun House, Glass House. Special inducement to neatly framed Walk-Thru Show. Will book Rides that do not conflict with what we have. Have Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Chairplane, Kiddie Auto Ride, Kiddie Plane and Miniature Train, all owned by the office.

WANT—One sensational Free Act. High Act preferred.

Sleepy Johnson, get in touch with me.

Address:

**ROSCOE T. WADE**

16845 LINDSEY Tel. Vermont 5-5232 DETROIT 27, MICH.

## OIL CITY, PA.

MAY 19TH (ANOTHER 1ST IN) THRU 24TH

# MAJESTIC GREATER SHOWS

CAN PLACE FOR OIL CITY AND OTHER BIG ONES  
RIDES—Good opening for Kid Rides. SHOWS—Wild Life, Snake, Fun House, Jig. CONCESSIONS OF ALL KINDS.  
Clementine Coffey can place Dancing Girls. Art Converse has opening for Working Acts.

Address:

**SAM GOLDSTEIN**

SHARON, PA., THIS WEEK; THEN OIL CITY.

# ANDERSON'S GREATER SHOWS

*the fine old show with the grand old name*

WANT - - WANT - - WANT

General Agent who knows Virginia, West Virginia and Kentucky coal fields. Want Legal Adjuster. Happy Chapman, can place you. Pan Game, Tea Pool, Over and Under open. \$15 and one-third. Must have Stock Stores. All legitimate Concessions. Opening for Bingo and Popcorn. Have for sale nice 24-Foot Football Game with four stools, complete and operating, and Beat the Dealer Table—price \$370.00. Will book on show. Want one more Sound Car. Will book Chairplane, 20 per cent, and Grind Show with own outfit, 20 per cent. Want Second Men for Wheel and Tilt. Mom Britton wants Helper on Fun House. Wire—pay your own, do not phone.  
ANDERSON'S GREATER SHOWS, JEFFERSON CITY, TENN.  
"The Grand Old Show With the Fine Old Name."

## Majestic Greater

HARRISBURG, Pa., May 10.—Business here was excellent when weather permitted. Opening day, April 28, was the biggest to date. Women were admitted free the next night and, altho the gate gross dropped, there were twice as many people on the lot. Thursday (1) followed a day of rain and a record gross was chalked up. Showers hurt Friday (2), but Saturday (3) was a winner. The bubble gum matinees continue to prove their worth in promotional value. Fine co-operation was received from the committee representing the sponsoring group, the Allison Hill Men's Republican Club, and from the local newspapers.

Visitors were Harry Parker, general agent for John H. Marks Shows; Pete Henry and Mrs. Esther Spence and her daughter, Mae. The writer's mother joined the show here and was greeted by her many friends.

Steve Swika is expecting an heir, as are the George Bradleys. Clementine Coffee has taken over the Posing Show; she also operates the Girl Show. Joe Martin, Roll-o-Plane foreman, was bruised when he tripped over a light cable. Frank Gross and two other drivers left for North Tonawanda, N. Y., to pick up a new Moon Rocket. Owner-Manager Sam Goldstein is laid up with the flu. A representative group of old-timers conducted services and placed a wreath on the grave of Capt. John M. Sheesley. Miss Anna Sheesley visited—HARRY E. WILSON.

## Harrison Greater

RICHMOND, Va., May 10. — Sun broke loose in the second week of org's stand here, and everybody enjoyed a good week.

Org snared plenty of space in the papers and had an extra good showing of paper by Bob Deckman, billposter.

Manager Harrison started three more fronts, the first of which will be a 125-foot illusion front for the *Boys From the Kentucky Hills*, hill-billy show, and for a new Wild Life Show.

Recent visitors were the Aerial Mad-Caps, Bob Keller, Mr. and Mrs. Bob Campbell, Sam Friedman and some of the Kaus Shows personnel en route to Linden, N. J.

Staff follows: Frank Harrison, owner-general manager; Frances Harrison, secretary-treasurer; Charles Powell, general agent; William Cowan, business manager; Stanley Reed, press and radio; Arthur Sullivan, sound truck; Earl Tilghman, electrician; Johnny Deal, ride superintendent; Glenna McCarter, front gate, and Bob (Baldy) Deckman, billposter.—STANLEY REED.

## Silver States

SANTA ROSA, N. M., May 10.—Due to a Sunday closing in Carrizozo, org didn't open here until Tuesday, April 29. Opening night was satisfactory, but attendance the following two days was light due to weather. Friday and Saturday of the week were warm and attendance and gross showed substantial increases.

Mr. and Mrs. Johnson reported a good week with their popcorn and candied apples. Their son, Speed, had a good week with his cigarette gallery.

Prof. Roberts's Monkey and Dog Circus proved a favorite with adults and kiddies. Much publicity was given Sonja, high diving dog, in the free act.

James D. Carpenter, show's co-owner, returned April 30 from a business trip thru Colorado and Nebraska.

Whitie Dixon, business manager, is looking forward to meeting his new grandson next week, as his son, Billy, and daughter-in-law plan to rejoin the show.—FRANK GASKINS.

## Paramount Exposition

ELIZABETH CITY, N. C., May 10.—Business picked up here thruout the week, altho the big day, closing Saturday (3), was hurt by rain. An estimated 5,000 kids, with a sprinkling of adults, turned out for a mayor's day matinee Saturday which honored Mayor Jerome B. Flora, of this city. Local papers gave the event plenty of space. Coupons for free rides were run in the papers and stimulated business.

Gov. R. Gregg Cherry, of North Carolina, accompanied by Mayor Flora and Bill Dawson, of the sponsoring Veterans of Foreign Wars, attended the opening. Ralph P. Flannagan, general manager, entertained the group.

Flannagan and Ben Braunstein, general representative, were hosted by Bill Jones Jr. at a steak dinner. Mrs. Theo Flannagan visited. Paul Malbone joined as chief mechanic. Harry Langford is now operating four shows including the Minstrel Show. Joe Darpel has added his Two-Headed Baby Show which features a 60-foot, double-decked banner line. Shows now consist of 11 rides, 7 shows and 40 concessions.

## COMPLETE LIGHTING PLANT

With or without 1944 1 1/2 Ton International Truck, original mileage 250 miles, dual tires. Plant furnished with 6 unit light model 2-4, manufactured by American Gas Accumulator Co. Electric generator "marble card," 10 Kw., 12 1/2 KVA, single phase, 60 cycle, 120/240 volts, 52 amps, continuous rating, powered by 6 cylinder Le Roi gasoline engine, equipped with lights, starter and generator. Write

**HARKO TIRE CO.**

569 ELM ST. MANCHESTER, N. H.

## ROGERS GREATER SHOWS WANT

Roll-o-Plane with transportation. Want Show with own outfits and transportation. Want Ride Help and Truck Drivers. Want STOCK Concessions. Also Popcorn and Jewelry.

Mt. Carmel, Illinois, this week; Crawfordsville, Indiana, next week.

## Copper State Shows

Will buy or book Merry-Go-Round. Will book Shows with own transportation. Will sell ex on Photo and Short Range Gallery. Few Concessions open. Can always place capable Agents. Can place man to take charge of Snake Show.

Replies to

**Bill Bishop or  
Lloyd "Mickey" Wilson**  
Paonia, Colorado

## CATERPILLAR FOREMAN

To join at once, also Wheel Foreman.

Can place a few more legitimate Concessions, also Shows with own equipment.

Virgil Statler, Bob Hoffman and Pete Calahan, contact us at once.

## WILSON FAMOUS SHOWS

THIS WEEK—KEWANEE, ILL.

## BERT NABOR

CAN PLACE  
STOCK STORE AGENTS.

## Williams Southern Shows

Durham, N. C., May 12-17, or as per route.

**MIRRORS**



... that Reflect Waves of **L-A-U-G-H-T-E-R**

A selection of 8 different contours that distort figures into freakish reflections.

Two Sizes — 30"x70"  
40"x70"

**FOR ARCADE • FUN HOUSE**

or a **COMPLETE SHOW ITSELF**

Shipment 4 to 6 Weeks.

Also Coaster Cars—Century Flyer Train—Park Benches

**NATIONAL AMUSEMENT DEVICE CO.**  
Box 488, VAF, Dayton 7, Ohio

TYPE AND PICTORIAL

**POSTERS**

Posters and Cards

**CARDS**

of every size and description for every occasion. Exclusive designs created for your show. **LOW PRICES.** Write for Samples! (Union Printer).

**24 HOUR SERVICE**

**METROPOLITAN PRINTING CO.**

1326-34 VINE STREET • PHILA • PA

**FAIRWAY AMUSEMENTS**

**WANT**

Wheel Foreman, join immediately. Top salary. Red Scott, others know me, answer. Ticket Sellers, Concession People, come on. Need good Front Man for Fun House. Winnsboro, Texas, May 12 to 17.

**LIGHTING PLANTS**

Portable. New or Used. All Sizes. Government Purchase. Less than half price.

**O. C. EVANS**  
Mt. Sterling, Ky.

**Merry Midway Attractions**

**WANT CONCESSIONS NOW:** Hoop-La, String Game, Scales and Age, Jewelry, Bumper, Clothes Pin Pitch, Candy Floss, Pitch-Bill-You-Win. Can place any Grind Show. No gypsies. Will book Merry-Go-Round. Need Ride Help. Committees and Fair Secretaries, have 4 new Rides. Contact for open dates.

**Albert Barker, Owner**  
THORNTON, IND., MAY 11-17

**WANT ACTS**

First class Circus Acts for July 3-4-5th in this territory. Send photos—price first letter, full details.

**WILLIAMS & LEE**  
464 HOLLY AVE. ST. PAUL, MINN.

**Home State**

UNIONVILLE, Mo., May 10.—After three weeks of cold, rainy weather, with every lot a carpet of sawdust, org finally hit with a bang in West Plains, Mo. Co-operation extended by officials was the best.

Top money rides were the Rollo-plane, with the Skooter and Ferris Wheel following. Bob Houssels' *Hollywood Vanities* topped the shows, followed by Herb Allen's *Jungle Oddities*.

From West Plains, org jumped to Marshall, then here. First two nights here brought out the biggest attendance of the year, but spending was light.

Recent visitors included Mr. and Mrs. Bob Hyland, Mr. and Mrs. Roy Lee, Joe Lovin and C. Franklin. Roy Lee, former carnival owner, is now mayor of Willow Springs. Mr. Melroy, director of the Memphis Zoo, and Mrs. Melroy visited Mr. and Mrs. Lee Bostwick.

E. R. Engles, co-owner of the Rollo-plane, returned to Batesville, Ark. E. E. Sterner left the show to take his 32d degree in Masonry.—**JACK O'BRYAN.**

**Standard**

SHERIDAN, Wyo., May 10.—Org got off to a successful opening the week of April 28 here under the auspices of the VFW. Stand was located one block from the center of the city. Weather was okay and attendance and biz above expectations.

This date was played with 8 rides, 2 shows and 30 concessions. New Roll-o-Plane and Silver Streak arrived in time for the opening. All equipment is in first-class shape, thanks to Ernest Mathis, White Johnson, Willie King, Charles Brown, Gordon Johnson and Beanie Miller, all members of the winter quarters crew.

Org is booked solid until October, with celebrations and fairs starting in June. Mrs. Pearl Johns, secretary, is in a Sheridan, Wyo., hospital but is expected to rejoin soon. Manager V. C. Johns is on the lot early and late.—**G. K. PECK.**

**McCown Midway**

WINDSOR, Mo., May 10. — Org opened here April 12.

Staff includes Elizie Ivan McCown, owner-manager; Betty Bottoroff, secretary-treasurer; Wallie McCown, ride foreman; Tiny Culett, lot foreman, and Harry Hoberkost, electrician.

Rides are Merry-Go-Round, Ferris Wheel, Mix-Up and kiddie auto and airplane ride. Mrs. Nellie May Barnes has the snake and animal show.

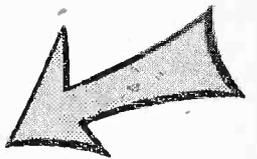
Concessionaires are W. D. Golube, candy floss, rat game, darts, diggers and coke bottles; Mr. Letts, bingo; Mr. and Mrs. Culett, bumper and penny pitch; Lewis Kenskt, ball game; Wallie McCown, ball game; Mr. and Mrs. Riley, mug joint; Shorty Brown, ball game and jingle board, and Betty Bottoroff, high striker.—**BOBBIE FORD.**

**Marks**

CHARLOTTESVILLE, Va., May 10.—This was the first org to play within the city limits in 30 years. Altho the weather was wet and cold, spending was loose. Friday and Saturday (2-3) were good. Top grosses were garnered by Johnny Arneallis's Girl Show, Jimmy Simpson's *Hot Harlem* and Art Spencer's Thrill Drome.

Because of the scarcity of newspaper, the local paper would not accept advertising with the result the entire budget went to Station WCHV. Beatrice Haubert is convalescing following an operation.—**LEW HAMILTON.**

**Seazo**



**COCONUT OIL**

**POPCORN SEASONING**



... has that rich, golden color that makes 'em buy!

★ Uniform Quality always — in color, in flavor, in consistency.

★ Colored at the refinery by expert chemists\*

★ Packed in Open Head Pails and drums for better accessibility.

★ Backed by 70 years of "know how".

\* For those States where colored oil is not sold—use SIMKO brand, natural color coconut oil seasoning.

**C. F. Simonin's Sons, Inc.**  
Refiners

3450 N. BELGRADE ST.  
PHILADELPHIA 34, PA.

Warehouses in Principal Cities—  
Coast to Coast

**SEASONING SPECIALISTS TO THE NATION**

**ALAMO EXPOSITION SHOWS**

**WANTED**

**WANTED**

For **BUCCANEER DAYS CELEBRATION**, June 9th to 14th  
Located on T Head, Corpus Christi, Texas.  
50,000 Visitors Expected Daily.

This Celebration Is the Biggest Date in South Texas

Can place Wild Life Show on account of disappointment. Can place Pretzel Ride; will get a big week here. Will book one more Ferris Wheel or buy Wheel for cash if price is reasonable. Will book American Palmistry—no Gypsies. Buck Ray wants Cooks and Waiters for Cook House. Will book any Shows or Rides that do not conflict. Can place Merchandise Concessions; will sell exclusive on Novelties. Slim McKnight, contact me. Shorty Tappan wants Acts for Side Show. All address

**JACK RUBACK, Mgr.**

May 12th, 17th, Pelly, Texas — May 19th to 24th, Port Arthur, Texas.

**W.S. CURL shows**

"A CLEAN MODERN MIDWAY"

**WANT**

Ride Help—Second Man for Ferris Wheel and Merry-Go-Round; good salary to good, reliable men. Also Stock Concessions, Shows with own transportation. Address all mail:

**FRANK Bland, Gen. Agent** **W. S. CURL**  
MT. VERNON, OHIO

**100 New and Used Trailers — Vans — Racks — Platforms**

**100 USED TRACTORS**

International, Fords, Chev, Dodge, Macks.

**IMMEDIATE DELIVERY—LOW PRICES**

Serving the show people for 15 years.

**BERMAN SALES COMPANY**

Phone 521

Pennsburg, Penn.

**WANT  
CONCESSIONS  
NIAGARA FALLS**

**BUFFALO AVE. AT 13TH ST.  
FIRST SHOW INSIDE CITY IN 8 YEARS!  
MAY 19 TO 24**

CAN PLACE LEGITIMATE CONCESSIONS OF ALL KINDS FOR NIAGARA FALLS AND OUR ROUTE OF PROVEN STILL DATES, CELEBRATIONS AND FAIRS.

Have limited openings for Clothes Pins, Bowling Alley and Wheel AGENTS.

Want reliable Ride Foremen. Top salaries and railroad show accommodations and excellent working conditions to those who merit it. Few openings for Second Men on Rides and Canvasmen for Shows.

Can place **MINSTREL SHOW** Performers, Musicians, Girls and Acts. Salaries paid from office.

**JOHNNY J. JONES EXPOSITION  
JOHNSTOWN, PENNA.**

**MARKS SHOWS**

**MILE LONG PLEASURE TRAIL**

Wants for Long Season of Proven Still Dates, State and County Fairs.

Few more Grind Shows, with or without transportation. Several legitimate Merchandise Concessions. Painter that can letter and spray. Mechanic for International trucks. Ride Help that can drive semis for all rides. Long season, top salaries to right people.

ALSO WANT: Trained Monkeys for Monkey Show. All replies to **MARKS SHOWS**, Harrisburg, Pa., Week of May 12; Then Cumberland, Md., Week of May 19; Uniontown, Pa., Week of May 26

**TRAVELITE "HOMETTE" ALUMINUM**

The Cadillac of the Industry

**ROYCRAFT COACH, Aluminum or Masonite**

An Old Name—Always Dependable

**SUPERIOR COACH, Oil Tempered Masonite**

A Great Road Trailer, With Clerestory Roof

Special Discounts to Show People • 5% Finance Rate • We Deliver Free Anywhere. 3 Locations—3 • Eddie Comstock's HOME TRAILER SALES.

Chicago, Illinois  
5901 South Western Ave.  
Grovehill 6466  
Charlie Comstock, Mgr.

Buffalo, New York  
2420 Delaware Ave.  
Riverside 4116  
Ted Cope, Mgr.

Hammond, Indiana  
6441 Calumet Ave.  
South Chicago 8446  
M. Eddy, Mgr.

ALL FORMERLY WITH IT. WE UNDERSTAND YOUR PROBLEMS. **EDDIE COMSTOCK**

**NEW KIDDIE RIDE**

**IMMEDIATE DELIVERY**

Top Money Makers on Any Location. Tried, Tested, Proven.

WRITE FOR CATALOG.

**H. E. EWART CO.**

4300 Long Beach Blvd. Long Beach 7, Calif.

**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

**From the Lots**

**Wallace & Murray**

MASONTOWN, Pa., May 10.—In winding up its seventh week of operation here Saturday (3), org had no complaint about biz. While at least one day was lost in most spots due to rain, advertising brought out the crowds and they spent freely.

Biggest receipts were scored in Covington, Virginia, and Elkins in West Virginia. Early part of the stand here, the first in Pennsylvania, was below par.

Managers Murray and Wallace in recent weeks have bought three tractors, one cab-over-engine truck and three 30-foot trailers. In addition, they have bought all new canvas and are framing an Athletic Show which will feature two gal wrestlers, Gerry Weber and Wilma Gordon. They also play a Side Show with a 125-foot double-decker banner line, a Snake Show, novelty grind show titled Fish Bowl, and a new Girl Show.

Bull Martin will manage the Athletic, Snake, Girl Show and Side Show. Fish Bowl will be in charge of George Cunningham, who is show's scenic artist.

Young Buddy Melville, who joined the show in Elkins, is proving popular as the show's free act. Saturday afternoon children's matinees are clicking. Walter Charnes tries to catch a different school every day at noon and recess.

Mrs. Charnes, who has a shoot-till-you-win, says she is doing better than okay. Covington and Elkins were especially good, she reports. Benny Weise's bingo has been enjoying a good play since the Aiken, S. C., opening.

Tommy Wilson is framing a new 20 by 30 cookhouse. During the Covington engagement, Mr. and Mrs. Dave Wise took delivery on a new trailer. Ted Morgan, who has the short range shooting gallery, says, "Those mountain people shoot too well to suit me."

**Prell's Broadway**

ALEXANDRIA, Va., May 10.—A downpour washed out the first day here, April 29, but the rest of the week netted big business, with rides and shows reporting heavy grosses. Tuesday accounted for almost 4,000 paid admissions and this pace was maintained thruout the remainder of the stand.

Kids' Day, sponsored by *The Northern Virginia Shopper* a weekly, proved a notable success. About 5,000 kids thronged the midway. Allan Travers promoted the day. Prizes, obtained from merchants, proved a big lure.

Minstrel Show, headed by Prof. Vadalina, joined here. Glenn M. Douglas leads the show's band. Other members are Fred Hook, alto sax; Otis Holly and Johnnie Toran, trumpets; Angus Holly and Louis Holloway, trombone; Mrs. Glenn Miller, piano, and Leroy Smith, drums.

Willie Mae Vicalia is blues singer; Eleanor Ford, soubret; James Moore, emcee; Giles Bason, stage manager and comedy, and Fred D. Walker, comedian.

In the chorus are Leona Jones, director; Catherine Woodardy, Mary Dennis, Evelyn Holly, Lillie Mae Caldwell, Mildred Caldwell and Margaret Addison.—**ALLAN A. TRAVERS.**

**Alamo Exposition**

KERRVILLE, Tex., May 10.—Trip from San Antonio was made in good time. Lot was soft due to previous heavy rain, but all rides and concessions opened on schedule to fair business. VFW gave org good co-operation. Jack Ruback and Albert Wright hosted Thomas Rape, formerly in showbiz.—**TED CUSTER.**



**PROFITWISE  
MEANS  
INSURANCEWISE**  
**INSURE WITH  
THOSE WHO KNOW  
SHOWMAN'S  
INSURANCE BEST**

**HAVE BINDING POWER  
INSURANCE IN FORCE  
ON RECEIPT OF  
WIRE OR TELEPHONE**

**SEE US FIRST**

**CHAS. A. LENZ**

*"The Showman's  
Insurance Man"*

1728 First St., N.  
St. Petersburg, Florida  
Phone 6814



★  
A1338 Insurance Exchange  
Chicago, Illinois

**KIDDIE  
FERRIS WHEEL**

24 passenger, 6 cages, 19½ feet high.  
Finest designed WHEEL on the market.

**FOR CARNIVALS AND PARKS  
Immediate Delivery**

**New Low Price**

For Information and  
Pictures **WRITE**

**H. E. EWART CO.**

4300 LONG BEACH BLVD.  
LONG BEACH 7, CALIF.

**White Rose Amusements**

**WANT**

Due to disappointment will book, buy or lease Ferris Wheel. Will book Merry-Go-Round or any other Ride with or without own transportation. Will book Side Show, Monkey Show or any clean Show with own outfits. Liberal Percentage. Concessions: Cat Rack, Frozen Custard, Fish Pond, High Striker, Novelties, Snowballs, Scales or any Stock Store. Will carry only one of a kind.

Apply to **WHITE ROSE AMUSEMENTS**  
Wainutport, Penna., May 12-17;  
Topton, Penna., May 19-24.

**Letter from owner of Sunshine Electric  
Choo Choo Train. Sunshine Mfg. Co.**

Dear Mr. Holman:  
Well, we are in for the winter and thought I would drop you a friendly line on two. Couldn't book the train at Birmingham, Ala., as they had one booked. The first week was the Fair with Hennies Brothers. We grossed on the week \$1200.00. The train performed OK.

FRANK C. DAVIS, 524 Broadway.

**SUNSHINE MFG. CO.**

1307 GRAND CENTRAL AVE., TAMPA, FLA.,  
Makes delivery like the Sun—on time.  
Order now. Send \$1.00 for large Photo and complete description.

**ATTENTION**

Beautiful Ride-O for sale after Labor Day. Have to put up a building, so must vacate.

Will take \$4,500.00 if you'll come and get it.

**JIM FOREST**

31 N. Atlantic Ave. Daytona Beach, Fla.

**WANTED**

**SHOOTING GALLERY AMMUNITION.**  
Write full details and your price.

**W. O. KING**

82 Orchard St. Mt. Clemens, Mich.

**Larry Nolan**

ROCKY FORD, Colo., May 10.—Org opened its season under fair association auspices here. Stand proved okay, with concessions reporting neat grosses.

Two more Chevrolet trucks were delivered, bringing the fleet to 14. Front entrance, designed and built by Scott Lamb, is 14 feet high and 56 feet wide, with indirect lighting and neon setting it off and a blue canopy adding to the spread.

Org, which has 7 rides, 4 shows and 30 concessions, follows a policy of playing two spots a week to a free gate.

Staff: Larry Nolan, manager; Scott Lamb, concession manager; Paul Weinrich, advance agent; Madlin Nolan, treasurer, and Roy Shaffer, electrician and lot boss.

Ride personnel: Rolloplane, Clyde Bishop, foreman, and Bob Cagle, second man; Merry-Go-Round, Bill Ardell, foreman, and Floyd Maxey, second man; Wheel, Howard Miller, foreman; Mix-Up, Same Gates, owner, and Ed Gonzales, foreman, and three kid rides, Mike Thomas, foreman.

Shows: George Banks, Mining town, Funhouse and office-owned giant rat show, and Captain Russell, Monkeyland.

Concessionaires: Scott and Marie Lamb, razzle dazzle, rolldown, blocks, skillo, clothespin and fish pond, with Tommy and Gloria Lamb, Jimmy Madison, Lloyd and Mrs. Hart, Bob and Imogene Morgan, Mac and Edith Garland, Dutch Simmonds, Jimmy Murphy, Green Young, Eddie Murray, Tony Teska, M. J. Key, C. Brock, Woody Woodson and Gus Hively, agents; Elvin Bishop, popcorn; Dorothy Younger, cookhouse; Louise Madison, ball game; Arline Bishop, cigarette gallery; Helen Bishop, darts; Johnny Blackey, age and weight; Alta Shaffer, Coke bottles; Harold and Pauline Atkinson, novelties; Mrs. Blackey and Mrs. Young, mitt camps; Margie Allison, penny pitch; Luella Blackey, hoopla; Mr. and Mrs. Jess Bogart, ball games; Mrs. Orville Rose, blower; Ted Lucky, over and under; Doug Lucky, beat the dealer; Madeline Nolan, pan joint; Noah Bishop, pony ride, and G-Top Shorty, recreation tent. Alta Shaffer is *The Billboard* agent.

**Pine State**

LAKE CITY, Tenn., May 10.—Org moved in here Monday (5) after a profitable week in Cookeville, Tenn., the previous week. Ideal weather prevailed in Cookeville and show had a pleasing take.

Johnny Caruse added two semis. Owners have purchased an army ambulance and sound equipment and will soon have a sound truck.

H. J. McAlister joined and will operate six stores.

Shows include Animal, Snake, Ten-in-One, *Hollywood Revue* and Cassidy's Cowboys.

After leaving Lake City, org will tour Virginia and probably wind up in the District of Columbia. Most bookings are tentative.

**WANT TO BOOK**

The following Concessions: Fish Pond, String Game, Basket Ball, Novelties, High Striker, Lead Gallery, Cookhouse and others that do not conflict. Want Agents for Buckets, Watch-La, Percentage, Ball Games, etc. Want Ride Help on Tilt and Merry-Go-Round. Will book Mechanical and good Girl Show.

**MERRIAM & ROBINSON SHOWS**  
MARSHALLTOWN, IOWA, MAY 12-18  
JEFFERSON, IOWA, MAY 20-23

**BOOMERANG**

Unlimited Capacity — Repeater — Thriller  
Write for Catalogue

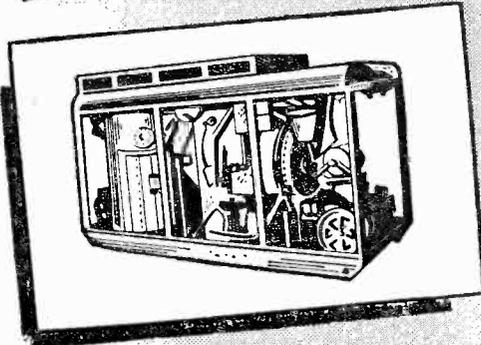
**U. S. RIDING DEVICES CORP.**  
298 Junius Street Brooklyn 12, New York

**LOW COST**

**WATER**

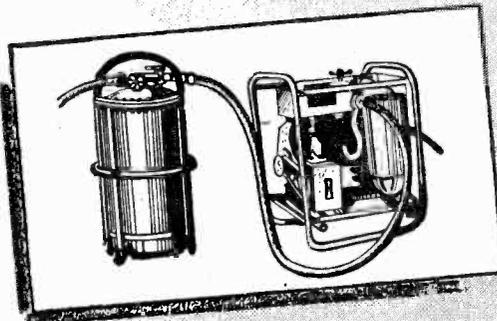
**PURIFICATION**

for clear  
clean  
drinking water



**Water Distillation Unit**—This equipment is adaptable to many uses by industry and small field organizations. Some units are trailer mounted fully equipped with tires, ready to move to the working locale; other units are portable, neat, compact and mounted on skid-type frames. Unit consists of a gasoline engine, steam compressor, and other parts and necessary piping all assembled and mounted on a structural steel base. Most of the units need no direct fired fuel burning equipment. A few units have oil burners. Available in "unused" and "used" condition at WAA Regional Offices listed below.

Location: Trailer mounted type: Atlanta, Los Angeles, Nashville, New Orleans, New York, Richmond, Salt Lake City and San Francisco. Location: Skid-mounted type: New York, Richmond, Salt Lake City, San Antonio, San Francisco and St. Louis.

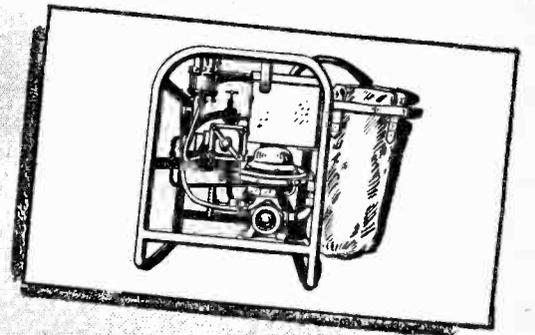


**Portable Water Purification Unit (Mobile)**—Converts impure water into clear, clean drinking water. The equipment can be cleaned easily with little loss of operating time. Consists mainly of a pumping unit and a filter unit. The water is cleaned by harmless chemicals. Forcing water reversely through the filter, washes the unit thoroughly. Available in "unused" and "used" condition at WAA Regional Offices indicated below.

Location: Birmingham, Charlotte, Houston, Jacksonville, Kansas City, Little Rock, Los Angeles, Nashville, New Orleans, New York, Richmond, St. Louis, Salt Lake City, San Antonio, San Francisco, Seattle and Spokane.

Here's the equipment you need for quick, simple, Water Purification, Chlorination, or Distillation. Made by well-known manufacturers to high industrial standards, this equipment is now available to you in compact mobile and portable units—simple to install, easy to adjust, and priced far below cost. If you want to buy one of these units—or all three types for a complete conditioning plant—contact Chief, Sales Section 67, at the Regional Office holding the inventory. You'll get complete description, specifications, types of equipment available, prices and other pertinent data. Write, phone, or visit your nearest Customer Service Center or Regional Office.

All purchases are subject to the War Assets Administration's standard conditions of sale, and all items are subject to prior sale. Priority claimants have already had an opportunity to fulfill their requirements. Arrangement for inspection of these units may be made at any Regional Office where inventory is located.



**Hypo-Chlorination Unit (Automatic)**—This equipment efficiently chlorinates from 2 to 100 gallons of water per minute. The chlorine feed can be proportioned over a range of 10 to 1 for any one setting of the adjusting valve. Unit consists of hydraulic operated hypochlorinator, water meter, pressure regulating valve and manual range adjusting valve. Installation is simple—just connect the unit into the water line. Available in "unused" and "used" condition at WAA Regional Offices indicated below.

Location: Houston, Nashville, New Orleans, New York, Richmond, Salt Lake City, San Francisco and Spokane.

OFFICE OF GENERAL DISPOSAL

**WAR ASSETS ADMINISTRATION**

Offices located at: Atlanta • Birmingham • Boston • Charlotte • Chicago • Cincinnati • Cleveland • Denver • Detroit • Grand Prairie, Tex. • Helena • Houston • Jacksonville • Kansas City, Mo. • Los Angeles • Louisville • Minneapolis • Nashville • New Orleans • New York • Omaha • Philadelphia • Portland, Ore. • Richmond • St. Louis • Salt Lake City • San Antonio • San Francisco • Seattle • Spokane • Tulsa 1123



**ATTENTION!**

**Mr. Carnival Owner**

Everything Electrical from Pig-tail Sockets to Welding Cable

We Solicit Your Inquiries

**M. J. LEAHY**

Wholesale Electric Supplies

52 Dover Street Boston, Mass.

**WANT TO BUY**

**Long Range Lead Gallery**

Must be complete and in first class condition and built to mount on Truck or Trailer. Give complete description. Photos if possible, and best price in first letter.

**LEAD GALLERY**

c/o Billboard, 390 Arcade Bldg., St. Louis 1, Mo.

**SPITFIRE FOR SALE**

IN GOOD CONDITION, \$5,000.00 CASH. Can be seen in operation at: Fairlawn, R. I., May 12-17; Woonsocket, R. I., May 19-24; Warren, R. I., May 26-31.

**GLOBE SHOWS**

Home address: c/o John Costa, 727 Charles St., FALL RIVER, MASS.

**S. O. S. SPECIAL of the Month**

Western Electric 500 Watt Amplifiers for Drive-Ins, Stadiums and Ball Parks. Government surplus, like new.

**ORIGINALLY \$1,000. NOW \$295**

Send for Catalog listing hundreds of special buys on theatre equipment. S. O. S. CINEMA SUPPLY CORP., 449 W. 42nd St., New York 18.

**WANTED  
TWO CARNIVALS**

On the streets, Georgetown, Ill., 14. Big 4th of July Celebration, June 30 to July 5.  
Also 14th Georgetown Eastern Ill. Fair, August 25 to 30. Address H. E. PARKS, Georgetown Fair Association, Georgetown, Illinois.

**WANTED  
GOOD SIZE CARNIVAL**

For week of June 23-28.  
Site of 57th Convention of the Hudson Valley Firemen's Association, Mechanicville, N. Y.  
Write  
MECHANICVILLE CONVENTION COMMITTEE  
P. O. Box 591

**WANT CLEAN CARNIVAL**

One to two weeks stand in August. Excellent Carnival site. Must have plenty of Shows and Rides. Tobacco auctions, plenty of money, large crowds, enthusiasm excellent. Sponsored by THE AMERICAN LEGION POST 115 NASHVILLE, GA.  
Give full information including terms.

**WANTED  
CONCESSIONS & RIDES**

For two-day Celebration at Garner, Iowa, week of August 22nd. Contact Secretary, Garner Chamber of Commerce.

**WANTED**

Independent Rides and Concessions for July 2 through July 5 Celebration. New car to be given away free. No other attractions. Write to  
**STANLEY R. KENT**  
Chrisman Commercial Club, Chrisman, Ill.

**WANTED**

RIDES AND CONCESSIONS for Big Firemen's Celebration, August 23rd to 30th, inclusive. Firemen's Parade, big night every night. Free High Act. Biggest Celebration in the East. Write or see  
**CLARENCE REIGEL, Pres.**  
WERNERSVILLE, PENNA.

**WANTED**

Carnival—Concessions—Rides for  
**Bucklin Annual Homecoming**  
Bucklin, Missouri, Aug. 14-15-16.

**CARNIVAL WANTED**

For American Legion Celebration on the streets, July 21-26. Big time, Friday, July 25. Address answer to  
**WATSON A. TROWBRIDGE**  
CHANDLERVILLE, ILL.

**CARNIVAL WANTED**

For Annual American Legion 4th of July Celebration at Fair Grounds. Can Show all week.  
AMERICAN LEGION POST No. 176  
**FRANK ROBERTSON**  
BOX 22 FAIRFIELD, ILL.

**WANTED GOOD CARNIVAL**

June, July or August  
Must have plenty Rides and furnish own electric power. Lockland Odd Fellows. Write  
C. E. ARMSTRONG  
421 Pendery Ave. Wyoming 15, Ohio

**WANTED**

Rides and high class Free Attractions for  
**AMERICAN LEGION HOME COMING CELEBRATION**  
JULY 29TH AND 30TH.  
ROBERT STOTZER, Chairman, Archbold, Ohio.

**NEED MONEY??**

CLUBS, LODGES, VETERANS. My New Novel Outdoor Shows and Spectacles will raise money. NO GUARANTEE—Write for offer.  
**ELMER BROWN**  
290 Arcade Bldg., St. Louis 1, Mo.

**SPONSORED EVENTS**

Veteran, Lodge and Other Organization Festivities

**Ottawa Sportsmen's Show Draws 75,000**

OTTAWA, May 10.—Six-day run here of the first annual National Sportsmen's Show, sponsored by the Civic, Industrial and Publicity Committee in co-operation with the Ottawa Fish and Game Association, drew 75,000 paid admissions, Gerald M. Geldret, publicity director of the city, announced. Event closed April 26.

Geldret and Alderman Len Coulter, who conceived and produced the show, said practically all firms exhibiting this year have made reservations for 1948. It is planned to extend the run next year.

Acts included the Five Skating Earls, Beebe's Hollywood Bears, Russell Dotson and His Collegians, Charles Frank's Retrievers; J. J. Lynch, archer; Archie Lobdell, axe throwing; Corky Kellam, human fish; Young Deer's Indian troupe; Dave Irwin's Eskimo Family; Torchy Peden, six-day bicycle rider, and Viola Paul, Laura Wamboldt, Frazer Whyntott and Ronald Grimm, log rolling and canoe tilting. Barry C. Kaye was emcee, and Freddie Pritchard, local musician and booker, furnished a 10-piece band under direction of Al Saunders.

**Prairie Du Chien Cele Opens With Costume Ball**

PRAIRIE DU CHIEN, Wis., May 10.—Annual Villa Louis Celebration here May 24-25 will be opened with a costume ball Friday night (23), featured by the whisker-judging contest. Events set the next two days include parades, an air show, baseball games, a band festival, an historical pageant, a society horse show, free acts, fireworks, rides and concessions.

The Textile Workers' Union here has booked the John Francis Shows for the Midsummer Festival July 14-20.

**Frontier Days Prizes Up**

SWIFT CURRENT, Sask., May 10.—Prize money for the Frontier Days Rodeo, sponsored by the Kinetic Club, has been boosted to \$2,280 in addition to entry fees. Several local firms are putting up trophies and cash prizes.

California Bobby Hill, rodeo clown, again will be featured.

**Saskatoon Rodeo Offers 16 Daily in Prize Money**

SASKATOON, Sask., May 10.—Prize money totaling \$1,000 daily will be offered at the three-day rodeo here this month. Event is sponsored by the Optimist Club for boys' work and is being managed by Cliff Claggett, who will also manage shows at Prince Albert, Melfort, Nipawin and Battleford, Sask.

A chuckwagon race with a separate \$1,000 prize will be a feature at Saskatoon.

**Book Williams & Lee Acts For Gregory, S. D., Cele**

GREGORY, S. D., May 10.—Williams & Lee Attractions, St. Paul, have signed to present eight acts twice daily at a Commercial Club celebration here July 4 and 5.

Curl Amusement Company will provide midway attractions.

**8 Confabs for Tampa**

TAMPA, May 10.—Nearly 2,300 delegates will attend eight conventions in Tampa during May and June, A. K. Dickinson, director of the Chamber of Commerce tourist and convention bureau, reported.

**Leesburg Melon Festival Set**

LEESBURG, Fla., May 10.—Leesburg's annual Watermelon Festival will be held June 18. George W. Rast, Leesburg banker, was named general chairman, and W. V. Buckles, business man, was chosen co-chairman.

**Portland Skeds Kyser**

PORTLAND, Ore., May 10.—Kay Kyser will bring his show to Multnomah Stadium, June 12-13 for the Portland Rose Festival, according to Manley Treece, chairman of the program committee.

**Avon, Conn., Roadeo Set**

HARTFORD, Conn., May 10.—The first annual truck Roadeo, sponsored by the Motor Transport Association of Connecticut, will be held June 7, at Cherry Park Speedway in near-by Avon, Conn. C. N. Mitchel and Walter P. Rolland are co-chairmen.

**SHORT RANGE GALLERIES**

FOR LEASE

GUNS — AMMUNITION — AVAILABLE  
Our galleries have operated on some of the best Shows in the Country — including State Fairs.  
ALWAYS TOP MONEY-GETTERS.  
Built on trailers. Car and small deposit on equipment only requirement.  
WE DO THE REST.  
For early delivery to your Show, or we will book Show for you, wire  
BOYCE-WILSON CONCESSIONS  
506 N. Vandeventer St. Louis 8, Mo.

**Del Mar Greater Shows**

WANTED WANTED WANTED  
Photos, American Mitt Camp, Ball Games, Slum Stores, no Flaties, also, Custard. Any Flat Ride or other Ride that doesn't conflict. Also Shows with own outfit and transportation. Best route Western Pennsylvania and Ohio.

DEL MAR GREATER SHOWS  
AL DEL FLORE, Mgr.  
1955 SHAW AVE. YOUNGSTOWN, OHIO

—OPEN—

Two newly framed Girl Shows—One Bally Show, one Grind Show. Want responsible Manager for one or both.

This Show has the outstanding route of the season. Wire

**20TH CENTURY SHOWS**  
Manhattan, Kansas

**MIDWAY SHOW  
ROCCO & SON**

Opening advance date, May 17-25, at Ramsey St. and Smith Ave., right in heart of city of St. Paul. Big Annual Festival.  
Can use Concessions not conflicting, Grind Shows, Need Ferris Wheel and Loop-o-Plane Man, other Ride Help. Have for Sale—Cookhouse, complete. Truck for same, cheap. Contact:  
MIDWAY SHOW St. Paul 8, Minn.  
Como Sta., R. 5 Tel.: Nestor 9870

**WANTED**

**LONG BEACH PIKE, CALIFORNIA**

Feature Freak Pin-Head Midgets, Fat Girl, Man or Woman sell Blade Box and handle feature. Salary and P.C. Want Front Man, hour on and off. No drinking on job. State salary expected.

**JOE GLACY**

Blackstone Hotel Long Beach, Calif.

**Slim Cunningham Wants**

**ROLL DOWN AGENTS**

Wire: SLIM CUNNINGHAM  
c/o WALLACE BROS.' SHOWS  
Streator, Ill., this week.

**WILL BOOK OR BUY  
FERRIS WHEEL**

For A-1 route. Can furnish transportation if necessary. Write

**THOMPSON BROS.**  
2096 4TH AVE. ALTOONA, PENNA.

**ACTS AVAILABLE**

Comedy, Musical and Acrobatic Acts for Celebrations, Grandstands, Picnics. July 4 and Labor Day and few others open. For particulars write

**MEL HUMMITZSCH**  
1943 N. 19 Sheboygan, Wis.

**Weaubleau Annual Reunion**

To be held at Weaubleau, Mo., July 10-11-12. All kinds of Rides and Concessions wanted for the biggest Celebration of its kind in the State.

**JOHNIE ALLEN**  
WEAUBLEAU, MO.

**WANTED TURNER BROS.' SHOWS**

On account of disappointment can place SIDE SHOW or any Show of merit with own transportation and equipment for the best string of Still Dates and Fairs in Illinois. Will make good proposition to responsible parties. (Mark Campbell, get in touch with us.) Can place Fun House and Rides that do not conflict.

Week May 12, Danville, Ill., DOWNTOWN LOCATION.

**TURNER BROS.' SHOWS**



**AMERICAN BANNER SHOW**



MAY 12TH TO MAY 18TH, AMERICAN LEGION CELEBRATION, WESTPORT, MASS.  
Followed by Firemen's Muster Celebration, Warren, R. I., May 19th to May 25th.  
Town Skating Rink Grounds. These Are Two Honeys.

Will book Rides not conflicting. Shows, except Girl, with own transportation. Concessions—Pond, Ball Game, String Game, Coke Bottles, Striker, Devil's Alley, Over 12 Pan, Darts or any Hunky not conflicting. Agents for Swinger and P.C. Also Electrician with license. Ride Help and useful people with or without experience. Communicate:

**Joseph E. Shiner, Mgr.** **Harry La Plant, Bus. Mgr.**  
Fall River, Mass., Gen. Del. P. O., Fall River, Mass.

**Wanted—ROLL-O-PLANE—Wanted**

Want to buy Roll-o-Plane and Octopus with trucks. Must be in A-1 shape. Address

**W. J. WILLIAMS**

Care Rogers Greater Shows, Mt. Carmel, Ill., this week;  
Crawfordsville, Ind., next.

# STILL DATE ACTIVITY HIKED

## N. E. Annuals Up Attraction Moo -- Hamid

### Cites Own Booking

NEW YORK, May 10.—New England's fairs will spend in excess of \$100,000 for grandstand talent this year with his office alone, George A. Hamid, head of the booking office bearing his name, announces. Hamid, whose firm supplies a major share of Yankee annuals, said his former gross from New England, exclusive of park and other bookings, approximated \$75,000.

Summing up, Hamid said: "Attractions buying for annuals in New England, are reflecting the confidence gained thru several years of phenomenally successful operation. Grandstand shows have paid off handsomely and the future of this part of fair operation is being guarded thru the presentation of equally good or even better shows."

### Presque Isle in Jump

By way of example, Hamid said, the Presque Isle, Me., fair had jumped its attraction budget from \$2,200 to \$10,000, a sum comparable to the talent expenditures made by many larger fairs. Two other Maine fairs, Bangor and Skowhegan, have upped their budgets. Both are heavy talent users and feature full revues and thrill shows.

President Francis H. Friend, of Skowhegan, will present the *Roxyette Revue*, augmented by several specialties and 8 to 11 acts. George Ventry's band will play all of Hamid's Maine dates. Rochester, N. H., Fair will play a large revue for the first time.

### 14 Acts for Rutland

Arthur B. Porter, secretary of the Rutland, Vt., State Fair, again will have a full attractions program headed by the *Grandstand Follies*, largest of the Hamid offerings, and supplemented by Ben Yost's singers, the Appletons and 14 acts. Jack Kochman's Thrill Show will be used and Sam A. Nunis Speedways will stage auto races.

The *Fantasies of 1947* with three specialties, eight acts, George Ventry's band, a thrill show and Nunis auto races, have been contracted for by H. K. Drury, manager of Champlain Valley Exposition, Essex Junction, Vt.

### Buys Circus-Type Shows

Manager John Leahy, of the Danbury, Conn., Fair, which operates days only, will present a circus-type show. Henry Robinson's Elephants will be featured. Also booked is Jack Kochman's Hell Drivers. Leahy may supplement the above program with motor boat races. These will be tried prior to the opening and if they are not successful then more acts probably will be added to the circus bill. Hamid is also supplying Danbury with novelty acts for free presentation in the fair's unique big top which is used to house exhibits.

Fairs at Goshen, Avon and North Haven, all in Connecticut, have bought talent for the first time since before the war, according to Hamid.

New England's biggie, the Eastern States Exposition, Springfield, Mass., managed by Charles A. Nash, will sport the largest Hamid show. (See *NE Spends for Acts on page 78*)

## Legal Suit To Test Taylor's Right To Serve as Ky. Mgr.

FRANKFORT, Ky., May 10.—Legal right of C. Waitman Taylor, Lew- isport, to act as manager of Ken- tucky State Fair, Louisville, is now in the courts for a decision.

Suit was filed by Atty. Gen. Eldon S. Dummit to oust him for usurping the office of State fair manager. Dummit said Taylor and his counsel and commissioner of agriculture, El- liot Robertson, had asked him to bring the friendly suit.

### Question on Nelson

Robertson asked Dummit for an opinion on whether Taylor has a right to employ fair personnel until his status as manager is clarified. Robertson specifically questioned the legality of the appointment of Oscar W. Nelson, Louisville, to serve as as- sistant manager and as the fair's pro- motional director. Nelson was em- ployed April 24 by Taylor at a \$4,200 salary.

Two weeks ago Dummit, in an opinion said, in answer to a question by Robertson, that Taylor was in- eligible to serve as the \$5,000-a-year manager because he was a member of the Legislature which passed the law under which he was appointed. Robertson was the only member of the seven-man State fair board which opposed Taylor's appointment.

### Pay Held Up

Taylor's April pay was held up pending a legal decision. In Louisville this week Nelson dis- cussed future plans of the fair at an

informal press and radio meeting. Nelson said that "Governor Willis, Taylor and members of the board are hell-bent on taking the fair out of politics."

Plans and specifications for new grandstand construction was ordered this week, Nelson said. Present seat- ing capacity of 2,016 will be doubled. The horse show this year again will be held in front of the grandstand, according to Nelson.

Nelson said he was going to pre- view Al Wagner's Cavalcade of Amusements, booked for the midway.

## Cedar Rapids, Ia., Repairs Grandstand; Auto Races Put Off

CEDAR RAPIDS, Ia., May 10.—Easing of building materials and la- bor conditions in this area led All- Iowa fair officials today to cancel their annual Decoration Day auto races in favor of launching a \$35,000 building and repairs program.

Manager Charles D. Moore said extensive repairs, involving an ex- penditure of from \$20,000 to \$25,000, will be made to the Hawkeye Downs grandstand, which seats approxi- mately 11,000. Balance of the con- struction program includes building of new toilets and general building and roofing repairs.

National Speedways, Inc., (Al Sweeney and Gaylord White), Chi- cago promotional organization, will return in 1948 to handle the Decora- tion Day race meet, traditionally one of the Midwest's biggest still dates.

With the Cedar Rapids program canceled, Sweeney and White con- tracted with South Dakota State Fair officials to promote races at Huron Sunday, June 1.

National Speedways schedule be- gins Sunday (11) with the third an- nual spring program at the Dan- ville, Ill., Fairgrounds.

## O. House Comm. OK On End to "Saharas"

AKRON, May 10.—State House of Representatives Liquor Control Com- mittee has recommended passage of a bill to exempt taverns from the provisions of the 91-year-old Ohio law banning sale of intoxicants with- in two miles of State and county fairs during expositions. The vote was 8 to 1.

The measure was submitted by State Sen. Allen N. Corlett, Repub- lican, of Cuyahoga County (Cleve- land), and recently was passed by the Senate.

## Hoof and Mouth Threat Cancels Mexican Annual

AGUA CALIENTE, Mex., May 10. —For the first time in more than 100 years the annual fair here has been canceled because of the hoof and mouth cattle disease menace.

Announcement of the cancellation was made by Dr. Manuel V. Calde- ron, of Agua Prieta, president of the Cattle Growers' Association.

## Use of Plants Up This Year

### Increasing number of an- nuals set special events— auto, horse races popular

CHICAGO, May 10.—Greater use of fair plants the year round is in- dicated for 1947, judging by results of a survey conducted by *The Bill- board*.

Increasing numbers of fairs are in- tent upon using facilities at times other than during the fair's opera- tional period. Advantages, execs of these annuals point out, go beyond the added revenue thus derived.

Other advantages they list include the advertising and good will accru- ing to the fair, the ability of keeping the plant better maintained, the possi- bility of building a more effective op- erations crews, such as ticket takers, sellers, etc., and the justification in the public's eyes of fair plants which otherwise would be in operation only the short period of the fair.

Midget auto races, big car races, thrill shows, harness races and rodeos are the most popular still date events, the survey shows. Also popular are July 4 celebrations, which in addition to these attractions, also offer a car- nival midway.

### Bridgeton, N. J., Active

BRIDGETON, N. J., May 10.—A heavy still date schedule has been drafted for Cumberland County Fair- grounds here, according to Earl Mc- Cormick, secretary. Lions' Club Horse Show today will be the first event. Others are South Jersey stake run- ning race, May 24; harness races, June 7, June 28, July 19, August 9 and September 9; motorcycle races, July 4; rodeo, July 18-19, and the Bridgeton Hospital Horse Show, Au- gust 23.

### Sked Midget Races

MASON CITY, Ia., May 10.—Midget auto races have been skedded for the North Iowa fairgrounds here May 18, according to Secretary-Manager M. C. Lawson. He said midget races also will be staged in October, date to be set. Other events set for the fair- grounds are a horse show, June 21-22, and a stand of the Merriam Robin- son Shows, July 7-12.

### 20th Annual Cele

HILLSDALE, Mich., May 10. — American Legion here will present its 20th annual July 4 celebration at the fairgrounds, Secretary Harry B. Kel- ley announced. Event will run July 3-5 and will offer horse races, free acts, radio shows and a midway.

### Running Races Set

LANCASTER, O., May 10.—Run- ning races will be staged June 14- July 5 at the Fairfield County Fair here, Manager T. B. Cox said. Other events skedded are motorcycle races June 22 and a horse show July 12-13. Letter will be sponsored by the Lions Club.

### Plan Night Racings

FARMER CITY, Ill., May 10.— Night midget racing will be staged every Thursday night at the fair- grounds here beginning June 5. First race of the season will be held Deco- ration Day. This will be the 10th year midgets have been raced at the fairgrounds. Secretary E. S. Wright- (See *STILL-DATE on page 78*)

## Des Moines Weighs Possible 10c Cut In Outside Admish

DES MOINES, May 10. — Iowa State Fair board is considering a cut in the outside gate admission prices despite the increase in operating costs and general price boosts. The deal, still not final, would reduce the gate charge from 60 to 50 cents, in- cluding tax, and up grandstand prices correspondingly.

Lloyd Cunningham, fair secretary, pointed out that making change for the extra dime slows traffic and that the reduced price would give the fair some publicity to tie in with price- reduction plans. The 50-cent car charge would remain at four-bits, with no extra for tax.

To make up for the cut on the outside gate, prices would be upped slightly at the grandstand. The scale under consideration calls for leaving the bleachers at 60 cents, increasing the upper grandstand from 90 cents to \$1, the lower grandstand from 90 cents to \$1.25, and box seats from \$1.20 to \$1.50.

Cunningham said the increase in grandstand seats would about break even with the loss on the outside gates.

## Lester Day Re-Elected Kankakee, Ill., Prexy

KANKAKEE, Ill., May 10.—Lester Day, Aroma Park, has been re- elected president of Kankakee County Fair Association.

Other officers are Mrs. Walter Ranz, vice-president; A. H. Meyer, treasurer, and R. F. Henrekin, secre- tary. All are of Kankakee.

# Ind. Holdouts Denied Racing Permit by AAA

## Wis., Pa. Sanctions Nixed

INDIANAPOLIS, May 10.—Sanction of a 200-mile national championship automobile race at the Wisconsin State Fairgrounds, Milwaukee, or at the Langhorne, Pa., Speedway on Decoration Day has been denied to 28 race drivers who withheld their entries in the 500-mile annual race that day at the Indianapolis Speedway because their demands of a \$150,000 purse, instead of the \$75,000 offered, was turned down.

Contest board of the American Automobile Association this week refused sanctions for a counter-race proposed by Ralph Hepburn, president of the American Society of Professional Automobile Races. Hepburn said holdout drivers will not race Decoration Day at Indianapolis.

There remains a possibility that some of the holdouts, including some of the nation's leading drivers, may drive in the speedway race on speedway terms. They can do this as pilots of cars already entered before the qualifying trials start May 17.

## Lebanon, O., Opens Big

LEBANON, O.—Record-breaking crowd attended the first big car auto races of the season here Sunday (4) at the Lebanon fairgrounds. Events were CSRA-sponsored and presented by Valli Enterprises Corporation. Jimmy Wilburn, Check Smith and Henry Schlosser snared the biggest cuts of the prize money.

## To Run in South Carolina

DARLINGTON, S. C.—Auto racing, under direction of W. H. Brasington of this city, will be staged during May and June at the Anderson, S. C., fairgrounds. Races will be sanctioned by the CSRA.

## Killed in Crash

ASHLAND, O.—Cecil Clark, 29, Ferndale, Mich., was killed here Sunday (4) when his midget auto racer skidded and rolled over three times during the preliminary trials of the Tri-State Races. Clark died in Samaritan Hospital, Ashland, shortly after the accident.

## 8,000 at K. C. Opener

KANSAS CITY, Mo.—More than 8,000 persons attended midget auto racing opener in Olympic Stadium here Sunday (4) to see Rabbit Musick, Houston, win both the 25-lap Class A feature and the 12-lap Handicap. Ralph Pratt, Kansas City, Mo., was second and Cotton Musick, Wichita, Kan., third. Runners-up were Jay King, Phil Cataline and Clyde Dillon, all of St. Louis. Winning time in the feature was 6:38.48. Dutch Miller is the promoter here.

## Horn Wins in Pa.

MECHANICSBURG, Pa.—Ted Horn, Paterson, N. J., romped off with the 30-lap feature in the big car auto races here at Williams Grove Speedway Sunday (4) before 26,134 persons. Horn's time was 13:50:13, a track record.

## Rain Hurts in Ohio

AKRON, O.—Zeiter racing operations in this area have been hit by weather, three straight Sundays of racing having been washed out at Sportsman's Park near here. First

## Around the Grounds

# Lincoln, Neb., Adds Day to Run; 'Cycle Races for Kan. Biggies

Nebraska State Fair, Lincoln, this year will run seven days instead of six, as originally scheduled. Added day, Saturday, September 6, will be featured by auto races to be staged by National Speedways (Al Sweeney and Gaylord White). Hennies Bros.' Shows will hold over for the extra day. Fair will open Sunday, August 31.

Frank R. Winkley closed contracts for motorcycle races at Kansas Free Fair, Topeka for Monday, September 8, and Kansas State Fair, Hutchinson, Monday, September 15. Winkley announced he is posting \$1,200 prize money for each date.

*Irish Horan, who until recently managed USO units, is with Joie Chitwood's Thrill Show. Before the war Horan had been with the Jimmie Lynch Death Dodgers and the late Lucky Teter.*

State of Arkansas has named Blytheville as site of the first agriculture district fair, with Mississippi County Fair Association as agent to hold it. Sum of \$35,000 will be spent on the plant before the event, which is skedded for September 24-28. L. H. Autrey and Robert E. Blaylock are the association's new president and secretary, respectively. Previously Blaylock had been president and J. Mell Brooks secretary.

Three rodeo queens from Pendleton, Ore., will attend the 1947 Calgary (Alta.) Exhibition and Stampede and ride in the stampede parade. The girls will be queens of the 1945, 1946 and 1947 Pendleton Round-Up. The girl who is chosen queen of the Calgary Stampede and her lady-in-waiting will attend the Pendleton show.

Sherman F. (Red) Crise, of Crise-Streeter Speedways, writes that the gross for the opening midget races of the season at the Princess Anne Speedway, Norfolk, was \$14,800 despite a rainy night. Crise-Streeter combo is skedded to race every Thursday night at the Agricade, Norfolk, fairgrounds track now being built, and also to stage midget races at the Flemington, N. J., fairgrounds May 30 and again July 4. Other dates skedded for the org include a 100-mile midget championship race at the New Jersey State Fairgrounds, Trenton, July 22.

*Recent addition of another 13½ acres of land to the Bloomsburg, Pa., fairgrounds makes it*

showing occurred April 30, in Akron's Rubber Bowl to a fair crowd.

## Ed Haddad Is Winner

CULVER CITY, Calif.—Ed Haddad scored his first win at the stadium here Sunday (4) in the 30-lap midget auto race in 6:50.10. Joe Garson was second and Johnny Parsons, third. Lyle Dickey took the semi-main. Haddad won the trophy race. Heat winners were Haddad, Aaron Woodward, Bob Pankratz, Johnny Tolan, Hal Robson and Duke Nalon.

## 17,000 at Gilmore

LOS ANGELES—Johnny McDowell won the season's opening midget auto race at Gilmore Stadium here Thursday (1) when he took the main feature before 17,000 fans. Ed Haddad was second and Chick Barbo, Seattle, third. Sam Hanks roared to victory in the trophy race and Duke Nalon won the semi-main.

*the largest fair plant in the State. There now are more than 130 acres within the enclosed area. Purchase price of the new addition was said to be \$12,500. Fair association in the purchase also received a guarantee of a right of way thru Fishing Creek Road.*

Booker George A. Hamid returned from a business trip recently to find his palatial offices in New York's Radio City made super-efficient and modern by his son, George Jr. On one side of his desk was installed an elaborate inter-office communication system, the usefulness of which is lost largely since George Sr's. whispering can be heard a block away. On the other side was a dictaphone but, being a purveyor of live talent, Hamid was finding it extremely hard to become accustomed to so inanimate a contraption. New filing system is ultra-modern, circular, tubular and confusing to the novitiate. With a sweep of his hand Hamid embraced it all and attributed it, with some show of modest pride, to the five years spent in the navy by the junior member of the firm.

Recent three-day rodeo, held at Missouri State Fair, Sedalia, under the direction of Jerry RippetEAU and Hubert McGuffin, proved a success. Roy S. Kemper, fair secretary, in-fos. Event was staged in line with the fair's policy of utilizing its facilities thruout the year. Kemper said all attractions have been booked for the '47 annual. Ernie Young will present the revue, Frank Winkley the motorcycle races and thrill show, and John Sloan the big car auto races, with Al Wagner's Cavalcade of Amusements on the midway.

*A permit has been issued to the Edmonton, Alta., Exhibition to build a sales arena and livestock pavilion. Arena will be 203 by 336 feet and will seat 1,500.*

C. E. Wilson, managing director, of Edmonton, Alta., Exhibition Association, Ltd., said last week that his organization has let a contract for a new stock pavilion and sales ring which will cost upward of \$225,000. When completed it will house an estimated 800 head of livestock and a sales ring with a seating capacity of about 2,000. It will be constructed near the railroad siding for the convenience in handling of carloads of fat cattle.

*Lou Campbell, who managed the Casting Campbells and for 14 years handled publicity and concessions for the Harwinton (Conn.) Fair, this year will serve as publicity manager for the Hartford County Fair at Cherry Park Speedway, Avon, Conn., September 20-21.*

International Fireworks Company, Jersey City, N. J., is credited by army officials with providing an excellent display of fireworks on Army Day in Honolulu. This is the first year that fireworks were used in connection with the Honolulu observance, according to Fred Murray, of the fireworks company.

Art Briese returned recently from a Western trip in the interests of Thearle-Duffield Fireworks, Chicago, and reported closing contracts for pyro shows at Colorado State Fair and New Mexico State Fair. On the trip he also signed for a fireworks show to be sponsored by Station KOY, Phoenix, July 4 at Arizona State Fairgrounds in that city; for an Independence Day show at the University of Denver Stadium un-

# Ask \$3,250,000 For Illinois State Bldg., Coliseum

SPRINGFIELD, Ill., May 10.—An appropriation of \$3,250,000, approved by Governor Green, for the construction of a new 10,000 seating capacity coliseum and for a new Illinois building at the Illinois State Fairgrounds here will be asked from the State Legislature, which is now in session, Arnold Benson, commissioner of agriculture, announced here Thursday (8).

Benson said architects estimate the coliseum will cost \$2,000,000 and the other building will cost \$1,250,000. Plans already have been drawn but actual construction may not be carried out for some time due to high building costs and material and labor shortages, Benson pointed out.

## For Year-Round Use

Coliseum, which would contain 146,000 square feet, could be used during the off season for various events, Benson said. The present coliseum seats 3,000.

Main floor of the proposed Illinois building would have windows similar to those of department stores and would contain exhibits of services rendered by the State. Top-floor plans include a lounge, a small restaurant and a glass-enclosed veranda. The building, Benson indicated, would be open the year-round to permit visitors to view the exhibits.

## Received \$1,788,940

Total of \$1,788,940 was appropriated by the Legislature for the biennium ending July 1 for work at the fairgrounds. Sum of \$396,550 was appropriated for the construction of 11 concrete horse and cattle barns. Scarcity of materials has held up bids, Benson said. Appropriation of \$46,350 for building a judging pavilion for hogs and sheep has not been expended for the same reason.

An appropriation of \$51,500 for the construction of a new cafeteria and the rehabilitation of the present cafeteria has been partly spent. New building was not constructed, but existing cafeteria has been rehabilitated.

## Bids Out on Toilets

Sum of \$105,000 was approved for the construction of 10 new public toilets and Benson said that bids have been asked and it is hoped to have some of the toilets built in time for the '47 fair.

Construction of 3,500 feet of sewer, enabled by a \$154,000 appropriation, is now under way.

All but \$46,000 of the \$793,100 appropriated for the repair and rehabilitation of present buildings has been spent, Benson said.

He also revealed that bids have been asked for the resurfacing of one street and the black-topping of other roads before this year's fair.

Unused portions of these appropriations will lapse July 1, but Benson said the Legislature will be asked to reappropriate the funds.

der auspices of the American Legion, and for one at Lakeside Amusement Park, Denver, July 3.

*The 1947 Florida Citrus Exposition at Winter Haven in February netted a \$26,000 profit, President John A. Snively announced. Exposition members have authorized construction of an amphitheater on Lake Stage, with a stage that could be used the year-round for community events.*

## WANTED

A few good clean Rides and a small Carnival for County Fair. Dates, August 28-29-30. Nothing but Percentage Games. NO FLATS. Contact

**CHAS. W. STEPHENS**

Laramie County Fair Board, Pine Bluffs, Wyoming

## Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended May 9.



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.

### CONNECTICUT

Avon—Hartford Co. Fair. Sept. 20-21. Louis L. Campbell, Torrington, Conn.  
Wallingford—Wallingford Grange Fair. Sept. 12-13. Flora E. Hough.  
Wapping—Wapping Fair. Sept. 6. Mrs. George A. Potterton, Manchester, Conn.

### GEORGIA

Conyers—Rockdale Co. Fair. Sept. 21-27. A. C. Ellington.

### ILLINOIS

Georgetown—Vocational Agril. Fair. Aug. 25-30. Mayor C. E. Spang.

### INDIANA

Akron—Akron Agril. Fair Assn. Sept. 3-6. J. R. Emahiser.  
Bourbon—Bourbon Fair Assn. Sept. 16-19. Harvey Byron.  
Brazil—Clay Co. 4-H Fair. Aug. 12-14. R. D. McHargue.  
Brookville—Franklin Co. 4-H Fair Assn. Aug. 5-8. Mrs. Bessie Dare.  
Carlisle—Carlisle Community Fair. Sept. 3-6. O. E. Smith.  
Flora—Carroll Co. 4-H Fair. Aug. 11-15. A. P. Nelson.  
Fort Wayne—Allen Co. 4-H Club Fair. Aug. 12-13. Ester Solomon.  
Frankfort—Clinton Co. Fair. Aug. 17-22. O. M. Meeker.  
Lafayette—Tippecanoe Co. 4-H Fair. Aug. 18-20. Sarah Jane Norris.

### KANSAS

Belle Plaine—Community Fair. Sept. 11-12. Dallas W. Davis.  
Big Springs—Douglas Co. Fair Assn. Aug. 28-29. Pete Bahnmair.  
Buhler—Community Fair. Oct. 23-25. J. A. Johnson.  
Delphos—Ottawa Co. Fair Assn. Aug. 21-23. Edward Antene.  
Dodge City—Southwest Fair Assn. Sept. 2-7. Joe Berkely.

Effingham—Atchison Co. Fair Assn. Aug. 19-22. Clarence J. Hegarty.  
Gardner—Johnson Co. Free Fair Assn. Aug. 20-23. Marvin Turner.  
Greensburg—Klwa Co. Free Fair. Aug. 20-22. W. A. Stewart.  
Havensville—Community Fair. Sept. 18-20. Paul D. Randel.  
Inman—Community Fair. Oct. 16-18. William J. Braun.  
Kingman—Kingman Co. Fair Assn. Oct. 8-11. Arthur Goenner, Zenda, Kan.  
Lane—Lane Fair Assn. Aug. 29-30. William M. Christian.  
Oswego—Lafayette Co. Fair. Last week in Aug. Arthur Sanders.  
Overbrook—Osage Co. Fair Assn. Aug. 27-29. Dwight Payton.  
Saint Francis—Cheyenne Co. Fair Assn. Aug. 21-23. William E. Wilbur.  
Smith Center—Smith Co. Fair Assn. Sept. 3-6. Paul Gilpin.  
Stafford—Stafford Co. Fair. Sept. 9-12. Everett E. Erhart.  
Wakefield—Wakefield Free Fair. Oct. 9-10. Mrs. Mildred Eye.  
Wellsville—Wellsville Picnic Fair. Sept. 4-5. J. H. Cramer.

### KENTUCKY

Albany—Clinton Co. Fair. Sept. 19-20. D. E. Salisbury.  
Brandenburg—Meade Co. Fair. Sept. 26-27. Katherine Kaelin.  
Burlington—Boone Co. 4-H Fair. Aug. 15-16. Mrs. Vernon Pope.  
Hartford—Ohio Co. Fair. Sept. 1-6. J. R. Russell.  
Inez—Martin Co. Fair. Sept. 18-20. W. Russell Reynolds.  
La Center—Ballard Co. Fair. Aug. 13-16. R. F. Pace Jr.  
Lawrenceburg—Lawrenceburg Legion Fair. July 22-26. Frank Martin.  
Manchester—Clay Co. Fair Assn. Aug. 28-30. J. M. Rogers.  
Middlesboro—Bell Co. 4-H Fair. Sept. 18-20. Mrs. W. S. Hollenback.  
Monticello—Wayne Co. Fair. Oct. 9-10. A. J. Lloyd.  
Mount Olivet—Robertson Co. Farm Bureau Fair. Sept. 26-27. James W. Colvin.  
Murray—Calloway Co. Fair Assn. Sept. 17-19. R. K. Kelley.  
Pikeville—Pike Co. Agril. Fair. Sept. 13-20. Mrs. Opal H. Hann.  
Russellville—American Legion Fair. First Week in Sept. Hal Thurmond.  
Springfield—Washington Co. Fair Assn. Aug. 14-16. Charles E. Montgomery.  
Taylorsville—Spencer Co. Agril. Fair. Sept. 26-27. J. Rene Harris.  
Warsaw—Gallatin Co. Farmers' Fair. Aug. 21-23. F. R. Weldon.

### MAINE

Cornish—Cornish Agril. Assn. Oct. 6-11. Leon M. Ayer.

### MARYLAND

Upper Marlboro—Southern Md. Fair Assn. Oct. 6-10. William T. Davis.

### MISSOURI

Boone—Boone Co. Fair. Sept. 1-2. Harold Johnson.  
Butler—Butler Fair. Sept. 9-12. Robert L. Hayward.  
Galt—Galt Community Fair. Sept. 4-6. G. O. Maxwell.  
Holcomb—Holcomb FFA Fair. Sept. 4-6. C. O. Hall Jr., R. 2, Kennett, Mo.  
Linn—Osage Co. Fair. Aug. 29-30. Harold R. Starr.  
Macon—Macon Co. Fair. July 28-31. Mrs. Mildred Sanford.  
Norborne—Farm & Barnyard Fair. Sept. 16-18. J. E. Laws.  
Perryville—Perry Co. Fair. Sept. 12-13. Werner T. Weber.  
Sainte Genevieve—Ste. Genevieve Co. Fair Assn. Sept. 5-6. H. F. Klaus.  
Shelbina—Shelby Co. Fair Assn. Aug. 5-8. Ernest E. Key.  
Washington—Franklin Co. Farm Products Show. Aug. 22-24.

### NEBRASKA

Auburn—Nemaha Co. Fair. Aug. 20-22. G. E. Coddington.  
Bladen—Webster Co. Fair Assn. Aug. 21-23. F. J. Haller.  
Crete—Saline Co. Agril. Soc. Sept. 12-14. Morris C. Rhea.  
Culbertson—Hitchcock Co. Agril. Soc. Aug. 21-24. Ervin Coyle.  
Eustis—Frontier Co. Agril. Soc. Sept. 4-6. Richard Hopkins, R. R. 2, Bartley, Neb.  
Fairbury—Jefferson Co. Fair. Sept. 9-12. J. W. Winslow.  
Hyannis—Grant Co. Fair. Sept. 2-4 (tentative). Mrs. E. Hayward.  
Johnstown—Brown Co. Agril. Soc. Aug. 30-Sept. 1. Kenneth Graff.  
Lincoln—Lancaster Co. Agril. Assn. Aug. 31-Sept. 5. B. F. Preston.  
Loup City—Sherman Co. Fair. Aug. 5-8. Clark Reynolds.  
Neligh—Antelope Co. Fair. Aug. 29-31. Clinton Stonebraker.  
North Platte—Lincoln Co. Agril. Assn. Aug. 28-30. Clarence F. Wright.  
Osceola—Polk Co. Fair. Aug. 19-21. Don Nordberg.  
Pawnee City—Pawnee Co. Fair Assn. Oct. 1-3. W. F. Colwell.  
Spalding—Greeley Co. Fair Assn. Aug. 18-20. Don C. Smith.  
Springfield—Sарy Co. Fair. Aug. 21-23. Arthur Adair.  
Stockville—Frontier Co. Fair Assn. Aug. 26-29. Richard Hopkins, R. R. 2, Bartley.  
Wahoo—Saunders Co. Agril. Soc. Aug. 20-22. E. J. Erickson.

### NEW MEXICO

Alamogordo—Otero Co. Fair. Sept. 19-20. John C. Rolland.  
Willard—Torrance Co. Fair Assn. Sept. 20-21. Mrs. Abe Hambrick.

### NORTH CAROLINA

Winston-Salem—Western Carolina Fair. Oct. 14-18. W. Avery Jones.

### OKLAHOMA

Hydro—Hydro District Fair. Sept. 4-6. Grace R. Pelton.  
Okmulgee—Okmulgee Co. Free Fair Assn. Sept. 24-27. C. J. Harvey.  
Watonga—Blaine Co. Free Fair. Sept. 10-12. Vance L. Deaton.

## Sask. Provincial Govt. Readies Nine Exhibits

REGINA, Sask., May 10.—Provincial government is preparing nine displays as exhibits for two Class A fairs and eight Class B fairs in Saskatchewan.

Themes will cover natural resources, education, health and co-operatives.

## L. M. Rasmussen Elected Maquoketa, Ia., Prexy

MAQUOKETA, Ia., May 10.—L. H. Rasmussen, of Maquoketa, has been elected president of Jackson County Fair Association, succeeding J. R. McNeilly, who had served the past three years. Bert Kendall was re-elected vice-president; E. J. Hartvigsen, treasurer, and L. S. Lein, secretary.

## Sask. Event Reorganizes

CARLYLE, Sask., May 10.—Carlyle Agricultural Society has been reorganized with W. Slykhius as president. Vice-presidents are William Young and A. Gordon. A. Bell is secretary-treasurer.

### PENNSYLVANIA

Derry—Derry Township Community Fair. Sept. 18-20. Joseph A. Greuble.  
Hughesville—Lycoming Co. Fair Assn. Week of Sept. 8. Elton B. Edkin.

### SOUTH DAKOTA

Kimball—Brule Co. Fair. Aug. 28-30.  
Rosebud—Rosebud Sioux Indian Fair. Aug. 28-30. Carl B. Aamodt.  
Webster—Day Co. Fair Assn. Sept. 19-20.

### TENNESSEE

Gallatin—Gallatin Colored Fair. Aug. 21-23. Edward V. Anthony.  
Hartsville—Trousdale Co. Fair. Aug. 25-27. Eleanor Stone, R. 2, Lebanon, Tenn.  
Pikeville—Bledsoe Co. Fair Assn. Sept. 11-14. R. C. Smith.

### TEXAS

Bowie—Montague Co. Fair Assn. Sept. 25-27. A. R. Murdoch.  
Corsicana—Corsicana Livestock Agril. Show & Rodeo. Sept. 16-20. F. H. Harvey Jr.  
La Grange—Fayette Co. Fair. Oct. 3-5. J. R. Jackson.

### VERMONT

Lyndonville—Caledonia Co. Fair. Aug. 21-23. A. E. Donahue.

### WASHINGTON

Colfax—Whitman Co. Fair Assn. Sept. 19-20. Troy Lindley.

### WEST VIRGINIA

Glenville—Gilmer Co. Fair. Aug. 6-9. C. W. Marsh.

### WISCONSIN

Athens—Athens Adv. & Agril. Assn. Aug. 26-28. R. Neuenschwander.  
Eloomington—Blakes Prairie Agril. Soc. Sept. 5-7. Robert O. Brodt.  
Rosholt—Rosholt Free Community Fair. Aug. 30-Sept. 1. R. L. Wroistad.

### WYOMING

Newcastle—Western Gateway Fair & Rodeo. Aug. 8-9. J. E. Oliver.

### CANADA

Bridgewater—Lunenburg Co. Exhn. Sept. 23-26. W. J. Crouse.

## Autry, Rodeo Held Over Extra Day as Birm'ham Packs 'Em

BIRMINGHAM, May 10.—The Birmingham Stock Show and Rodeo here this week at the State fairgrounds was big. Crowds thronged out principally to see Gene Autry and the cowboys and cowgals, Monday (5) and continuing afternoon and night thru Friday. And, then, officials apparently seeing no end to the turnout, decided to hold Autry and the cowpokes over for still another day, and the show, skedded originally to close tonight, will hold thru tomorrow with both afternoon and night shows.

The weather was excellent. But even better was the build-up. The newspapers here really tossed the rodeo at the folks. Day after day it first-paged the coming of the show, Gene Autry and the ropers, riders and what all. And during the week the show has dominated the page ones—and with art, big art.

Stations WAPI-WAFM also went all out in plugging the doings. Event was sponsored by the agricultural committee of the Chamber of Commerce. Stock show drew a record 850 entries.

L. J. Heth Shows, set up on the fairgrounds in such a manner that the folks had to go thru it to get to and from the grandstand, reaped a harvest.

## Swift Current, Sask., Gets Provincial Govt. Grant

SWIFT CURRENT, Sask., May 10.—Newly reorganized Swift Current Agricultural Society will get a provincial government grant of \$750 toward its summer fair, to be held in conjunction with the Kinetic Club's Frontier Days Celebration. Ordinarily such a grant is given to a fair established three years and offering a \$3,000 prize list.

A canvass of local business firms netted close to \$5,500 to assist the society in its fair plans.

## See Mounties' Training Paving Way for Musical Ride

REGINA, Sask., May 10.—Expectation that the famed musical ride of the Royal Canadian Mounted Police again will be available as a fair and horse show attraction is seen in revival of horsemanship training for members of the force.

★ ★  
**ATTENTION**  
**FAIR SECRETARIES**  
I CAN FURNISH ANY TYPE OF OUTDOOR ENTERTAINMENT ON SHORT NOTICE!  
**ERNIE YOUNG**  
155 No. Clark St.  
CHICAGO, ILL.

**FAIRS and CELEBRATION SECRETARIES, ATTENTION!**  
CAN FURNISH YOU WITH OUTDOOR ACTS, ATTRACTIONS OF ALL DESCRIPTIONS—INCLUDING REVUES.  
**TOMMY SACCO**  
Music and Entertainment  
203 No. Wabash Ave. Chicago 1  
Phone: RANDOLPH 2242

**CARNIVAL WANTED**  
For September 10, 11, 12 & 13th, in connection with  
**Atchinson Co. Fair**  
Write: Lloyd Gildersleeve, Rockport, Missouri, for further information.

**CARNIVAL WANTED**  
ALSO PORTABLE DANCE FLOOR  
**GREATER LYON COUNTY FAIR**  
ROCK RAPIDS, IOWA, AUG. 14-15-16-17.  
JIMMY LYNCH DEATH DODGERS on August 17.  
A golden opportunity in one of the finest County Fairs in Northwest Iowa.  
Contact ED E. FRANK, Secretary.  
Phone, write or wire.

**WANTED**  
A good carnival to play  
**Monroe County Fair**  
at Madisonville, Tennessee, September 8-13, 1947.  
Must have 7 or 8 good Rides.  
CLYDE N. TAYLOR, Secretary  
MONROE COUNTY FAIR ASSOCIATION

**The CENTER of ATTRACTION**  
**Wherever He Performs! . . .**  
AT  
**FAIRS — PARKS CELEBRATIONS SPONSORED EVENTS**

*Selden*  
**THE STRATOSPHERE MAN**

★

Write — Wire  
c/o THE BILLBOARD, Cincinnati 22, Ohio

- ★ Trapeze routine
- ★ 35-ft. arc swaying handstand atop 138-ft. pole
- ★ Slide for life

WORLD'S HIGHEST AERIAL ACT!

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 only 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

## Still-Date Round-Up

(Continued from page 75)

man said the fair cleared better than \$10,000 from its midget racing operations last year.

### Sked Midgets

ALGONA, Ia., May 10.—Midget auto races have been booked for Decoration Day at the Kossuth County fairgrounds here, Secretary A. L. Brown reports. A rodeo will be staged July 4-6. Lions Club will sponsor midget races and the Legion and VFW will sponsor the rodeo.

### Get Sunday Racing

ALLISON, Ia., May 10.—A harness horse racing meet is scheduled June 1 at the Butler County fairgrounds here, Secretary Virgil E. Shephard announced. Event is sponsored jointly by the Fair Association and the Hawkeye Racing Association.

### Weekly Night Racing

ELIZABETH CITY, N. C., May 10.—Harness horse racing will be staged every Saturday night thru the summer, starting June 7, at the Eastern Fair Association track here, according to Manager J. H. Webster.

### Sponsor Horse Show

BETHLEHEM, Conn., May 10.—Bethlehem Fair here will sponsor its own horse show August 24, President Paul L. Johnson announced.

### Two-Day Horse Show

FORSYTH, Mont., May 10.—A two-day horse show will be staged July 4-5 at the Rosebud County fairgrounds here, Everett Redeen, fair's secretary-manager, reports.

### Set Horse Events

BLACKFOOT, Idaho, May 10.—Blackfoot Rodeo will be staged July 4-7 at the Eastern Idaho State fairgrounds here, Manager Ival H. Wartchow announced. Event is auspiced by the Blackfoot Chamber of Commerce. A horse show, sponsored by the Blackfoot Lions Club, is set July 22-24.

### Prep for Night Events

LITTLE FALLS, Minn., May 10.—Lights to permit night baseball and football are now being installed in the Morrison County fairgrounds here, Manager Adolph Peterson announced. Night baseball games will be held thruout the season. The high school football field is located on the grounds.

### Sponsors June Rodeo

DUCHESNE, Utah, May 10.—A professional rodeo will be presented June 13-14 at the fairgrounds here,

C. C. Mickelson, secretary of the Duchesne Fair and Rodeo, announced. Org's annual fair-rodeo, skedded for a month later, will also stress rodeo competition.

### Chippewa Falls Skeds

CHIPPEWA FALLS, Wis., May 10.—Motorcycle races, staged by Frank Winkley May 25, will be the first still date of the season at the grounds of Northern Wisconsin District Fair here, Arch Putnam, fair's secretary-treasurer, announced. Other events, besides the fair already skedded, are: Shrine Musical Festival, June 15; White Horse Troupe, June 21-22, and midget automobile races, presented by Winkley, June 29.

### Install Track Lights

INDEPENDENCE, Ia., May 10.—Lights are being installed on the race track of Buchanan County fairgrounds here. Night horse racing will open May 30, B. O. Gates, secretary-manager, said. Horse racing also will be held July 24 and Labor Day. A celebration will be staged on the grounds July 4.

### Set Night Rodeo

PRESTON, Idaho, May 10.—Night rodeo will be presented at Franklin County Fair here July 31-August 2, according to Daniel Roberts, fair secretary. Preston Horse Show will be held June 20-21.

### Plan One-Day Rodeo

ELLSWORTH, Wis., May 10.—Northern Rodeo will be staged at Pierce County fairgrounds here July 20, Secretary H. G. Seyforth reports.

### Sked Horse Pull

PAULDING, O., May 10.—Northwestern Ohio horse-pulling contest is scheduled Sunday, July 6 at Paulding County fairgrounds here, Secretary Ernie Rulman announced. Motorcycle races are booked August 3. County softball association uses fairgrounds center field for kids', girls' and men's leagues. Competition winds up in a championship tourney under lights in August and September.

### Plan on Circus

GRAND RAPIDS, Minn., May 10.—Itasca County Fair plans to sponsor circuses until July 20. Francis Muller, secretary, points out that fair would prefer to hold a circus on Sunday. Dailey Bros. played the grounds in '46 and Arthur Bros. in '45.

### Legion as Sponsor

CONTOOCOOK, N. H., May 10.—Local American Legion post will

sponsor a celebration at the Hopkinton fair plant here July 4, Secretary H. R. Clough reports. Small midway, fireworks and car giveaway are planned.

### Horse Events Set

MUNCIE, Ind., May 10.—Two horse events are scheduled for the Muncie fairgrounds, Secretary A. G. Norrick announced. Muncie Light Horse Club Show is tentatively set for August 16-17, and a Western horse show September 7. Both events come after the fair.

### Water Show Billed

OMAHA, May 10.—Water Follies of 1947 will be presented July 15-20 in front of the Ak-Sar-Ben grandstand, J. J. Isaacson, Ak-Sar-Ben secretary, said.

### Schedule Rodeo

TOPSFIELD, Mass., May 10.—J. E. Ranch Rodeo will be sponsored by Topsfield (Mass.) Fair, Manager Robert P. Trask announced. Motorcycle races, promoted by C. A. McConney, Everett, Mass., will be held several Sundays during the season.

### Set Rodeo Auto Races

EUREKA, Calif., May 10.—Two events, other than the fair, will be staged at the fairgrounds here, Manager Ralph H. Barnes reported. Auto races, sponsored by the Eureka Fire Department, will be presented Decoration Day and a rodeo by the Redwood Rodeo Association will be offered July 28-30.

### July 4 Cele Set

SEYMOUR, Wis., May 10.—American Legion here will sponsor a July

4 celebration at Outagamie County Fairgrounds. Program will include grandstand show, horse-pulling contest and running races, Secretary Michael Burns announced.

### Three Events Booked

LINCOLN, Ill., May 10.—Sutton Greater Shows will play at Logan County fairgrounds here May 12-18. Other events skedded before the fair are the Merchants' Horse Show on Decoration Day, and motorcycle races June 8, reports Secretary W. E. Layman.

### Big-Car Races Booked

VAN WERT, O., May 10.—Big-car automobile races will be staged Decoration Day and July 4 at Van Wert County fairgrounds here, Secretary W. E. Stickley announced. Forrest Metzger, Clyde, O., and M. H. Myles, Cleveland, will promote the events.

### S. D. Pheasant Fete Back

ABERDEEN, S. D., May 10.—Aberdeen's Golden Pheasant Festival, abandoned during the war, will be resumed the week of September 14.

### N. E. SPENDS FOR ACTS

(Continued from page 75)

Signed are Dr. Edwin Franko Goldman and His Band, Blackmon's Diamond D Rodeo with 125 head of stock and 40 contestants, Jack Kochman's Thrill Show for three days, Joie Chitwood's Thrill Show for two additional days, and two days of auto racing promoted by Sam Nunis Speedways. Rodeo will be presented nightly in the Coliseum.

## How To Avoid Damage Suits

By Leo T. Parker

(Continued from page 48)

construction and use of this structure."

Therefore, it is quite apparent without going into further details that under all circumstances, all amusement officials and employees exercised "ordinary care" and lay a foundation for winning future unavoidable lawsuits by having at hand dependable and convincing testimony that the structure's apparatus which caused the injury was properly designed and constructed by a competent architect or engineer.

Briefly, the term "ordinary care" means that degree of care which would have been exercised by the average careful and experienced amusement operator under identical circumstances of an injury. Thus, a proprietor of a park in a small town, who operates a relatively small-capacity swimming pool, is held by the law to a lesser degree of care than a proprietor who operates a large-capacity pool in a large city.

This is so because, generally, the average prudent and experienced operator in a small town usually does not take so much time nor use so much care to keep the premises in safe condition as to repairs and general inspection. Moreover, the builder of a relatively small pool cannot and is not expected by law to equip his any more expensively than other prudent small operators. Obviously, this same law applies to all amusement proprietors.

### Here's Example

For example, in Rutherford v. Academy, 87 Pa. Super. 355, the higher court said:

"It is incredible that she (patron) could have stepped without knowing of the difference in floor level. If she paid no attention to what she was doing when she went in she was indeed negligent. . . . The burden was on plaintiff (patron) to show freedom from contributory negligence. If her conduct contributed in any manner and to any degree to her injury she is not entitled to recover." Also, see Long, 229 Iowa 378. And, again, see Payne, 19 So. (2d)

406. In this case a person was severely injured when she slipped and fell on a diving board. She sued the operator for damages, contending he was negligent because he allowed the spring board to become "wet, slippery, dangerous and unsafe for use. This proprietor proved that on the end of the board there was a canvas piece. Persons who stood on it did not slip. In view of this testimony, the higher court refused to hold the proprietor liable.

Another important point of law is that when a patron fails to prove that his injury resulted from negligence of the proprietor, he cannot recover any damages.

For example, in Bertalot v. Kinmare, 72 Ill. App. 52, the testimony proved that a patron was drowned in a swimming pool. His dependents sued the operator for damages. However, no witnesses were produced to testify how the accident occurred, or what caused him to drown. No testimony was given to prove that the operator of the bathing pool was negligent, or in any other manner contributed to the accident. Therefore, the higher court held the operator not liable. (To be continued next week.)

## WANTED

CONCESSIONS, SHOWS, PENNY ARCADE,  
for  
AMERICAN LEGION 15TH ANNUAL ST. FAIR  
Three big nights, Aug. 21, 22, 23.  
Drawing each night. Ford last night.

### RAY W. DAVIS

540 W. Martin St. East Palestine, O.  
Tel.: 3227

## RIDES, CONCESSIONS WANTED For 1849 WORLD'S FAIR

Buy or lease, nothing too old; also other Relics for permanent location, under historical Red Rocks. Drawing population million. Also Acts, Hillbillies, Balloon Ascension, High Dives.  
Address:  
BUFFALO BILL JR. HEADQUARTERS  
203 Capitol Hill Bank Bldg.  
Colfax & York Sts. Denver, Colo.

# FIRST ANNUAL GREATER ST. LOUIS COUNTY FAIR AND EXPOSITION

AUGUST 23 thru SEPTEMBER 1

A Complete Fair With Livestock Show — Agricultural,  
Industrial and Educational Exhibits

NOW BOOKING ATTRACTIONS

CONCESSION SPACE AVAILABLE ON INDEPENDENT  
MIDWAY

ADDRESS ALL INQUIRIES TO:

V. M. HUFF, Gen. Mgr.

7927 FORSYTHE

ST. LOUIS, MISSOURI

## Act Bookings Up, Hamid Says

**Accounts running 15-25% ahead of last year's mark—new funspots are named**

NEW YORK, May 10.—Act budgets of amusement park bookings thru his office are running from 15 to 25 per cent ahead of last year's record expenditures, George A. Hamid, head of the booking office bearing his name, says. Hamid's office has contracted to service 20 parks regularly thruout the season, he said. This business will be sufficient to employ about 50 acts each week, he added.

Named as the largest users of free acts were Olympic Park, Irvington, N. J.; Flushing Meadows Park, L. I., N. J.; Palisades (N. J.) Amusement Park; Coney Island, Cincinnati, and Playland, Rye, N. Y. New accounts are Flushing Meadows, Seaside Park, Virginia Beach, Va., and Paragon Park, Boston. Paragon is buying acts for the first time since 1941.

Other parks are Eldridge, Elmira, N. Y.; Playland, Rockaway, N. Y.; West View, Pittsburgh; Belmont, Montreal; Pontchartrain, New Orleans; White City, Worcester, Mass. (Hamid owned); Roseland, Canandaigua, N. Y.; Crystal Beach, Ontario, Can.; Carlin's, Baltimore; Waldameer, Erie, Pa.; Ocean View, Norfolk; Clementon Lake, Clementon, N. J., and Kennywood, Pittsburgh.

## Fairyland, K. C., Bows for Season; Brancato Spends 40C

KANSAS CITY, Mo., May 10.—Fairyland Park, Kansas City's 80-acre amusement playground, complete with swimming pool, picnic grounds, dance hall, rides, and game and food concessions, opened the 1947 season today with a new paint job thruout and \$40,000 worth of improvements. Marion Brancato is owner.

All 22 rides have been given a going over and the 22 concessions redecorated. B. & L. concessions have 14 food and drink stands, including two new ones.

Fairyland will kickoff the season with school picnics, Brancato said, with 80,000 school kids using the picnic ground and sampling the rides at the special rate of 5 cents per ride, between May 12 and June 3.

A new miniature train and a \$20,000 Merry-Go-Round have been added to the attractions.

Policy of the dance hall, which accommodates approximately 700 couples, will be to book only local and lesser name bands, Brancato said. Plans to enlarge the hall this year were stymied by labor and material shortages, he added.

Brancato, who started with a Merry-Go-Round concession at Fairyland in 1929, became part owner of the park with his brother, Victor, in 1935, and sole owner in 1942. Near the close of the season in 1943, fire destroyed about half the buildings, which were rebuilt in 1944.

## Spring Lake Workshop Destroyed by Fire

OKLAHOMA CITY, Okla., May 10.—Fire of undetermined origin razed a workshop at Spring Lake Park here Friday night (2). Damage was estimated at \$6,500 by Owner Roy Staton. The shop, a 40-foot square structure, and its contents of new springboards and power saws were destroyed.

Destruction of the shop, Staton said, will not delay the June opening of the funspot.

## Sitting 'Round the Table

*Editor's Note: With the comments below by Paul H. Huedepohl, executive secretary of the National Association of Amusement Parks, Pools and Beaches, the discussions on what it is you like or dislike about the NAAPPB Chicago convention come to an end. And so we move into the next question: "Are you in favor of co-operating with the local industrial plants in your area regarding local industrial picnics? If so, what concessions do you believe should be made? Example: (a) Reduced prices or scrip tickets; (b) payment of a flat sum to the plant's recreational funds; (c) a free gate. Let's have your ideas on this new subject. Mail your views to the Outdoor Editor of The Billboard, 155 North Clark Street, Chicago 1, Ill.)*

### Very Interesting

I have read with interest the various comments on the NAAPPB convention in your round-table column. It was a pleasure to note that for the most part, park owners and operators were satisfied with the programs which have been set up for the conventions.

I believe the comments about paying more attention to the small park operator were very good. I have been in communication with Don Dazey, of Le Sourdsville Lake, Middletown, O., second vice-president of the NAAPPB and also program chairman for the 1947 convention. He informs me he, too, read with interest the comments by various park owners and operators and will do everything in his power to see that these suggestions are given heed when preparing the program for the 1947 convention. However, Dazey considers himself a small-park operator and feels his problems do not differ, on the whole, from large-park operators.

Officers of the NAAPPB appreciate all the views expressed in the column and especially the many compliments handed out about the convention's program in general. It was satisfying to find that, for the most part, members approved of the programs in the past. They may rest assured that the program committee will do everything in its power to make coming convention programs as interesting as those of the past.

One member found fault with the pool and beach round-table discussions being held from 12:15 p.m. to 1:45 p.m., and the general sessions commencing at 2 p.m. This set-up, he said, didn't give him time to eat, which resulted in the loss of 10 pounds in weight.

This situation always has troubled the program committees. Back in 1930 we tried to hold the pool and beach sessions at 7 p.m., but we couldn't get anyone to attend at this hour. Then we tried holding the sessions at 10 a.m., but this proved too early. We then tried the noon sessions and these have been more acceptable.

Please allow me to take this opportunity to tell you that I think your round table in print is excellent. It certainly gives park men an opportunity to discuss important subjects and helps create, I believe, a spirit of friendship among men in the park business.

I believe every park owner and operator should take advantage of this column by sending in his views on the various subjects as they are brought up in the column. Too, I believe if they have a certain subject they would like discussed they should send that subject into *The Billboard* so it may be printed and other park men may express their views. I read the column very carefully and any worth-while comments will be given consideration. — PAUL H. HUEDEPOHL, Executive Secy., NAAPPB.

## New Indianapolis Funspot

INDIANAPOLIS, May 10.—Long-Acre Swimming Pool, South Madison Avenue, is being converted into an amusement park by R. M. Dodrill. Concessions, games, rides and other amusements have been granted to Robert McDuff. Park opens June 1.

## L. A. Tightens Rules Governing Games of Chance

VENICE, Calif., May 10.—Amusements along the ocean front here received another blow recently when the Los Angeles Police Commission tightened the rules governing games of chance in the city limits. About a year ago the city condemned the historic Venice Pier amusement zone thereby necessitating removal of most of the rides and shows in the area.

Specifically, the new rules will apply only to the Venice area since that is the only area in Los Angeles where games of chance are legal. Immunity was granted to games here when Venice became a part of Los Angeles years ago, one of the provisions of the annexation being that if Venice came into the city, games of skill could come along too. Since then Venice has been fighting a losing battle against the reform element which is determined games must go.

New rules approved by the commission are: (1) Presence of minors, under 18 years of age, is prohibited from games, or establishments operating same. (2) All games of "skill and science" shall be closed at 12 midnight rather than 1 a.m. as is the rule now. (3) No free games of any kind or style shall be played on the premises.

## Land Park Plunge Opening Attracts 3,600 Over Week-End

SACRAMENTO, May 10.—A total of 3,600 swimmers and spectators passed thru the gates of the remodeled Land Park Plunge here Saturday and Sunday (3-4) in the opening week-end under the new management of Sam Gordon and Matt Chargin.

At a cost of \$30,000, the new owners remodeled the 35-year-old Riverside Baths, constructed originally as an indoor pool on the Sacramento River Levee south of the capitol city. The pool has been remodeled four times, retaining the artesian water fountain, and the 60-foot water slide.

Expanded parking areas and a picnic ground have been added to the one-acre site, which includes a sundeck over the dressing rooms, and a lunch counter.

## Standley, Robb Purchase Park at Troutdale, Ore.

TROUTDALE, Ore., May 10.—George A. Standley, Portland contractor, and E. J. Robb, Troutdale clothing manufacturer, have purchased Viking Park, 15-acre scenic tract on the Sandy River, from Lucile O'Reilly for "a consideration in excess of \$35,000."

The new owners indicated they will continue to operate the park as a family picnic grounds and are planning to spend \$10,000 on improvements.

## Beechwood Bow Scheduled for Decoration Day

BALTIMORE, May 10.—Hiram E. Smith will open his new Beechwood Park here May 30. Spot, under construction the past two years, comprises 67 acres along the Magothy River, just across the water from fashionable Gibson Island.

Smith has invested around \$60,000 in ground clearance and construction. The new bathhouse and music pavilion will be ready for opening day. The park grounds front about a quarter mile of sand bathing beach, bounded by a large new boat pier and a smaller rowboat dock pier. Two motor launches will operate pleasure cruises on the Magothy River and Chesapeake Bay. Twenty-three picnic groves already are equipped.

The park will have a paid gate, Smith said. In addition to modern concession buildings, there are two large club bungalows and a resort residence. Five acres have been set aside for the Girl Scouts' summer encampment.

The no rides have been set up so far, Smith says a Merry-Go-Round and a complete kiddieland are on order. Because Beechwood will cater especially to church and Sunday school picnics, a large playground with numerous pieces of equipment have been installed.

The park management, concessions, picnic bookings and publicity are in charge of the outdoor recreation bureau of Baltimore. Spot is being publicized as Maryland's largest and only inter-racial amusement park. Concessions and all other Beechwood activities are open to both whites and Negroes.

## LeSourdsville Gets Refurbishing for May 18 Inaugural

MIDDLETOWN, O., May 10.—Le-Sourdsville Lake Park, on Highway 4 between Middletown and Hamilton, O., has added attractions and completed extensive renovations and landscaping in preparation for its 26th season which opens Sunday (18), officials report.

Rides have been overhauled and repainted, the lake has been drained and cleaned, and boats and all buildings have been repainted. To the 2,500-car capacity free parking lot has been added a 50-foot light tower to direct 18 floodlights over the graded and oiled lot. Interior roads have been filled and graded.

Other important changes include retracking of the Cyclone, to which has been added two streamlined trains, and addition of a kiddie racing car to augment other children's rides near the shelter house in the east picnic grove.

Dancing in the redecorated ballroom is set for opening day, Saturday and Sunday (24 and 25), Decoration Day (30), and Wednesdays, Fridays, Saturdays and Sundays from 9 to 12 p.m. for the remainder of the season. Barney Rapp's band will supply music for the initial dance.

## Barrett Plans To Spend 50C On Haverhill, Mass., Site

HAVERHILL, Mass., May 10.—Attorney Wilbert F. Barrett, this city, purchased a 26-acre tract in an outlying section, known as Hoyt's Grove, and plans to develop a \$50,000 amusement park.

A swimming pool will be developed on Snow's Brook, and fields for various sports will be laid out. Work will begin this month.

BERNIE LANDIS PRESENTS

★ Stars ★

of  
RADIO — SCREEN  
RECORDINGS

Available for

**Parks—Fairs  
Celebrations**

- ★ DICK "Sioux City Sue" THOMAS
- ★ EDDY ARNOLD
- ★ ERNEST TUBB
- ★ RAMBLING "RED" FOLEY  
(Calgary Kid "Ellen Erwin")
- ★ LULU BELLE & SCOTTY
- ★ CACKLE SISTERS
- ★ SMILEY BURNETTE
- ★ KEN MAYNARD
- ★ ROY ACUFF
- ★ PATSY MONTANA
- ★ GAY NINETIES REVUE
- ★ TEX RITTER
- ★ GRANDMA PERKINS
- ★ DUKE OF PADUCAH
- ★ HICKORY NUTS

AND MANY OTHERS

Write, Wire, Phone: Kingsley 5-3170-1-2

**BERNIE LANDIS AGENCY**

Shubert Theatre Bldg.  
250 S. Broad St.  
Philadelphia 2, Pa.

**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

**WHEELMAN WANTED**

Park location, no moves, good  
salary. Apply in person or call  
37632.

**MULTIPRISES**

100 East Main St.  
Waterbury, Conn.

**FORCED TO VACATE**

AMSCO Direct Positive Machine, Port-  
able, 2 1/2 x 2 1/2 ..... \$350.00  
Plastic Press, S. K. W. make ..... 250.00  
Marful Enlarger ..... 50.00  
Phostatic Machine Copy ..... 100.00

ANYTHING UP TO 17x22.  
All accessories. Plenty stock. Equipment prac-  
tically new. Will sell all or part. Will ship.  
Twenty-five per cent C. O. D. or come and get it.

**WONDER PHOTO SHOP**  
PISMO BEACH, CALIF.

**Portland Spots  
Enjoy Good Biz**

PORTLAND, Ore., May 10.—Good weather and good business character-ized last week-end (3-4), which saw opening of two parks in the Portland area and another going on daily schedule after a month of week-end operation. Oaks and Blue Lake parks opened Saturday (3) and Jantzen Beach switched to daily operation.

Robert Bollinger, general manager at Oaks, said attendance about equaled last year's opening and was considered satisfactory in view of the opening coming three weeks earlier. Park has cut price on some rides as much as 30 per cent, others remain- ing unchanged. Roto Whip and new Scooter cars drew heavy play, says Bollinger. Delivery of two children's rides—Rockets and Autos—is still awaited. Absence of picnic bookings was deemed a factor that kept atten- dance down. Bollinger has instal- led 75 new picnic tables and new neon and fluorescent lighting. Two new concessions being prepared are a float plane, to be operated by Walker Leroy Jr., park superintend- ent, and a motor boat, to be operated on the Willamette River by the Oaks rink pro, Dean Songer.

**Jantzen Attendance Up**

Attendance at Jantzen Beach is gaining. Dance crowds over last week-end were estimated 20 per cent larger than the previous week-end by General Manager Roy Carpenter. Henry Busse's ork began a 10-day stand Saturday (3), with park offer- ing a reduced-price policy. Busse ducats were 75 cents on week nights and Sundays and \$1 Saturday nights, tax extra, compared with \$1.50 per person charged in the past. Carpen- ter says price will depend on orches- tra used.

Thruout the summer Jantzen has booked Lew Brown, Alvino Rey, Gus Arnheim, Glen Gray, Anson Weeks, Harry James and Gene Krupa, Car- penter announced.

One of Jantzen's new rides, Trip to Mars, is in operation, but delivery date of the Fly-o-Plane is uncertain. Rebuilt Old Mill, which broke down a few minutes after starting opening day, is back in operation. Trip to Mars is pulling heavily, says Carpen- ter.

**Auto Races Draw**

Auto racing opened at Jantzen Thursday (1) on a weekly basis, drawing more than 5,000 at \$1.50 (50 cents for children). Swim pool also opened Saturday (3), drawing more than 1,000 over the week-end. Week- end operation is slated until May 17, when it will go a daily basis.

Blue Lake, six miles east of Port- land, opened with rides, concessions, boating, dancing and picnicking. Owner-manager is N. B. Welsh.

**Seal Beach, Calif., Council  
Vetoes All Concession Bids**

SEAL BEACH, Calif., May 10.— There will be no concessions on the beach here this summer except one in which beach equipment will be rented, the city council has decreed. Action was necessary, the council said, because there isn't enough room on the beach for both business and the 50,000 or more visitors on hot week-ends. Also, the council agreed, concessions would compete with year-around business places here, which contribute much more to the city's income than would beach con- cessions.

The two bidders for the beach equipment concession were California Surf-Rider Company, of Santa Mon- ica, offering 12 per cent of its gross business with a guarantee of \$750, and G. Stangeland, Seal Beach, offer- ing 12 per cent of his gross. No action was taken.

**Dear Mr. Anthony**

AGAWAM, Mass., May 10.— Ed Carroll, owner of Riverside Park here, has a major problem on his hands. He refers to it as a "climatological and hydrological phenomenon."

Seems Mother Nature dished up what is referred to by Carroll as a "white rain" Sunday, April 20, and for the first time in the eight years Carroll has been staging his early openings he had to hang up the "wet grounds" sign.

No snow has appeared around Agawam in years, so Carroll figures it's some sort of a new mystery weather.

Having recently returned from California, Carroll says he heard a lot out there about heavy dew, but snow in Agawam—Never! "White rain,"—well that's up to the climatological experts for decision.

**Coney Island Chamber  
Names 5 Vice-Presidents**

NEW YORK, May 10.—Five vice- presidents were named at the 22d annual dinner meeting April 17 of the Coney Island Chamber of Com- merce (*The Billboard*, April 26). They are Frank S. Tilyou, William Billharz, John J. Ward, Harry Meinch and George McCullough. Other officers named, in addition to Thomas Tesauro, who was renamed president, were Nils Mathisen, man- ager of the Coney Island Branch of the Brooklyn Trust Company, treas- urer; Moe S. Silberman, assistant treasurer; Charles Feltman, secre- tary, and William N. Nicholson, ex- ecutive secretary.

Guests included Borough President John Cashmore, District Attorney Miles P. McDonald, Postmaster Ed- ward J. Quigley; John J. Bracken, Brooklyn License Department chief; Deputy License Commissioners Pat- rick Meehan and John J. Porrino, and Police Captain Richard Brereton.

**Hames Signs Five-Year  
Contract at Fort Worth**

FORT WORTH, May 10.—Bill H. Hames has signed a five-year con- tract with the city to furnish the rides and other concessions at Forest Park this season. Hames has exclu- sive rights to operate a Merry-Go- Round, Ferris Wheel, two swings, a Miniature Train and three other rides. He also has the exclusive on soft drinks, sandwiches and confec- tions.

Under the contract, Hames must carry \$25,000 liability insurance and have his equipment inspected every 30 days.

**Excelsior Begins Daily  
Operations on May 17**

MINNEAPOLIS, May 10.—Excel- sior Park will begin daily operations here Saturday (17), Joe Colihan, man- ager, announces. R. S. Shogran is booking, advertising and ballroom manager, and C. E. Sampson is re- freshment division manager.

Spot this year has added a minia- ture train, Kiddie Auto Ride and new Dodgem cars. In addition, general repair work has been done thruout the park and various minor improve- ments have been made to buildings.

**Tucker for Forest Park**

ST. LOUIS, May 10.—Forest Park Highlands opened its 51st season here Sunday (4). Orrin Tucker's ork was featured in the pavilion. Name bands will be featured thruout the season.

**Buena Park C. of C. Orders  
Motorcycle Race Hearing**

BUENA PARK, Calif., May 10.— An investigation of the refusal of the Sanitary District Board of Directors to allow motorcycle racing in the recreation park here has been ordered by the merchant division of the local Chamber of Commerce.

According to the Chamber of Com- merce, merchants and residents of Buena Park want motorcycle racing in the publicly owned park, and four civic organizations voted favorably on the project.

**MANGELS  
SHOOTING GALLERY**

11' high, 16' wide, with partial roof and enough side steel sheets to cover 35' length, 4 almost new Model 62 Win- chesters, 3 Remington Automatics and 4 Model 90's, all complete. Write for details.

★  
**SIMON SALES, INC.**  
215 W. 64th Street, New York 23, N. Y.  
Telephone Trafalgar 4-6900

**WILL BUY OR BOOK**

3 or 4 outstanding Kiddie Rides. What have you to offer? Also first class Frozen Custard outfit on Trailer; excellent opportunity for smart operator.

**MANAGEMENT CASINO PARK**  
VIRGINIA BEACH, VIRGINIA

**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.

**ONE PRE-FLIGHT TRAINER PLANE**  
EXCELLENT CONDITION  
AVAILABLE IMMEDIATELY, \$275.00  
**Dahio Aerosales, Inc.**  
BOX 864 DAYTON 1, OHIO

Strolling Thru the Park

# Memphis City Editor Scores Funspot's Service, Appearance

Null Adams, city editor of *The Memphis Press-Scimitar*, in a by-lined story in the Monday (5) issue of that paper, scores Fairgrounds Amusement Park, Memphis, for poor service and the spot's appearance, especially the rides.

Seems Adams took a group of children out opening day. In buying ride tickets, Adams said, "first ride was the Merry-Go-Round near the entrance. In past years you simply stepped up to the ticket booth, bought a ticket and boarded the ride. But 1947 finds things different. The ticket booth has been consolidated with the Ferris Wheel booth (thus saving the salary of one cashier), but causing a long line to form in front of the booth. The sun was hot and the line moved slowly—very slowly. The cashier had four sets of tickets to keep up with—adults' and children's tickets for each ride."

Adams went on to tell about standing in the line 17 minutes before he reached the ticket window. The ride, he said, lasted 2½ minutes. Later Adams took the kiddies to the Old Mill. There he found the ticket booth consolidated with two other rides. "The line was twice as long as the first one encountered and I waited 21 minutes this time to purchase ducats. However, the ride lasted three minutes."

"Maybe the city was saving money on having fewer cashiers, but it was certainly losing money on us by selling us fewer tickets," Adams wrote.

The story, run on Page 1 with two pictures, also carried an insert, headed, "Many Devices Rusty." The insert said: "Riding devices at the fairgrounds are, for the most part, unpainted. Many are rusty. The entire place was shoddy in appearance."

At the end of Adams's story was a follow-up story which quoted John Vesey, chairman of the park commission, as saying: "We were just trying out the joint ticket booths. Maybe it will not work. We will add more booths if needed. As for paint, we were holding back on paint hoping for lower prices. We had the rides worked over mechanically during the winter for safety, however."

Dick Williams, formerly at Coney Island and later at Playland Park, Rye, N. Y., is readying his new greyhound race for Dreamland Park, Rochester, N. Y.

J. B. White, president of White Beach, Inc., on Ballston Lake, N. Y., who recently underwent a major operation, says he plans to dispose of his beach because of his health.

George Holcolm, game concessionaire, is starting his 24th year in Kansas City's (Mo.) Fairland Park and his 35th in game concessions.

Rob Ingersol's amusement park at St. Joseph, Mo., Lake Contrary, which opened April 27 for the season, drew

## Richard White Named Mgr. Of the White Beach, Inc.

BALLSTON LAKE, N. Y., May 10.—Richard A. White has been named general manager of The White Beach, Inc., this season, J. B. White, president, announces. Carl Pepper is vice-president and William McMenamin, secretary. Spot employs about 25 persons, with O. S. Doty, foreman, and Louise Slade, restaurant manager. Improvements this year include installation of an ice cream plant, renewal of Far Rockaway Beach sand and the routine painting.

a record opening-day crowd despite chilly weather. Ingersol has operated at the Lake Contrary spot for 50 years.

Capt. Roy Simms, human fly act, opened as the free attraction at Edgewater Park, Detroit, following the Three Vesses, who opened the park season.

Virginia Beach, Va., garnered a neat bit of publicity Tuesday (6) when *The Norfolk Virginian-Pilot* carried a three-column picture of Joseph Cotten, movie star, relaxing on the sands of Virginia Beach during a recent vacation.

The Greenwich, Conn., Board of Selectmen awarded the concessions at Greenwich Point Beach to Carmen De Sappio and Frank John for \$3,100 for the season. Abbott & Company formerly held the concession rights.

## Ottaway Amusement Co. Lists April Train Deliveries

WICHITA, Kan., May 10.—April deliveries of miniature steam trains by the Ottaway Amusement Company included those to Vern Nelson, Long Beach; A. E. Kennedy, Summit Beach, Akron; Curtis Howard, Houston; John M. Frenkel, Stewart Beach, Galveston, Tex.; R. H. Lashley, Oklahoma City; Ted Cole, Salem Willows, Salem, Mass.; L. R. Haas, Dodge City Park, Dodge City, Kan., and Lewis W. Brown and Virgil E. Hurford, City Park, Hutchinson, Kan.

## Leweday Will Open New Park in Oklahoma City

OKLAHOMA CITY, May 10.—Jack Leweday, known in thrill show business as Capt. Jack O'Diamonds, announces his Mazuma Park, a new venture, will open for the season here May 11. Spot is located at 23d Street and Eastern, 16 blocks from the State Capitol. The park, in a natural amphitheater, will have rides, free acts, lunch concessions, etc., Leweday says. Interested in the project with Leweday are George M. Campbell and Steve Karrant.

## Miniature Train at Detroit Zoo Shows Profit of 20G

DETROIT, May 10.—Profits totaling \$20,000 from the miniature railway at the Detroit Zoo were turned over to improvement projects this week, with the approval of the city council, and *The Evening News* association, which originally donated the railroad to the city.

Half the surplus amount went to purchase new animals, while the other half will go to permanent buildings and grounds improvements.

## State Charter Granted

WILMINGTON, N. C., May 10.—Secretary of state has issued a charter to the South Eastern North Carolina Beach Association, Inc., here to develop and improve the beach and resort areas. Incorporators are Louis B. Orrell, Walter Cartier and Hugh Morton, all of Wilmington.

Lincoln Park Zoo, Oklahoma City, has a new addition, a three-month-old polar cub, gift of an Oklahoma City man who asked to remain anonymous. Cub was flown to Oklahoma City from Alaska via Pan-American clipper.

## RINGLING-BARNUM

(Continued from page 52)

Robbie Thompson, Joe Walsh, Arturo, Tommy Haines, Jack Tavlin, Murray Burt, Curt Starke, a former clown now in the merchant marine; Mrs. Myers, Louis Spillotis, Frank Remski and Boston Ryan.

Brickbat and bouquet department: Roland Tiebor Sr., with nodding approval from Hogan, is breaking in Roland Jr. to work with seal act. Saluto has named his new rabbit Ol' Bum and claims that will be its name all season. No changes. Bubbles Lee, wearing an old blanket around his shoulders between acts, looks like the last of the Mohicans. Checker playing is the latest rage around the back door. Slat's Parker, of the truck department, was the

champ at this writing. Never a dull moment in the ladies' dressing room with Mars Bennett to keep things lively with her gags and stories. The Wolthings had their annual get-together party in the Garden and from all reports it was really some blow-out. Adolph Frohn had his dog, Duke, stolen during our first week here. Last week while walking down 9th Street he saw Duke being lead on a leash by another master. He recovered Duke with the aid of two husky cops. Pat Rich, *Police Gazette* photographer, was busy shooting pictures for the July issue. Donald Lee and Harry Dann were dinner guests at the home of Ani and Alima Kainliama who entertained them with a Hawaiian dinner. Won't be long now. Which way to the cook-house?—DICK MILLER.

## BATHING BEACH FOR SALE

Northern New York's finest and most popular beach and playground, available for immediate sale, ONLY on account of sickness; bargain price. Wonderfully equipped, drawing on large populations. Acres of parking and concession space, always filled to capacity week-ends and holidays.

## THE WHITE BEACH, INC.

J. B. WHITE

Saratoga Springs, N. Y.

Telephone 1077

## NEW KIDDIE RIDES

10-Car Jeep Style Kiddie Auto, 6 or 8-Plane Kiddie Airplane. Both Rides complete, ready to operate. 30-day delivery. Latest Jeep Style Kiddie Autos. Built to last, any amount. Individual Planes. Convert Chairplane to Airplane. Flashy Ticket Booths. Quick delivery. 10"x1."750" Pneumatic Ball Bearing Wheels for Kiddie Auto. Replace Worn Wheels, \$3.95 each F. O. B. Write or wire

## IMPERIAL KIDDIE RIDES

211 W. 13TH STREET

PH.: AMHERST 6531

LORAIN, OHIO

## FOR SALE

SPITFIRE RIDE. Bottom loader. A-1 shape.  
KIDDIE AUTO RIDE.  
PINTO KIDDIE SEAPLANE RIDE.  
SUNSHINE CHOO-CHOO TRAIN

## FROCK & MEYER AMUSEMENT CO.

3330 CAHUENCA BLVD.

Phone: HOLLYWOOD 2888

HOLLYWOOD 28, CALIF.

## PENNY ARCADE

Completely equipped with modern machines; also Lead Shooting Gallery, brand-new Guns and plenty of Ammunition, to rent or lease to capable operators for season 1947. Write or wire

## CELORON PARK

CELORON REALTY CORPORATION, Jamestown, New York

## BOOK OR BUY

KID SWING, AUTO RIDE AND NO. 5 WHEEL. NO GATE, CRIFT OR PASSES.

## AMERICAN LEGION STATE CONVENTION

JUNE 21-25, PLUS TOURISTS AND SOLDIERS HERE.

All year and seven days per week action. Open ex. Candy Wheel, Diggers, Age, Weight and Shiv Rack. Answer by Western Union.

## GEN. MGR. AMERICAN LEGION AMUSEMENT PARK

W. BEACH, BILOXI, MISS. PHONE 616.

## IDEAL BEACH LOCATION TO LET

Lot 70x60. Will furnish Beano Tent (30x40). Next to 4 flashy new Rides. Also close to Frolics Nite Club, largest night club in New England. Write or wire

## D. MULCAHY

c/o Frolics

Salisbury Beach, Mass.

STOCK TICKETS	If You're Going To Jump At Conclusions You Can't Always Expect A Happy Landing.	SPECIAL PRINTED Cash With Order. Prices:
One Roll . . . . \$ 1.00	ORDER YOUR SEASON	2,000 . . . \$ 6.60
Five Rolls . . . . 4.00	<b>TICKET</b>	4,000 . . . 7.45
Ten Rolls . . . . 8.00	REQUIREMENTS NOW FROM	6,000 . . . 8.30
Fifty Rolls . . . . 20.00	<b>THE TOLEDO TICKET COMPANY</b>	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 . . . 22.00
No C. O. D. Orders.		500,000 . . . 100.00
Size: Single Tkt. 1x2"		1,000,000 . . . 208.00
		Double coupons. Double prices.

# Close Competitions, Big Attendance Mark RSROA's Regionals at Cleveland

## Skaters From Five States Score in Eliminations

CLEVELAND, May 10.—Officials of the Great Lakes Regional Championships, jointly sponsored by the Roller Skating Rink Operators' Association of the United States and the United States Federation of Amateur Roller Skaters, pronounced the April 27-May 1 contests at the Rollerade here the most successful Great Lakes contest since inception of the RSROA's plan of conducting sectional eliminations.

Jack Dalton and DeForest and Clarence Reynolds, Rollerade operators, threw out the welcome mat for the large turnout of operators of rinks in Ohio, Indiana, Michigan, Illinois, Kentucky and Wisconsin, comprising the Great Lakes section, and attendance by the public was also reported as large.

A highlight of the contests for the operators was a banquet held Thursday night (1), which was followed by a meeting at which improvements in skating were discussed.

Operators gave judges a verbal pat on the back for the manner in which they handled a job made difficult by the large floor, utilized in its entirety by skaters, and extremely close competition in all divisions. Tony Mayo, Rollerade pro, also came in for a bow for his work in conducting the contests.

Proof that competitions were tough is indicated by the scorecard. Kentucky was the only State which failed to have a skater place in the meet. As usual, Detroit skaters led the field. Other cities taking places included Pontiac, Mich.; Dayton, O.; Cleveland, Indianapolis, Milwaukee, Cincinnati, Chicago; Columbus, O.; Troy, Ill., and Lima, O.

Results: Figure skating, juvenile girls, Laurene Anselmy, Pontiac; Phyllis Markley, Dayton, and Marilyn Adams, Detroit. Junior girls, Kunnie Mae Williams, Cleveland; Nancy Kromis, Detroit, and Sally McClung, Indianapolis. Juvenile boys, Richard Fleischman, Detroit; Quinn Pleyte, Milwaukee, and James Johnson, Detroit. Junior boys, Roger Fuerst, Dayton; Erwin Judge, Detroit, and Ted Weikel, Cincinnati. Intermediate men, Robert Allar, Cleveland; Jack Mayes, Chicago, and John Williams, Columbus. Intermediate ladies, Nancy

Lee Parker, Detroit; Donna Lee White, Indianapolis, and Anne Disbennett, Cleveland. Senior men, Ted Rosdahl, Chicago; Elbert Patten, Cleveland, and Walter Tynan, Indianapolis. Senior ladies, Dolores Molla, Detroit; Dorothy Law, unattached, and Marian Fortunato, Cincinnati.

Dancing, juvenile, James Johnson and Peggy Hart, Detroit; Richard Fleischman and V. Milan, Detroit, and Quinn Pleyte and Judianne Gleissner, Milwaukee. Junior, Paul Lamphin and Laurene Anselmy, Pontiac; Erwin Judge and Nancy Kromis, Detroit, and Roger Fuerst and Patricia Cruea, Dayton. Novice, Robert J. Redmond and Mary K. Hammon, Dayton; Emil Eisenberg and Sharon Anderson, Troy, and John Sauer and Dorothy Wise, Columbus. Intermediate, James Schmoll and Laura Lee Schneider, Columbus; John Williams and Lamoine Karst, Columbus, and Ray Hough and Barbara Cruea, Dayton. Senior, Otto Lund and Dolores Devlin, Columbus; Douglas Brenner and Louise Moore, Detroit, and Wesley Douglas and Dorothy Scholtz, Cleveland.

Pairs, junior, Roger Fuerst and Kunnie Mae Williams, unattached; Paul Lamphin and Laurene Anselmy, Pontiac, and Ted Weikel and Doris Kelsch, Cincinnati. Novice, Ray Gaydos and Yvonne Benhoff, Cleveland; Jack Ravenaugh and Marian Fortunato, unattached, and Eugene Lohrey and Dorothy Scholtz, Cleveland. Intermediate, Robert Jones and Alice Lapp, Cleveland, Victor Wilscek and Dorothy Santish, unattached. Senior, Douglas Brenner and Louise Moore, Detroit; Edward and Lois Ketchum, Chicago, and Richard Morton and Caroline Buchanan, Chicago.

Fours, intermediate, Annetta Clark, Sally McClung, Jerry Nolan and Norman Miller, Indianapolis; novice, Yvonne Benhoff, Dorothy Scholtz, Raymond Gaydos and Eugene Lohrey, Cleveland.

Racing, senior men, Harold Wyant, Dayton; intermediate men, Steve Hromjak, Cleveland; junior boys, James Detzel, Cincinnati; juvenile A boys, Joseph Hakim, Detroit; juvenile B boys, James Keese, Cleveland; juvenile C boys, Charles Michael, Lima; senior ladies, Mary Lou Dauer, Cincinnati; intermediate girls, Shirley Matrin, Detroit; junior girls, Alice Plumb, Detroit; juvenile A girls, Eileen Holzer, Cincinnati; juvenile B girls, Phyllis Markley, Dayton; juvenile C girls, Laurene Anselmy, Pontiac.

Suppliers having displays at the contests included Cavin Hill, distributor for Hyde Athletic Shoe Company; George Gillis Shoe Company, Johnny Jones Jr., Roll-Away Skate Company, Riedell Show Company, Cleveland Skate Company and J. V. Shoe Company.

Judging was done by Hassler Whitney, Weston, Mass.; Carol Bodden, Queens Village, L. I., N. Y.; Frank Bartik, Elizabeth, N. J.; Russell Arredondo, Saugus, Mass., and Ann Lawrence, Newark, N. J. Other officials were from Cleveland, with the exception of committee members who were drawn from the RSROA and USFARS.

Larry A. Highsmith, operator of Sunland Roller Bowl, El Centro, Calif., has organized a roller hockey team and is arranging with rink teams in the surrounding area for a series of games.

## Jeffries Retiring; Sells Ore. Spot to W. Brown, Seattle

PORTLAND, Ore., May 10.—Chris Jeffries has announced sale of his Imperial Roller Rink here to William T. Brown, owner of Southgate Roller-drome, Seattle, and president of the Roller Skating Rink Operators' Association of the United States.

Brown, who has arrived to take over operation, says he will make his home in Portland and that Mrs. Brown will manage Southgate for the time being. Jeffries, who built Imperial 22 years ago, is retiring. Rink has a 100 by 200-foot floor.

Brown says the staff will be retained, including Mrs. L. T. Latourette, manager, and Danny McNiece, pro. Mrs. Latourette will assist Brown until Mrs. Brown is able to come to Portland. The former will then retire.

Brown, whose work in Boy Scout activities and other youth work in Seattle has won him acclaim, said: "There will be no policy change. We shall try to promote interest in better skating and provide a wholesome atmosphere for young people."

## New ARSA Chapter In Michigan Sets State Meet Dates

PLYMOUTH, Mich., May 10.—Organization of Michigan skating clubs of the United States Amateur Roller Skating Association into a USARSA chapter and the setting of May 24 and 25 as dates for the State championship at Riverside Roller Rink here were announced by Perry B. Giles, operator of Curvecrest Roller Ring, Muskegon, following a recent organizational meeting at Riverside.

Elected to office were Wallace Laury, Detroit and Ann Arbor, president; Carrol Somers, Muskegon, first vice-president; Mrs. Jean Letteau, Detroit, second vice-president; Doris Coffman, Muskegon, secretary, and Ray Brosek, Plymouth, treasurer.

Representing Curvecrest Dance and Figure Club were Elaine and Doris Coffman, Frances LeTarte, Carrol Somers, Dick Hedges, Ken Benson, Dale Elliot, Jim Stibitz and Al Michelski.

The Curvecrest club held its annual election in April, naming Dale Elliot, president; Ken Benson, vice-president; Elaine Coffman, secretary, and Jim Stibitz, treasurer.

Recent visitors at Curvecrest were members of the skating club from Benton Harbor and Mr. and Mrs. Robert Baker, operators of Skateland, Battle Creek, who brought with them a group of club members to attend a Curvecrest meeting and to skate.

Curvecrest has organized an "Over 30 Club" for older skaters. Special skating sessions and club parties, possibly in conjunction with the Muskegon USARSA club, are planned

New SHOE POCKET



Two separate pockets for your skaters' check, coins or keys. Easily stitched onto shoe, as shown here, leaving an open inside pocket and secure snap flap pocket outside. Your skaters will go for this novel and practical "Price" accessory styled by Hyde.

HYDE ATHLETIC SHOE COMPANY  
CAMBRIDGE, MASS.

### COMPLETE SKATERS' SUPPLIES

WHOLESALE ONLY  
DISTRIBUTORS FOR

GIL ASH SHOES  
DICCHA SKATES  
SHUR-CRIP SKATES & SUPPLIES  
HEISLER FLOOR BROOMS & FLOOR POWDER  
VINATONE RECORDS  
M & K HARD MAPLE WHEELS

Write for Catalog of Other Lines

M & K RINK SUPPLY

5812 Cass Ave. DETROIT 2, MICH.

### WANTED IMMEDIATELY

INSTRUCTOR—FLOOR MANAGER

For Midwestern town. Must be capable in instruction of International Dance Steps. Position now open for full-time job. Write expected starting salary and full details in first letter. State age and marital status. Address:

BOX 515, c/o Billboard  
390 Arcade Bldg. St. Louis 1, Mo.

### SKATING RECORDS

with

STANDARD DANCE TEMPOS

Write for Complete List.

SKATING RHYTHMS RECORDING CO.

P. O. Box 1838 Santa Ana, Calif.

### SKATE CASES AT A NEW LOW

★ STEEL CASES—Assorted color combinations. Finest made. \$32.28 Doz. Sample, \$2.89.  
★ ALL ALUMINUM CASE—"The Feather-weight Champion." Light, sturdy, with satin finish. Former G.P.A. ceiling \$8.50. NOW \$36.00 Doz. Sample, \$3.00.  
L & L PRODUCTS  
7019 N. Glenwood St. Chicago 26, Ill.

# "CHICAGO"

TRADE MARK REG. U.S. PAT. OFF.

## Men's and Ladies' White Shoes



No. 486A

Full Grain Elk Leather Lined

10° Action

ALUMINUM

Trucks and Hangers  
with New Steel Inserts  
for Longer Wear  
Ready To Ship—Now

Fibre or Maple Wheels  
Adjustable Cones or  
Precision Bearings

KEEPS YOUR SHOES WHITE

CHICAGO SHOE SOAP

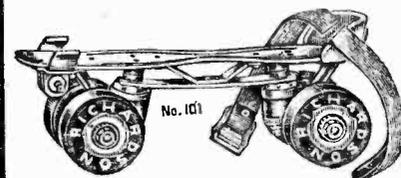
25c Per Jar or \$1.80 Per Doz.

## CHICAGO ROLLER SKATE CO.

4427 W. LAKE ST.

CHICAGO 24, ILL.

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.

Established 1884

3312-3318 Ravenswood Ave. Chicago, Ill.

The Best Skate Today

# Common-Sense Hints to Ops On Use of Sound Equipment

By George F. Maier

Sound Equipment and Radio Technician

A SURPLUS of power in sound equipment for a roller rink is important, for unlike the ice rink, the noise of the roller skate makes extra power necessary. Where 300 watts seem sufficient, it is recommended that 500-watt equipment be installed. This will enable the equipment to be operated more conservatively, and should result in prolonged life of the system. Also an amplifier operated at maximum power has a tendency to produce distortion. This distortion is practically eliminated if an amplifier is operated conservatively.

A good beat is required in skating. How can we best produce the organist's good beat? Normally, five or six speakers in one cluster will produce reverberation in a large auditorium unless sound-absorbing material is installed on walls and ceilings. In some cases, the hanging of drapes or flags from the ceiling may eliminate some. Too much reverberation masks the good rhythm. Acoustically treating a large auditorium may run into enormous expense. If we scatter 10 or more speakers it will be found that much reverberation is eliminated.

High audio frequency notes are directional. High frequencies are

usually the bright notes. The bright notes create cheer, gayety, and desire to interpret the music. Therefore we direct our speakers toward the skater. Recommending high frequencies does not mean to forget the bass. Since some reverberation of bass notes is desirable, the speakers may be mounted in bass reflex cabinets. A well-known speaker company recommends a frequency range of 75 to 8,000 cycles for good reproduction, but since the electric organ has a wide coverage of frequencies, a range of from 40 to 15,000 cycles is recommended. In this scattered system of speaker mounting there must be sufficient speakers to constantly cover the travel of the skater. Too great a distance between speakers may actually produce the effect of different beats at different spots in the rink.

### Study Your Rink

Choice of speaker and its placement must be carefully considered. A cheap speaker may result in blasting, which is raspy to the ears. A trumpet speaker may have the same effect. Many cheaper speakers are designed for loudness efficiency. They reproduce loudness, but normally will only reproduce frequencies around the 2,000-cycle region, almost eliminating the rest of the necessary frequency spectrum for good reproduction. Various manufacturers make speakers called uni-directional. Even so, directivity of high frequencies still applies. However, these speakers will not cause that fatal blasting.

In deciding placement of speakers, a study must be made of the rink. Is it a low-ceiling or high-ceiling rink? Keeping the skater within speaker range, with moderate power is a main factor to be remembered. In a high-ceiling rink speakers may be scattered—directed toward the floor and horizontally. The actual height must be determined by the "cut and try" method. A good starting point would be slightly more than half way up. In a low-ceiling rink speakers may be mounted in either a vertical or 45-degree position. The low-ceiling rink may need some acoustical treatment with sound-absorbing material, as the noise of the skate presents a serious problem because the ceiling reflects it, much as a train going thru a tunnel seems to create more noise than when in the open. The angular placement of speakers may be adaptable for either low or high-ceiling rinks. One excellent idea noted in a recently opened Midwestern rink were speakers mounted in a row, down the center of the rink, at a 45-degree angle. There were two speakers in each unit, one directed toward the left, the other to the right.

### Multi-Amplifiers Best

A rink may have one big amplifier driving many speakers, and it may be excellent, but suppose that amplifier fails! No music. If two or more amplifiers are used, operation may be continued. The previously mentioned surplus power now comes in handy. There should be enough power available to permit the organist to use any combination on the organ. It should also be remembered that the swell pedal of the organ is used for the effect the organist wishes to create, and should not be misconstrued as a volume control. A volume control should be at a convenient location for either the organist or floor manager to adjust, setting the level according to the crowd.

If a microphone is hooked into the system, a pre-amplifier will be neces-

## Fee's 'Drome Skaters Take 10 of 11 Ore. Race Events

PORTLAND, Ore., May 10.—Skaters from Fee's Roller-drome here took 10 firsts, seven seconds and five thirds in the State speed skating championships held at the Roller-drome April 23-25. Entrants from the local Oaks Rink took one first, two seconds and two thirds. Contests were sanctioned by the Roller Skating Rink Operators' Association of the United States.

Many of the winners will enter the Pacific Coast regional meet at Redondo (Wash.) Rink, May 12-13.

Results: Senior men, Dick Allen, Roller-drome; intermediate men, Jack Hammock, Roller-drome; junior boys, Stan Harris, Roller-drome; juvenile A boys, Kenny Kiefer, Roller-drome; juvenile B boys, Don Noble, Roller-drome; juvenile C boys, Buzzy Eide, Roller-drome; senior ladies, Clarice Murphy, Roller-drome; intermediate girls, Joan Ogburn, Roller-drome; junior girls, Peggy Turlay, Oaks; juvenile A girls, Florence Kiser, Roller-drome, and juvenile B girls, Margaret Eide, Roller-drome.

## Plastic Installations For All AOW Rollerries

WHITE PLAINS, N. Y., May 10.—Favorable reaction of skaters to the plastic floor installed last year in the Hackensack (N. J.) Arena of William Schmitz's America-On-Wheels chain of rinks has resulted in plans to install the surface in all AOW spots, reports Wally Kiefer, chairman of the publicity committee, United Rink Operators.

Latest information on the air-conditioning installation at Hackensack, announced last week by General Manager Schmitz, is that contractors guarantee a temperature of 75 degrees with 500 skaters on the floor and outside temperature of 95 degrees. The supplying firm claims low humidity at all times and a complete change of air in the building at least once hourly.

## Mineola Preps for Contests

MINEOLA, L. I., N. Y., May 10.—Annual Mineola rink championships will be held Sunday (18) under the direction of the Earl Van Horn Dance and Figure Skating Club in the dance, figure and pair skating divisions. Winners will compete in the New York State championships, to be held June 1 and 2 at the Mineola rollery.

## Bakers Get Larger Building

BATTLE CREEK, Mich., May 10.—Mr. and Mrs. Robert Baker, operators of Skateland here, have completed negotiations for a Battle Creek building to which they plan to transfer their Skateland operation at an early date. The new building is larger than the one they now occupy.

## Bid for Oregon Spot Nixed

PORTLAND, Ore., May 10.—District office of the housing expediter here rejected an application from Frank Grimes for permission to construct a \$30,000 roller rink at Eugene or Springfield, Ore.

A monitor amplifier for the organist is important. Close listening by a trained ear can usually detect when an organist is not using a monitor. Unless he has had years of experience, the organist's playing will be sluggish without use of the monitor. Altho the monitor is recommended, if the organist will occasionally listen to his music with the monitor off, it will give him an idea of how the public is hearing the music.

A sound system in a roller rink must have good frequency response because the frequencies actually heard by the skater, due to the masking effect of the skate noise, is much less than the actual frequency response of the system.

*Superb*  
NEW! Gloria Nord  
RINK ROLLER SKATES



Write for Folder

The finest performing skates offered anywhere... used exclusively by famous ROLLER VANITIES star, Miss Gloria Nord!

CLEVELAND SKATE CO.

6800 Edison Avenue

Cleveland 2, Ohio

## SKATEMASTER ROLLER SKATING SHOES



Sturdy white elk on all-leather Good year-stitched sole with built-up leather toe stop. Women's sizes 3 to 9. Men's sizes 5 to 12. Samples on request. We can attach your skates to Skatemaster Shoes, or supply complete Skatemaster Shoe & Chicago Skate Outfit. Write for information. All orders shipped same day as received.

L. N. SCHWARTZ & SONS

410-12 CHERRY ST. PHILA. 6, PA.

## NEW LOWER PRICES OUR VOLUME IS UP! YOUR COSTS ARE DOWN!

Write for New Prices and Complete Lists of NEW AND BETTER SKATING RECORDS "LIVE ORGAN QUALITY" From Discs Midwest Recorded Specialties 184 E. Wilson ELMHURST, ILLINOIS

## FOR SALE SKATING RINK TENT

Heavy 12 oz. canvas, 4-Pole, Bail-Ring Tent, 50' x 105'. Good condition. Complete with Poles, Stakes and Rope.

VERNON V. GUTHRIE  
SELMA, ALABAMA

## FOR SALE PORTABLE SKATING RINK

40x96 Hardwood Floor. 40x100 flame-proof, water-proof Tent. New R.C.A. Amplifying System. 160 pr. Clamp Skates. 30 pr. Shoe Skates, very good condition. Skate Counter, Pop Counter, Parts, Wheels, Records and many other Accessories. Must sell at once. Sacrifice for cash offer.

V. S. VENNES  
1500 W. Firestone Blvd. Norwalk, Calif.

## WANTED

Approximately 420 ft. of good used 7-ft. Sidewalk for Portable. Also Sideposts and Center Poles.

ARMORY ROLLER RINK  
BOX 103 BEAVER DAM, WISC.

## FOR SALE

Roller Rink in operation. Highway 840, N. J. Maple floor, 150' x 47', air conditioning system, all necessary equipment; also ten-room large house if preferred. Selling on account of illness. Write to

GERDA SCHMIDT  
Beachwood, New Jersey.

## FOR SALE

22,229 ft. #1 Grade Northern White Maple Flooring, 33/32" x 1 1/2". Definitely NOT Victory Grade. Write or wire

PLEAS LOONEY  
705 FEDERAL DRIVE MONTGOMERY, ALA.  
Telephone 9251 or 32367

## INSURANCE PROTECTION

Against Legal Liability. Special Rates for Skating Rinks Which Can Qualify.

RUFUS M. FOSTER  
144 GLEN ROAD ROCKFORD, ILL.

**LIBERTY HAS THE SPOTLIGHT**  
commanding the attention of discriminating skaters. The strongest and most dependable skate ever built Liberty features an exclusive smooth and steady action.

**Liberty**  
ROLLER SKATE CO., INC.  
FARMINGDALE, L.I. NEW YORK

**RIEDEL**  
**THE BETTER SKATING SHOE**  
NOW AVAILABLE  
2727 Milvia Street Berkeley, Calif.

**FOR SALE**  
Permanent Skating Rink. Frame building, 48'x130'; hard maple floor on sub floor. Fully equipped. Price \$20,000.00. Terms may be arranged to right party. A good year-round business. No letters, please; come see for yourself.  
**BURK'S ROLLER RINK**  
LONGVIEW, TEXAS PH. 9833

**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.

For information about  
**CURVECREST "RINK COTE"**  
THE PLASTIC RINK SURFACE  
Write  
**PERRY B. GILES, Pres.**  
Curvcrest, Inc. Muskegon, Mich.  
Originator and Sole Distributor.

**FOR SALE**  
COMPLETE PORTABLE RINKS, also SECTIONAL FLOORS. Only 33/32 Northern hard maple used. Write for prices and full information.  
**BILT-RITE FLOORS & RINKS**  
Rt. 2, Box 202 Tyler, Texas  
Day Phone: 9054F-3

## REP RIPPLES

**GUILFORD'S COMEDIANS**, four people, opened their season in Ozawkie, Kan., and will play Western towns in that State. . . . Fanning's Show, three people and pix, are around Colorado City, Colo. . . . Fred S. Wolfe has 16mm. films in the Eau Claire (Wis.) area. . . . Keystone Players will operate out of Elizabethtown, N. Y., this summer. . . . Doss and May Show reports fair business in Western Iowa. . . . F. H. Mercer has closed his school show and will have films in the Boothbay Harbor, Me., sector starting middle of June. In the meantime, he will present *King of Kings* picture at auspicious spots. . . . Allen Sturgis has 16mm. pix around Columbus, Ga. . . . Allen Boswell has a film show operating under auspices around Dover, N. H. . . . N. G. Fabyon is framing a pix and spook show layout to play Western Idaho. He has closed his school show after a fair season. . . . F. H. Furbish writes from Rockland, Me., that he is having good returns with 16mm. films in that sector. He plans to establish a pic circuit in Port Clyde, Tenant's Harbor, and other coastal towns for the summer. . . . Havill Comedians left Nashville April 1 for established Alabama territory. Org has 16mm. films and vaude with short-cast bills. Outfit later will make some fairs. . . . Leon Long reports that the Florida

Blossom Minstrels had a turnaway at La Grange, Ga., April 21; the SRO sign was out at Newman; extra seats were used at Griffin, and Thomaston and Montezuma were big.

**R. L. MOREHOUSE** has 16mm. pix around Ashtabula, O. . . . Turgeon's Show, in the Logan, Utah, area, reports fair business. . . . Cutler's Comedians, four people, presenting films and short-cast bills, are in Southwestern Kansas. . . . F. E. Wiedman, offering flesh and pictures, is in Guadalupe County, Texas. . . . Costa Players are using E. F. Hannan's *That Man From Chicago* around Kingston, Ont., along with 16mm. pix. They report satisfactory biz. . . . L. L. Wilde has vaude and films around Moscow, Idaho. . . . Butler's Show is in North Carolina with pictures, working toward New England after spending part of the winter in Florida. . . . DeVore's Show, showing vaude and films, recently dipped into New Hampshire from Quebec. . . . Brewster's Show is playing to satisfactory business in the Fort Madison, Iowa, sector, using vaude and films. . . . Gray's Show reports fair takes around Columbus, Ga. . . . Freeman L. Lyons writes from Norfolk, Neb., that he has been showing religious films the past four months and that he has shipped his tent from Lincoln, Neb., to Sedalia, Mo., where he will open with pix under canvas soon. He met Frank Esterbrook (Esterbrook's Show) in Oxford, Neb., recently, with the latter reporting only fair returns with pictures. Esterbrook has been playing halls but is readying to move into established Oregon territory under canvas. Charles Andrews, comedian, is with the outfit. . . . Beth Barnes and Lulu Nethaway, of the Old Troupers Club, San Francisco, played in *The Passion Play* during its recent Oakland, Calif., run. There was quite a reunion when Miss Nethaway found four old friends in the cast—Dick Lauderback, Bob Brewer, Douglas Hope and Ray Hedrick.

**ROBINSON PLAYERS** will play resort towns in Wisconsin. . . . T. T. Loomis advises from Eagle Lake, Me., that he will have a circuit of pic towns in that section this summer. . . . Grant Brothers have a 16mm. show in the Mount Carroll, Ill., area. . . . G. H. Morningside writes from Roswell, N. M.: "Have had fair biz with a vaude-pic outfit. Will ship my tent outfit to middle of the State, where I open soon. Met Frye's Pix Show, which has been in Arkansas several weeks; also Simm's Show with pix, near Albuquerque, N. M. Org is running short-cast bills and Westerns. Jake Simms is owner and the family does the vaude." . . . Bryon Gosh, of the *Hit Parade* Tent Show, recently visited the Mysterious Hobbs, magician; Sugar Marietta, blackface comic now in the pinball business, and Rex Roberts, circus agent, in New Orleans. Gosh cards that his box office is getting a healthier play since Old Sol is doing better in the South. . . . Merle Monahan has a 16mm. film show around Hazelton, Pa. . . . J. B. Bartel, owner of Bartel's Show, cards from Kaycee, Wyo., that he has been having fair biz with vaude-pix in halls. He has bought three long 16mm. films and will alternate with pictures and flesh. Bartel recently met Merle Hyatt, who has films around Laramie, Wyo. . . . Farrell's Comedians, presenting short-cast bills and films, have been around Brookhaven, Miss. . . . Graff's pic-vaude org, showing around Miller, S. D., reports fair business. . . . Leon Towle is framing a circuit to play pix out of Bellows Falls, Vt. . . . Northampton Players, with short-cast bills, will open in Northern New Hampshire June 1.

## Whitestone Cracks Season With Pix, Magic in Georgia

**DAWSONVILLE, Ga., May 10.**—Harry Whitestone, of the Whitestone Tent Show, featuring talking pictures and magic, has cracked his new season after spending the winter in Florida.

Whitestone, who has been covering this section with pix for the last 10 years, reports that there are numerous pic shows in the Georgia territory and says it is becoming increasingly difficult to find spots in the State to play. Towns that formerly had one or two shows a year now have one every other week, Whitestone says.

He says there are also plenty of magicians in the territory.

## Cook Family Holds Reunion

**JACKSONVILLE, Fla., May 10.**—A reunion of the Cook family, members of the Cook Family Show which played the East for 20 years until eight years ago, was held recently at the home of Mrs. Marie Gilliard, Dea Cook's daughter, in this city. Another daughter, Mrs. Martha Catlett, of Athens, Ga., adopted into the family as an infant in 1922 when Mrs. Cook died of influenza, was reunited with the family after 24 years. A son, Dea Cook Jr., of the Southland Show, now in Virginia, also was present. The family gathering, with 14 present, lasted nearly a week.

## COLE BROS.

(Continued from page 52)  
town. After looking it over, Emmett, I know why you left.

Long underwear and overcoats are still in evidence. Otto had the first birthday in the dressing room. He refused, however, to tell his age.

Sick list includes Mrs. Frank De Rue, Pete March, Kay Clarke and H. J. McFarlan.

Visitors included Bert and Corrine Dears, Butch and Melee Burkhart, Harold George, Mrs. Donovan, Dallis Julien, Agnes Doss, Mr. and Mrs. Arthur Larson and daughter, Margaret; Mr. and Mrs. Walter Hohenadel, Mr. and Mrs. Everett E. Hanna, Harry R. and John Richard Mueller, Mr. and Mrs. Albert Mueller and Mr. and Mrs. Stanley Linkus. — **FREDDIE FREEMAN.**

## ROGER BROS.

(Continued from page 52)  
Newton and Jack McFarlan caught the night show in Delhi and had coffee in Charlie and Virginia Smith's new trailer.

Little Myrtle LaBeouf is working a hind-leg dog in the show and gets plenty of applause. Mrs. Walter Herod arrived and is working props in his wire act.

John Dusch's band has three new members in I. B. Duncan, trumpet; Frank Duncan, calliope, and Joe LaFrance, bass. Other members are Frank Verdi, drums; George Gardner, baritone; Frenchie LaBeouf, trumpet, and Bob Williamson, trombone.—**NORA CUSSON.**

## Rep Experience

By E. F. Hannan

**HOLLYWOOD PLAYS** up glamour but rep needn't go scouting infant talent on that account. Seventy-five per cent of film talent fail to impress when the audience can talk back. No one was ever as good as the photographers can make him look.

I recently caught Maurice Chevalier, French vaude performer, and if you think talent always dies with age, try to see him.

An experienced performer, regardless of age, that really has something, is many times worth more than a tent full of fledglings. It takes training to get from an audience all it can give,

## Akron Red One For Mills Org

(Continued from page 49)

police he would give a second performance and this show got under way shortly after 10 p.m.

The day was a big one for the show's staff, as a special complete performance was given at 10 a.m. for school, police and county home children.

The *Akron Beacon-Journal* ran a three-column picture of the four Mills brothers—Jack, Jake, Harry and Paul, with the wives of the first three, Rose, Ida and Mary, all looking at Burma, the elephant; and Assistant City Editor Tom Haney turned out a humorous story on the only circus now actually operated by the "brothers" in the show title.

As Mills moved into Barberton, O., Monday (5) he encountered another day of cold rain. All of the show's jumps this week were short, being climaxed Friday (9) and today with a stand on the lake front in Cleveland. The show has one more week in Ohio before going into Michigan.

At Massillon, O., Wednesday (7), the Mills org drew two capacity houses despite cold weather, which included a bit of snow.

In Alliance, O., Thursday (8), Mills day and dated with the Happy Attractions.

Ray Goody, who started the season as a featured wire walker, has been assigned the job of master of transportation by Jack Mills.

and even the school showmen will tell you that the kids themselves like to see poor uncle, or the old gag, work off their antics.

The accent most of the time is on Old Man Experience.

**Book Your 16mm Sound Films NOW For the Coming Season**



Thousands of sound films to select from: Hollywood features—westerns—comedies—musicals—animated color cartoons. We specialize in serving roadshow circuits—write for catalog.

New 16mm Victor Sound Projectors—available for prompt delivery.

**SWANK MOTION PICTURES, Inc.**  
614 NORTH SKINNER BLDG.  
SAINT LOUIS 3, MO.

**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  
630 Cherry Street, Chattanooga, Tenn.  
Colorado Savings Bank Bldg., Colorado Springs, Colo.

**NEW 16MM. SOUND FEATURES FOR OUTRIGHT SALE**

Major Stars—Bargain Prices.  
Write for Lists.

**F C PICTURES**  
FREDONIA, N. Y.

**16MM. ROADSHOWMEN!!**

A NEW CATALOG OF 16MM. SOUND FILMS for Road Showing. Send for your free copy now. Try our projector repair service.

**LEWIS FILM SERVICE**  
P. O. Box 1597 Wichita 1, Kansas

**NEW 16MM. SOUND PROJECTORS**

**PROMPT DELIVERY!**

POWERFUL, NEW POST-WAR DE VRY'S—FINEST IN THE WORLD—\$559.50 Complete. Prepaid in U. S. A!

Rush order or send for literature!

1 NEW VICTOR (MODEL 40). Priced for Quick Sale at . . . . . \$449.00

1 NEW 1947 MOVIE MITE. (For Small Group Use) . . . . . 298.15

**CHARLIE POORMAN**  
DEPT. BB, SCHUYLKILL HAVEN, PENNA.

**\$19.50 PUTS YOU IN SHOW BUSINESS**



We supply you complete 16MM Sound Projector and Films. Everything ready for showing. Be your own boss. EARN BIG MONEY. Write **SOUTHERN VISUAL FILMS**, 66 Monroe (Dept. BB), Memphis, Tenn.

**ROADSHOWMEN—EQUIPMENT BARGAINS**

AMPRO "N." COMPLETE	\$150.00
DEVRY RS (LIKE NEW)	200.00
AMPRO CENT-10 (LIKE NEW)	300.00
AMPRO CENT-10 (DEM)	400.00
AMPRO PRE-10 (DEM)	400.00
AMPRO PRE-20 (DEM)	435.00
NATCO (DEM)	375.00

All demonstrators carry new projector. Guarantee of one year.

**DELTA VISUAL SERVICE, INC.**  
815 Poydras St. New Orleans 13, La.

**16MM. FILMS—PROJECTORS 35MM.**

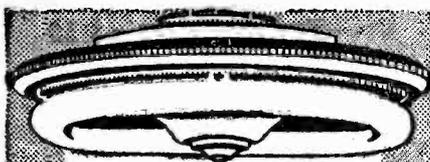
Westerns, 35mm. sound, perfect condition, \$25.00 up; programs rented, \$7.50 two days. First class prints, 2000 ft. shipping cases, \$4.00 each. Projectors, 16mm. Sound Films—Range Buster, used, late Westerns, \$145.00 each; Universal 16mm. Sound Projector, complete with Sound, \$197.50; 16mm. Sound, used Cartoons, \$7.50 each. Send for big free list.

**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**



### 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 3, Pa.  
Phone Walnut 7-6787

### ATTENTION! GOLD WIRE ARTISTS

- Square and round rolled gold plate wire, all gauges and qualities.
- Stone-set and plain bangles as follows: hearts • stars • clovers
- crescents • beaded hearts • wagon wheels • crosses, etc.
- Jewel sets, all sizes, with 1 and 2 holes set with stones and pearls.
- 3-stone ring top of beaded stock.
- Beaded band wire.
- Plain findings, such as crosses • anchors • bowknot pins • springings • jumpings • swivels • chains • plain and twisted hoops • carvings • earscrews, etc.
- Hoop earrings • earrings for pierced and unpierced ears.
- Hand-made adjustable bangle bracelets.
- Wire knot rings of rolled gold plate.
- Pearl plates of snail shell.
- Cameos, etc.

Write for \$5 sample order with price list. Deposit, \$2, bal. C. O. D.

**EMBOW JEWELRY CO.**  
Box 93, North Station, Providence 8, R. I.  
Buy Direct From Manufacturer and Save

### WANTED

WAGON MEN, JOBBERS, AGENTS

Razor Blades, Toy Balloons, Shoe Laces, Carded Goods, etc. The biggest assortment of fast selling items in the West. Write for free catalog.

KEARNY WHOLESALE DRUG CO.  
456 KEARNY STREET  
SAN FRANCISCO 8, CALIFORNIA

### FIREWORKS

ATTENTION, DEALERS For Lowest Prices, write Today for complete Price List.

MID-WEST FIREWORKS  
114 W. SECOND ST. SEDALIA, MO.

### WHY PAY MORE?

BUY DIRECT FROM US WE DO OUR OWN DECORATING 21 piece and 32 piece Dinner Sets in attractive patterns at very low price. We also have a large variety of Slum Glassware as low as .02 a piece. Orders shipped same day as received.

TRENTON CROCKERY CO.  
205 ARCH ST. PHILADELPHIA 6, PA.

# OPPORTUNITIES

A Display-Classified Section of Business, Sales and Employment Opportunities

**RATES:** Display 70c an agate line . . . . Minimum 10 lines  
Classified 12c a word . . . . . Minimum \$2.00

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, 2160 Patterson St., Cincinnati 22, early in the week.

### ACTS, SONGS & PARODIES

A GREAT SONG (SURE HIT)—"GEE, I WISH I Had a Man." Prof. copies free. Liberty Music Co., 612 E. 11th St., New York 9. my24

ARRANGER—LOST PARTS REPLACED. ANY arrangement in your book. No scores needed. Can revoke, augment or cut down your pet oldies to fit present instrumentation. Very fast clean work. Brechlin, 844 Leland, Chicago. Ardmore 4762.

COMEDIANS! EMCEES! GAGS FOR YOUR Gag File. Classified for easy reference. "Hotel" gags, "Romance" gags, etc. \$1.00 per set of 5 pages. Sets 1 to 4 now ready. Frank Reynolds, 1429 Westmoreland St., Philadelphia 40, Pa.

COPYIST, MUSIC TRANPOSED—ALL WORK neatly done. Address S. Bacon, 370 W. 126th St., New York 27, N. Y.

NEW SONG PARODIES, DIFFERENT SITUATIONS. 1947 list on request. Manny Gordon, 819 W. North Ave., Milwaukee, Wis. jy19

SMALL ORCHESTRA LEADERS, ATTENTION! The song you should have. An atomic sensation (cleared thru BMI). Universally acclaimed by artist as the top tune for 1947. "You're Grand." Small orchestration by Jess Hudson. Playable by any combo of 3 to 8 pieces. A fox trot, second to none. Order today thru your dealer or direct, 50c. George M. Gates Music Publications, P.O. Box 52, Hamilton Grange, New York 31, N. Y.

### AGENTS & DISTRIBUTORS

AGENTS TO SELL WALL PLAQUES—YOU make \$2.00 on each dozen. Send \$1.00 for sample dozen. Liberty, 2624 S. Central Park Ave., Chicago. jcl4

AGENTS—TOP QUALITY PLASTIC TABLE-cloths and Aprons. Sell on sight. Write for illustrated folder. Robert Jordan Co., 327 Walnut St., Dept. BB, Philadelphia, Pa.

AGENTS—MAKE BIG MONEY SELLING Reynolds Ball Pens. Sample, \$2.00 postpaid. Rush this in today. Brock's, Box 961, Spartanburg, S. C.

AMERICA'S NEWEST CRAZE—EVERYBODY'S playing "Foto-Finish" Races. Agents cleaning up. Sample pack and prices, 25c. Jack Blades, Box 944, Altoona 5, Pa. my24

AT HOME OR TRAVELING—MAKE THE NEW popular Quickmend Solder; mends pans, etc., with match, without skill. Women wild about it. Cost 2c, sells 60c; sample and literature, 25c. World's best house-to-house and store demonstrator. Western Chemical, Salem, Ore.

ATTENTION BRONZE BABY SHOE SALES-men and others: Don't you often wish that you had a baby shoe bronzing connection that had everything. We have just that to offer. Our process consists of metalizing the shoes—not plaster filled and gilded. Every job is accompanied with a printed lifetime guarantee. The mountings are solid metal (not plaster or wood) and beautiful onyx. Retail prices are below competition and your profit is almost 50% which you collect at once. We are one of the oldest concerns in this line and have a high commercial rating. Duclit Metalizing Co., 1318 B. Velasco, Los Angeles, Cal.

BALLOONS DIRECT FROM MANUFACTURER. Highest quality, lowest prices. Write for prices and samples. Dipcraft Mfg. Co., 2303 Sherbrook St., Pittsburgh, Pa. my17

BALLOONS, BUBBLE GUM AND CANDY—Wholesale to agents, jobbers. 2 for 1c Bubble Gum, 580's \$1.75. 5c Chocolate Covered Peanut (Chews, Marshmallow Bars, 80c. Balloons, No. 5 round, \$2.25 gross; No. 418 Airship, \$3.00/gross. Also 5c Cigars. Send payment in full. F.O.B., 75c cwt. allowance. Howard Nanz, Box 701, Salina, Kan.

BURBLE GUM—ATTRACTIVELY PACKED. 100 5c sellers, \$3.00 postpaid. 240 1c sellers, \$1.50 postpaid. For immediate shipment, send money order or check. Hyde Park Distributors, 301 Wood Ave., Hyde Park, Mass.

BUBBLE GUM—BEST IMPORTED, RIG 6c seller. 60 pkgs. per box, \$12.00 for 5 boxes; \$22.50 for 10. Variety Sales, 1058 N. Rockwell, Chicago 22, Ill.

BUY NO STOCK—JUST MAKE SALES. COL-lect your liberal commission. We ship direct. Smith, 108 Ohio St., Mansfield, O.

EARN BIG MONEY SELLING MASTERETTE Photo Enlargement Oil Paintings. Keep \$2.00 deposit, we C.O.D. customer. Write Dept. B, New Process Studios, Flatiron Bldg., New York. my24

EXCELLENT SIDE LINE FOR PRINTING AND advertising salesmen: Decalomania Name Plates in small quantities. Great demand. Also, make money with our line of Automobile Initials and Sign Letters. Free samples. "Raleco," XL-Roxbury, Boston 19, Mass.

GET 200 MONEY MAKING DEALS—BUSI-ness Plans, Unusual Items, Quality Formulas, Schemes. Folio free. Formico Mil., Box 572, Dayton, O. my24

HOUSE NUMBERS THAT GLOW IN THE dark. Luminous Pictures, etc. Large infr. wants factory representative. Wonderful new product. Fast seller. Free samples. Madison Mills, 303 4th Ave., New York City.

INFORMATION—LOCATING ARTICLES AND Products (Wholesale), etc. Mention require-ments. National, 3537J S. Hoyne Ave., Chicago 9, Ill. my31

LORD'S PRAYER, TEN COMMANDMENTS, OR Crucifixion, reproduced on a real penny, indi-vidually carded, \$9.00 gross. Sample assortment sent prepaid, \$1.00. Perkins, Dept. B, 1190 Lawrence, Chicago. my31

MAKE QUICK CLEAN UP SELLING PERFUME Beads. Jobbers prices. Particulars free. Sample line, \$1.00. Mission, 2328 W. Pico, Los Angeles 6, Calif. jel4

MEXICAN HAND MADE SMALL CURTO Horse Saddles, \$8.00 doz., \$1.00 sample. Clay Black Spiders, long wire leas, \$15.00 gross, \$1.75 doz. Mexican Desert Resurrection Plants, special for making money, \$10.00 thousand; 10 samples, 50c. General Mercantile Co., Laredo, Tex.

PLASTIC TABLE COVERS AND APRON SETS. Lace Prints, etc., \$21.00 dozen. Jera-Na Mfg. Co., 303 E. 32nd St., New York 1, N. Y. my24

PROFIT SELLING GENUINE IMPORTED Briar Pipes direct to consumer. Terrific values. Samples, \$1.00 each. Details. Abbott Pipes, 62-G E. 87th St., New York 28, N. Y. my24

QUICK PROFITS DEMONSTRATING STAR-ling Sleight-of-Hand Trick with ordinary thimble. 42 photographs of "how" show full routine. Any-one can learn. Just published. Sample and dis-count rate, 50c. Garnet Specialty Sales, Box 502, Valparaiso, Ind. my31

SALESMEN, SALESWOMEN, AGENTS—SEE our display ad for agents in Merchandise Section. Glass and Brass Miniatures. Sells on sight. BB, Box 531, RPK Station, Detroit 32, Mich. my24

SELL POPULAR \$3.00 FIRE EXTINGUISHER, wholesale or direct; exclusive territory to pro-ducers. "Fire-Killer," Syracuse 1, N. Y. my24

SOCIAL SECURITY WORKERS—WE HAVE the real Brass Plates, also Cases. Sample, 25c stamps. C. Gameiser, 146 Park Row, New York 7, N. Y. my17

15 ROMANTIC CALIFORNIA, ARIZONA POEMS on colorful Cards, except two comics, copyrighted, 25c postpaid. Also distributors wanted. Ponto, 504 S. Bonnie Brue, Los Angeles 5.

200 MONEY MAKING DEALS—PLANS, UN-usual Items, Rare Formulas, Ideas, Schemes. Folio free. Formico KA, Box 572, Dayton, O. my31

10,000 SETS—22 AUDUBON BIRD PRINTS, full colors, assorted subjects, 9"x12 1/2". For-merly \$2.95. Lot, 46c set. Sample, \$1.00. Creste-Andover Co., 205 E. 85th, New York. my17

# THE MAGIC LASSO

ANYONE CAN SPIN IT!



A hand-made and balanced trick lariat with the EMBEDDED swivel. Any child or adult can be an expert rope spinner in a matter of minutes. It spins immediately . . . SELLS AS FAST!

SAMPLE \$1.00 POSTPAID

Each Lasso packed in a colorful, attractive pack-age. YOUR PRICE, \$7.20 per dozen. Packed and shipped in 3 dozen lots only. If you are a CON-CESSIONAIRE, write us about special prices. DON'T PASS UP THIS FAST SELL-ING ITEM!

25% DEPOSIT WITH ORDER

BALANCE C. O. D. — F. O. B. PHILA.

**W. NELSON COMPANY**

3205 Cottman Ave. Philadelphia 24, Pa.

### FOLDING CHAIRS



PROMPT DELIVERY IN STEEL OR WOOD WRITE FOR CATALOG

**J. P. REDINGTON & CO.,**  
DEPT. 28 SCRANTON 2, PENNA.

### Genuine Leather Wallets

(Factory Seconds) \$10 Per Hd.—\$20 Per Hd.—\$30 Per Hd. Samples All Lots.

3 for \$1.00 Postpaid

No C. O. D.'s. No Stamps.

American Auction Co.  
34 Patton St. SPRINGFIELD 4, MASS.

# BINGO

SPECIALS ★ CARDS TRANSPARENT MARKERS Write for Bulletin

AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO

### 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

### PLASTER—ONE CARTON OR A CARLOAD

We Manufacture the Best on the Market

Our line includes Circus Horse, Patriot on Horse, Indian or Cowboy on Horse, Sport Girl, Miss Fairy-land, Super Sam, Uncle Sam, Two Gun Tim, Squirrel, Bull, Spitz, Peke, Duck, Mopey, Tootsie (as illus-trated), packed 12 of a kind to a (new) carton, Each \$3.30 cents.

Small Circus Horse, Sailor Boy and Girl, Ship, Animal Assortment, packed 48 to a (new) carton, Each \$.12 cents.

All Orders Shipped Same Day Received. 25% Deposit Is Necessary Before Shipping. Out 1948 Catalog Will Be Mailed by May 1st.



**WISCONSIN DELUXE CO.** 1902 NO. THIRD ST., MILWAUKEE 12, WIS.

# 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

## ANIMALS, BIRDS, PETS

**ABSOLUTE SATISFACTION GUARANTEED**—Dens of poisonous and non-poisonous Snakes. Special low prices on Rattlers and Moccasins, fixed or hot. Immediate shipment. Boas and Pythons available. Ross Allen's Reptile Institute, Silver Springs, Fla. my31

**AFRICAN ANIMALS, BIRDS, REPTILES**—World's largest direct importations. Also regular direct shipments from Central and South America, India, Siam, Philippines, Europe, etc. Our collectors cover the globe. Get our free wholesale price lists issued several times yearly. Meenus Bros. & Ward, P.O. Box B, Oceanside, N. Y.

**ALWAYS A GREAT ATTRACTION**—GIANT Horned Rattlesnakes, big Boas, Leopard and Black Lizards, Chinese Dragons, mixed fixed Dens, South American Upsidedown Sloths. Forty years' prompt reliable service. Snake King, Brownsville, Tex. my24

**A NEW SHIPMENT EVERY MONTH**—RING-tail, Cotton-Top Marmosette, Spider Monkeys; Agoutis, Pacas, Capybaras, orange silver and solid black Squirrels, Coati-mundis. Forty years' prompt reliable service. Snake King, Brownsville, Tex. my24

**ARMADILLOS (GRAVE ROBBERS)**—\$6.00 A pair. No C.O.D. Shipping express. R. L. Ray, Box 15, Slagle, La. je7

**ATTENTION, SHOWMEN**—OFFER ONE large adult Catalina Island Wild Boar, \$150.00. Long tail and long hair. Suitable for bally or blow-off. Chase Wild Animal Farm, Egypt, Mass. my17

**ATTRACTIVE DEN OF UN-MILKED POISONOUS** Snakes, one large Florida Diamondback Rattlesnake, three Copperheads, two Cottonmouth Water Moccasins. \$25.00 offer expires May 31st. Ross Allen's Reptile Institute, Silver Springs, Fla. my24

**BABY CHIMPANZEES, RHESUS MONKEYS,** Lion Cubs, Brazilian Tapir, Emu, Macaws, Canadian Beaver, Arctic Foxes, Giant Jungle Rats, Ring-tail Monkeys, Parrots, Yokohama Longtails, Flickertail Gophers, European Hedgehogs, Owls, Peafowl, Boas, Snake Dens. Chase Wild Animal Farm, Egypt, Mass. my17

**CUB BEARS FOR SPRING DELIVERY**—FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada. je14x

**FOR SALE**—SPAN OF MULES, A JEN AND A Jack, 5 years old, 44 inches tall, mouse colored, black streaks down the back, 8 white legs to the knee, good broke. A set of brass mounted Harness. 1 Appaloosa Stallion, registered with papers, 6 years old, stands 54 in. tall, good saddle broke. Also 2 black and white spotted Midget Stallion Ponies, coming 2 years old. Paul E. Wright, Canfield, O. Phone 35592.

**LIVE ARMADILLOS, \$7.00 PAIR. MEXICAN** Chipmunks (Whistling Squirrels), \$7.00 pair. These are special for making pets. General Mercantile Co., Laredo, Tex.

**MONKEYS, RHESUS, RINGTAIL, SPIDER;** Parakeets, Lovebirds, Cockatiels, Finches, Doves, Parrots, rare and colorful birds of all kinds. Write for list. Southern California Bird Pet Exchange, Box 7, Bell, Calif. my17

**MONKEYS—GOLDEN SPIDERS, WHITE FACE** Ringtails, Gray Spiders, Cinnamon Ringtails, young, semi-tame, \$35.00 each. Terms: cash. Immediate shipment. Don Compton, Box 93, Mount Vernon, Ill.

**PLENTY SNAKES AGAIN ON HAND FOR** immediate shipment at \$25.00 per Den, big fellows, too. Wire orders. Trails End Zoo, St. Stephen, S. C. my24

**QUALITY STOCK**—PLENTY SNAKES. ALSO Boas, Alligators, Armadillos, Porcupines, Monkeys, Guinea Pigs, Rats, Mice, Bantams, Rabbits, Baboons, Fantail Pigeons, Giant Jungle Rats, Peafowl, Agoutis, Wildcats, Parakeets. Wire Otto Martin Locke, New Braunfels, Tex. je7

**QUICK SALE**—2 HIGH DIVING HORSES, 1 Mule, 30-ft. jumps, \$150.00 each. Come, get them. H. G. Tucker, Silo Route, Durant, Okla. my24

**RUSSIAN BROWN BEAR**—YEAR OLD. Never handled, but very nice. Complete with fine, new barred-front cage, \$70.00. Nick Leonard, 3209 Sullivan, Columbus 4, O.

**SNAKE DENS**—HARMLESS, \$20.00. GREAT value in show business today. Terms: cash. Immediate shipment. Don Compton, Box 93, Mount Vernon, Ill.

**SOUTH AMERICAN BOAS, CAIMANS AND** Alligators, Ringtail, Spider and Titi Marmoset Monkeys; Fimmings, 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., West Coast office, 512 Santa Monica Blvd., Santa Monica, Calif.; East Coast office, Pinellas Master Airport, St. Petersburg, Fla. je7

## BUSINESS OPPORTUNITIES

**AMAZING FREE FOLDER SHOWS HOW ANY-**body can be successful in his own business. Start with small capital. Paul Weiner, 1437 Hooker St., Denver 4, Colo.

**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. je5

**ATTENTION, ORCHESTRA**—LARGE BALL-room for lease, June 15 to Sept. 1. Now booking 3 or 4-piece Entertaining Units. Gold Front Cafe, Cheboygan, Mich.

**JOBBERS, VENDERS**—WE NOW HAVE A sensational fast-selling 5c Cashew and Pistachio Candy. Order now, be first. Jolly Hop Nut Co., 5404 Second Ave., Pittsburgh 7, Pa. my17

**MAKE MONEY BY MAIL**—NEW COURSE tells how. Details free. Write J. A. McKittrick, P.O. Box 58-B, Mount Vernon, Ill.

**SPECIAL—INCH DISPLAY ADVERTISEMENT** in "The Mail Order World," year, \$24.00. Wood's Popular Advertising Service, Atlantic City, N. J. my17

**THE MAIL ORDER NEWS (54TH YEAR)**—Shows you money making opportunities in every issue. Sample copy, 25c. Veterans' Business Publications, Charleston 5, Ill. my31

**10,000 SETS—22 AUDUBON BIRD PRINTS,** full colors, assorted subjects, 9"x12 1/2". Formerly \$2.95. Lot, 46c set. Sample, \$1.00. Creste-Andover Co., 205 E. 85th, New York.

## COIN-OPERATED MACHINES, SECOND-HAND

A Large List of Second-Hand Coin Machine Bargains will be found on Page 102 of this issue.

## COSTUMES, UNIFORMS, WARDROBES

**ALL-BRAIDED CELLOPHANE WAISTRAND** 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.

**BALLHOOD CAPES, STRIP-TEASE RHINE-**stone G-Strings, Cellophane Hulas, Real Caps, Wigs, Orchestra Coats, Brown Velvet Curtains, Evening Gowns, Chorus Costumes, Tuxedos, Clowns. Wallace, 2416 N. Halsted, Chicago.

**CLOWNS' AND BURLESK COMICS' PROPS** and Accessories. Free lists. (Assortment, \$5.00.) "Happy" Morgan's Clown Headquarters, 2404-N Fifteenth, Philadelphia. je7

**FOR SALE—LARGE SUPPLY OF TAB** costumes of all kinds. In good condition. Can be seen at Wade Theater, Dallas, Tex. Address Frank Nick, c/o Nite Spot, 206 1/2 Browder, Dallas, Tex. my17

**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. my31

## FOR SALE SECOND-HAND GOODS

**AA-1 QUALITY POPCORN AND PEANUT** machines. All makes. Expertly rebuilt. All electric, gas, or gasoline. Immediate shipment. Write today. Chank-E-Nut Products Co., Philadelphia 6, Pa.; Pittsburgh 1, Pa.; Los Angeles 21, Calif. my31

**ABOUT ALL DIFFERENT MAKES POPPERS** available. Fifty all-electric or gas heated machines cheap. Burch, Advance, Cretors, Dumber, others. Candy Corn Equipment, 120 S. Halsted St., Chicago. je12

**ALL-ELECTRIC POPPING UNITS, GEARED** Aluminum Kettles, Peanut Roasters, Copper Caramel Candy Kettles, Display Cases. Northside Co., Indianola, Iowa. je14

**ELECTRIC FANS—4 MODELS READY FOR** immediate delivery. Sample 10-in. Fan, \$13.10; 9-in., \$9.80. Wall Switches, Receptacles, Boxes, \$6.00 per dozen. Other supplies. Send deposit. De-Mac Sales Co., Fort Smith, Ark. my24

**FOR SALE—2 20-TON GENERAL ELECTRIC** Freon Air Conditioning Condensing Machines. 1 100-hp General Electric Compressor. Above equipment is used but in perfect condition. Box C-208, Billboard, Cincinnati 22, O.

**LIGHT PLANTS—WAR SURPLUS, 110 AC,** all sizes for home or commercial use. 1/4 of original cost. Aufenberg, 820 N. Kingshighway, St. Louis, Mo. je7

**POPCORN TRAILER—TEN AVAILABLE, NEW,** Krispy Korn, 120 S. Halsted, Chicago. je14

**ROLLER SKATES—300 PR. CHICAGO NO.** 7788 Skates, \$6.00 pr. Orval Liebmg, Milbank, S. D.

**SAVE ON PRINTING—PRINT FOR OTHERS.** Printing Multigraph, Type, Accessories; prints letterheads, envelopes, everything to 8 1/2"x11" 3,000 hourly, from type, linotype, cuts; \$250.00 outfit, \$95.00. Power-operated, Motor, Automatic Feed, Accessories, \$500.00 outfit, \$195.00. Multith Offset Press, \$245.00. Guaranteed rebuilt, prepaid. 50% deposit. International Machines Corp., 1515 Larimer, Denver, Colo. my17

**SHOOTING GALLERY EQUIPMENT—5 AIRO-**matic A.B.T. Rifles, 4 Tommy Guns, 40,000 Shots, 2500 Tubes, 130 yds. Canvas, new Champion Compressor, Hoses and Connections, 2 Side Targets, stationary and moving, Loader and Tray, and Fluorescent Lights. Best offer. Stanley Surowiak, 2820 W. 21st St., Chicago 23, Ill.

**SILVER STAR FLOOR MODEL AND ALSO** Counter Model Popcorn Machine. Brand new, never uncrated, one each. Wire P.O. Box 330, Cambridge, O. my17

## SLUM JEWELRY

5 Lbs. Slum Jewelry.....\$10.00

1000 Costume Jewelry Stones.... 3.00

COMPLETE WRIST WATCHES — 5-

Swiss in white case needing

minor repairs ..... 15.00

8 Used Running Ingersol Pocket

and Wrist Watches. Need some

minor repairs ..... 6.00

### B. LOWE

Holland Bldg., Dept. 88, St. Louis, Mo.

## BIGGEST RING VALUES BEST SELLING STYLES

Write for Ring Circular



Sterling No. 2R203 \$5.25 Doz.

Sterling No. 2R309 \$5.25 Doz.



Gold Filled No. 2R223 \$6.00 Doz.

Yellow R.C.P. No. 2R309 \$5.25 Doz.



Sterling No. 4R10 \$9.00 Doz.

Sterling No. 4R26 \$12.00 Doz.

## HARRY PAKULA & CO. 5 N Wabash Av. Chicago 2, Ill.

### MYSTERY DRINKING BIRDS

- #3 Bird, Complete, \$13.75 Doz. Sample Prepaid, \$1.75.
- #2 Bird, complete, Movable Eyes, \$14.75 Doz. Sample Prepaid, \$2.00.
- #1 Bird, Complete, Movable Eyes, \$16.75 Doz. Sample Prepaid, \$2.25.
- #5 Drinking Ostrich, Doz. \$21.00 Sample Prepaid—\$2.25



### REYNOLDS ROCKET PENS

4 1/4 and 5 1/4 Inch Rockettes. \$7.80 Doz. Sample Prepaid, \$1.00.

### CANDY — GIFTS

- 1/2 Lb. Pecan Roll (Cello). Doz. \$ 5.50
- #9 Maple Chest (Mir. In Lid) & 1 Lb. 1.98
- #10 Cedar Chest (Mir. In Lid) & 1 Lb. 2.39
- #12P 12 1/2-Lb. Pecan Rolls, 6-10 Oz. Boxes Pecan Brittle & 1 Large Musical Chest 16.85
- Beacon Blanket, Indian, 72"x84" 3.29
- #148 Radio, Plastic Cabinet, 4 Tube 14.85
- #268 Camera (Candid Type) 1.95

Send for New Gift Catalog.

### DELUXE SALES CO.

220 So. Main St. Blue Earth, Minnesota

## SLUM

NOVELTIES, TOYS, BROOCHES, PINS, KIDS' NECKLACES, JEWELRY, COSMETICS, Etc.

### 3,000 PIECES, ASS'T \$25.00

SOME ITEMS RETAIL UP TO 25¢ EACH.

25% Deposit, Balance C. O. D.

### Mdse. Distributing Co.

19 E. 16 St. New York, N. Y.

### TOY AIRSHIPS

Sensational Toy Airships, complete in attractive envelope, \$9.50 per gross. Airship Balloons, all silver and inflating to 40 inches, \$7.00 per gross. #7 Balloons, \$2.50. #9 Balloons, \$3.25.

### FREEDCO SALES

BOX 68 REVERE 51, MASS.

**CARNIVAL FAVORITES**  
Fast Selling Souvenir

## PAPER SNAKES

\$18 per gross

Attention Jobbers: Special discounts for jobbers and wholesalers!

### NANKING COMPANY

423 Second Ave. N.Y. 10, N.Y.

## Park and Carnival Goods

- Medium Size Leis ..... \$ 3.75 Per Gr.
- New Style Chenille Monkeys ..... 2.50 Per Dz.
- Large Plastic and Metal Slum ..... 1.25 Per Gr.
- Dart Balloons ..... 2.00 Per Gr.
- Toy Fish Balloon ..... 10.50 Per Gr.
- Punch-o-Balloon ..... 8.40 Per Gr.
- No. 14 Cathed Balloon ..... 10.50 Per Gr.
- Daisy Cork Guns for Shooting Galleries ..... 7.50 Ea.
- Corks ..... 2.50 Per 500

Samples of all Balloons—50¢ Prepaid.

Send for new 1947 FREE catalog.

### M. K. BRODY

1116 S. Halsted St. CHICAGO, ILL.  
In business in Chicago for over 34 years.

## GREAT LAUGH JOKE!!!

### LAUGH CUSHION

AMUSEMENT FUN!

FOR EVERYONE LAUGHS!

\$2.50 Doz.—\$24.00 Gross

Send for Catalog. POCKET COMBS

Assorted Colors—Best Made \$2.24 Gross

### ERNEST'S ENTERPRISES

725 PINE ST. ST. LOUIS 1, MO.

**AN EXACT REPLICA OF A WOMAN'S \$700.00 COCKTAIL WRIST WATCH**

**ILLUSTRATED HERE IN ALL ITS LUXURIOUS GRANDEUR!**



Beautifully Set with Simulated Diamonds and Rubies.

**7 Jewel \$24.95**  
**17 Jewel \$29.95**

This is the most skillful reproduction we have ever seen. Set in gorgeous 10K R. G. P. daintily designed case. Comes in 4 distinctive styles.

Act Now To Be First With this Sales Getter!  
25% With Order, Balance C. O. D.

**Write for Catalogue.**

**THE WILLIAM ALAN CO.**  
5 S. Wabash Ave. Chicago 2, Illinois

**ORDER FLAGS FOR JULY 4TH NOW!**



#136 — AMERICAN FLAG, cotton, in Printed Stars, 2 metal eyelets, fast colors, 3x5. **10 FLAGS FOR \$ 6.00**  
**LOTS OF 100 OR MORE. Per 100 . 57.50**

**ROHDE-SPENCER CO.**  
223-225 W. Madison Street, Chicago 6, Ill.

**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 Mariette St. ATLANTA, GA.

**BALLOONS**

Cathead With Ears. Per Gross . . . \$10.50  
#13 Cat Face Balloons. Per Gross . . . 9.50  
#9 Assorted Animal Prints. Per Gross . . . 5.50  
#13 Assorted Animal Prints. Per Gross . . . 9.50  
#9 Plain. Per Gross . . . 4.50  
#13 Plain. Per Gross . . . 8.00

All items come in assorted colors, and all Grade A Balloons.

**SHIPMENT—DATE ORDER RECEIVED.**  
Terms—1/3 down with order, balance C. O. D.

**PETER HERMAN**  
118 WEST BURNSIDE PORTLAND, ORE.

**ATTENTION SPECIAL HOSIERY PRICES MILL IMPERFECTS**

Men's Fancies Silk & Rayons. #1 grade. Per dz. \$2.00  
Per Gr. . . . . 22.00  
Men's Fancies Silk & Rayons. #2 grade. Per dz. 1.50  
Per Gr. . . . . 16.00  
Men's Rayons, dark, light or white, asst. Per dz. 1.25  
Per Gr. . . . . 13.00  
Ladies' Full Fashion Rayons. Spring Shades. Per dz. 4.00  
Children's Anklets, sizes from #5 to #10 1/2. Fancies or plain. Per dz. 1.75  
Ladies' All Nylons, #45 and #51 gauges, perfects, seconds, at lowest prices. Deposit 10% required, balance C. O. D. Postage extra.

**DANIEL KITZMILLER**  
26 South 7th St. Reading, Pa.

**FOR SALE—SECOND-HAND SHOW PROPERTY**

**ART RIFLE RANGE WITH SIX GUNS—FOR** sale or will trade for late model car. Range now in operation. Columbia Amusement Arcade, 1333 Main, Columbia, S. C.

**AMPRO, UA, 16MM. SOUND.** \$275.00. KODASCOPE, FB25, \$275.00. Victor, 25, \$200.00. Sound Film list. A. Savarese, Woodcliff Lake, N. J. my17

**AMPRO PREMIER—20'S (TWO), NEVER** opened. 15% discount off \$540.00 each for quick sale. C. P. DiCarlo, 3116 Spain St., New Orleans, La. my31

**A NEW CATALOGUE 35MM. MOTION PICTURES,** any type of picture you want we have it. Medicals, Roadshow Attractions, Comedies, Westerns, Spooks, Serials. Low prices. New prints. Bussa Film Exchange, Friendship, O. my31

**ARTIZAN ORGAN—DOUBLE ROLL, CONTINUOUS** play, 52 notes, \$400.00. National Calliope, 53 notes, 30 music rolls, \$350.00. Kiddieland, 8400 North Ave., Melrose Park, Ill. my17

**BALLROOM LIGHTING EFFECTS—CRYSTAL** Showers. Spotlights. Motor Driven Color Wheels. New only. Newton, 253 W. 14th, New York, N. Y. my17

**B.B. SHOOTING GALLERY—MOVING AND** Pull-Up Targets. Bargain. Gallery, 1123 Grasser St., Toledo, O.

**COMPLETE NAVAL TRAINING MACHINE** Gun Gallery mounted on 2-wheel trailer. 4 guns, canvas, and plenty of bees. Due to ill health, no reasonable offer refused. Ray Charmness, Winamac, Ind. Phone Winamac 3172. my24

**COMPLETE MO-SKEET OUTFIT—3 GUNS, 1** Trap, 3 cases Remington .22 cal. Klay-Bird Ammunition (30,000 rounds), \$420.00. \$100.00 cash, balance C.O.D. Marshall Padgett, 1025 Yale St., Houston, Tex.

**FOR SALE—4-CAR TUMBLE BUG, AEROPLANE,** Swing, Chair-o-Plane. Burke (then Amusement Co., U. S. 22, Pitsairn, Pa. my24

**FOR SALE—FIVE USED PRETZEL CARS.** George Bailey, Chilhowee Park, Knoxville, Tenn.

**FOR SALE—LONG RANGE SHOOTING GALLERY** mounted on truck. Complete, guns, ammunition. F. J. Koske, Box 35, Palm Bay, Fla.

**FOR SALE—SMITH & SMITH CHAIRPLANE.** Model A power unit, fifteen hundred. Stored near Natchez, Miss. Ready to operate. Handlett, Alto Tourist Court, New Orleans 20, La.

**FOR SALE—TENT POLES, GOOD CONDITION,** 23 ft., 35 ft., 30 ft. long. 60, 200 and 400-ampere Switch Boxes. Amplifier with Mike. Electric Bingo Blower, complete. Jas. Bell Co., 52 Lafayette St., Newark, N. J.

**GALLERY AMMUNITION—GOOD ASSORTMENT.** Evans long range Targets, never used. Box 2004, Fort Worth, Tex. my24

**GOVERNMENT SURPLUS THEATER SOUND** Projectors, Ares, Rectifiers, Chains, Drapes, Screens. Catalog mailed. S. O. S. Cinema Supply Corp., 449 W. 42d St., New York 18. my17

**MERMAID, DEMON CHILD, DESERT MAN,** Mummy, Two-Headed Child, Sea Monster, Devil Dog, Lion Woman, Reptile. Cost \$250.00. First \$100.00 takes all. Arden Melbourne, Box 373, Union City, Ind.

**ONLY 200 G.E. 1000-WATT T-12 PROJECTION** Lamps for Ampro, Victor, etc., \$3.50 ea. Lots of 5 or more only. 25% deposit or prepaid cash with order. Also 1000 and 500-watt T-20 Mogul, prefocus or screw, numerous other types, all at 50% off list. Prices include tax. Pair Ampro 1000-watt Model XC, slightly used Projectors, with new 35-watt Amplifier, Coaxial Speakers and Control Panel. Stanton Radio Supply Co., Macon, Ga.

**ORCHESTRAS—WILSON SLEEPER BUS FOR** twelve musicians. Excellent condition, new tires, cab-over-engine Chev. tractor. Contact Jimmy Caton, Kearney, Neb.

**PROJECTORS—35MM., 16MM., SOUND OR** Silent. Ed. Nusslock, 4614 W. Green Tree Rd., Milwaukee 9, Wis.

**SMITH & SMITH 24-SEAT CHAIRPLANE—** A-1 condition, motor and ticket booth, \$1,000.00. Clarence Miller, Henderson, Colo.

**SOUND 16MM. PROJECTORS—EXCELLENT** condition. Victor, \$275.00; Bell and Howell, \$300.00; Victor, \$250.00; Universal, \$200.00; Victor, \$225.00; Ampro, \$260.00. Send \$25.00 deposit; will ship, balance, C.O.D. Subject to your examination. National Film Service, 423 W. Breckinridge, Louisville, Ky.

**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. je7

**THEATER SEATS, PROJECTORS, FOLDING** Chairs, Screens, Tents. Sell 16mm. Film. New Fiber Cases, Reels. Lone Star Film Co., Dallas, Tex. my24

**THEATRICAL WARDROBE TRUNKS AND** Flat Trunks, large and small. H. M. make. Also Scenery and Cycloramas. Whitney 5314. L. Berkoff, 368 N. La Cienega, Los Angeles 36, Calif.

**UNIVERSAL 16MM. SOUND PROJECTOR,** complete, \$175.00. Sound Heads to fit Simplex, complete, \$100.00. F. Shafer, Washington, Ind.

**WE SPECIALIZE IN SERVING READERS OF** Billboard with quality Trailer Coaches. Many leading makes to select from. We handle the financing and insurance. Rogers Trailer Ranch, Rantoul, Ill. Phone 393. my31

**16MM. SOUND PROJECTORS—VICTOR, BELL** & Howell, Ampro, DeVry, completely reconditioned and guaranteed against defective workmanship and materials. Write for descriptive price list. Audio Visual Aids, Wichita 2, Kan.

**16x12 BALL GAME, FIREPROOF TOP USED** one season, Stools, Bottles, Balls, \$150.00. 16x14 Ball Game with Banner, Trunk, Stool, Bottles, Balls, \$150.00. 12x12 Penny Pitch, complete, \$25.00. 1/2 deposit. Biggers, 1051 1/2 West State, Rockford, Ill.

**30x60 TENT SHOW, COMPLETE; DE VRY** 16mm. Projector, \$950.00. Holland, Ivanhoe, N. C.

**36MM. SOUND PROJECTOR, POWERS, COM-** plete sound, \$175.00. Also DeVry Silent Projectors. Films. List free. Frank Haliburton, 211 McMillian Ave., Nashville, Tenn.

**\$235 BUILDS AN 8-JEEP KIDDIE JEEP** Ride. Complete Plans and full-size Pattern, \$9.00. Others. Circulars free. Brill, 228 North University, Peoria, Illinois.

**ENGRAVERS**

**No. 1X7**  
\$12.00 per gross

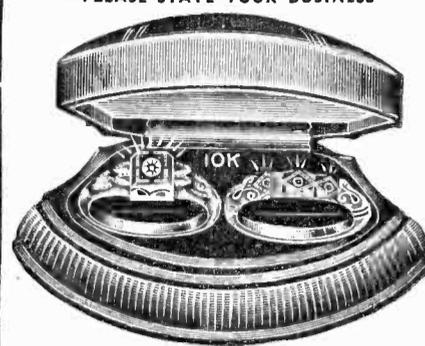
**No. 2X1**  
\$22.50 per gross

**No. 3X20**  
\$24.00 per gross (Illustrations 3/4 Actual Size)

**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—



**3-Diamond Wedding Ring**  
No. 6R101—Ea. \$2.50  
1 Diamond Engagement Ring—No. 6R105  
**EACH \$2.50**

**Bridal Sets, as Illustrated in a Box**  
No. 6R301—Ea. \$5.40  
Same as above without a Box—No. 6R325  
**EACH \$5.00**

**WHITESTONE WORKERS**

**No. 3R157. Dz. \$4.50**

**No. 3R160. Dz. \$5.25**

**No. 3R159. Dz. \$5.25**

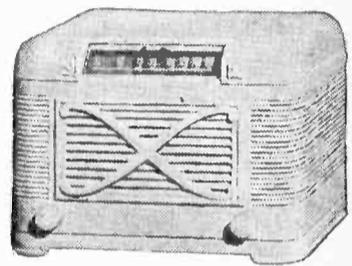
**BIELER-LEVINE, 5 N. WABASH AVENUE, CHICAGO 2, ILLINOIS**

**IMMEDIATE DELIVERY! NATIONALLY ADVERTISED**

**LEAR RADIOS**

THE NAME MEN FLY BY!

**FOR PREMIUM USE \$19.95 FOR PHILA**



French Modern design in ivory plastic. Standard Broadcast. Illuminated Dial. Built-in Lo-z loop. Additional antenna connections. AC-DC Superheterodyne circuit. Automatic Volume Control. Permanent Magnet Dynamic Speaker Approx. size 7 7/8" x 10 3/4" x 7 1/4"

Terms: 25% with Order, Balance C.O.D., Except Rated Firms.

**SPECTOR DIST. CO., 812 No. BROAD ST. PHILA. 30, PA.**  
Exclusive National Lear Distributor For The Premium Trade.

**LEAD WITH "ACE" FUR STUFFED TOYS!**

**YES! MR. PRESIDENT**

We agree with you and we are holding our prices down to rock-bottom!

**No. 122 — GRIZZLY BEAR**

Beautiful animal in long haired fur. 28" tall. Assorted colors. Packed 1 dozen to the carton.

**ONLY \$42 DOZEN**

25% deposit with orders, balance C. O. D., if not rated.

**CHOICE TERRITORIES OPEN FOR REPRESENTATION**

PLEASE STATE "DEPT. B"

Send for 16-page catalog listing 37 numbers.

**ACE TOY MANUFACTURING CO.**  
Manufacturers of Fur Stuffed Toys  
122 WEST 27TH STREET NEW YORK 1, NEW YORK



**SEND FOR OUR NEW 1947 CATALOG**

ILLUSTRATING A COMPLETE LINE OF CONCESSION GOODS AND NOVELTIES, INCLUDING:

Beacon Blankets — Aluminumware — Electric Clocks and Appliances — Chromeware — Dolls — Stuffed Toys — Plaster — Balloons — Whips — Cans and hundreds of other fast selling items too numerous to mention. You can't afford to miss the hundreds of "money making" values to be found in this truly money saving "Buyer's Guide" which will be ready for mailing soon.

**SEND FOR YOUR FREE COPY TODAY**

**GELLMAN BROS. Inc.** 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.



# DIPPY BIRD



"DIPPY" hits a new low in cost... and a new high in entertainment!

ASSORTED COLORS  
Red  
White  
Blue

Individually Boxed  
PACKED—2 doz. & 6 doz.  
in a carton—\$1.50 a doz.

Cash with Order—2% Discount  
or 25% Deposit—Balance C.O.D.

SPECIAL DISCOUNTS

to  
DISTRIBUTORS  
& JOBBERS

Salford Sales Co.  
1921 S. Salford St.,  
Philadelphia 43,  
Penna.



## HELP WANTED

**ADVANCE AND PUBLICITY AGENT WANTED** for Kara-Kum's World's Greatest International Mystery Show, on percentage only, to book parks, theaters, auditoriums, midnights, etc. Address International Mystery Show, Room 407, Hotel 7th Ave., Pittsburgh, Pa. See display ad in Nite Club-Vaudo.

**COMEDIAN FOR MFD. SHOW—MUST BE** sober and able to produce. Top salary for top comedian. P. Herman, 3115 E. Miltonia Ave., Younstown 8, O.

**COMMERCIAL PIANO, TENOR AND BARI-** tone Sax for tenor hotel band starting immediately. Wire, but not collect. Pat Mann, Ocean Forrest Hotel, Myrtle Beach, S. C.

**COUPLE WANTED—WOMAN TO ACT AS** professional teacher, man as manager of roller skating rink and assist in teaching. Rink located in New York City area. State salary expected. References. Box 195, Billboard, New York City. my24

**EXPERIENCED BOOK AND MAGAZINE** Salesmen earn \$25.00 a day. Crew Managers with cars, \$100.00 a day. Brand new copyrighted magazine and premium book deal that sells on sight. Box 371, New Orleans 9, La. my7

**FRONT MAN AND ENTERTAINER WANTED,** also Saxophone Man and Bass Horn Man. Modern and old-time music. Steady work. Write or wire Six Pat Dutchmen, Victor Recording Band, New Ulm, Minn.

**GAY '90S WANTS: STRIPS, CHARACTER,** and Tap Dancers! Can guarantee you 52 weeks a year. Send photo and all particulars. Preference shown to those acts without managerial tie-ups. Manager, Gay '90s, Cleveland, O. je7

**GROUND TUMBLER FOR TEETERBOARD** act. One that can do little catching. Bill Thompson, write. Wire, Box C-205, Billboard, Cincinnati 22, O.

**INGENUE—ONE DOING SPECIALTIES PREFERRED.** Piano Player and Musicians for repertoire. Harry Lactier, Griggsville, Ill.

**LEAD ALTO CLARINET, RIDE TENOR CLAR-** inet, sober, reliable, cut or no notice. Steady hotel locations. Salary, \$75.00. Write or wire Bill Bardo, Hotel Gayoso, Memphis, Tenn.

**MAKE MORE MONEY SELLING INDIVIDUAL-** ized 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. my31

**MAN OR MAN AND WIFE TO HELP WITH** small picture show and concessions. Holland, Ivanhoe, N. C.

**MECHANIC WANTED — ON MUSIC AND** games. Steady work. Write or wire. A B Amusement Co., Margaretville, N. Y.

**NEED ALTO MAN AND TENOR MAN IM-** mediately. Using four saxes. \$50.00 min. Steady work. Wire Al Schuh Orch., Grand Forks, N. D.

**PIANIST—FOR FOUR-PIECE COMMERCIAL** band, must read, fake in different keys, sober, union, \$75.00 week. Eddie Howeth, Gen. Del., Fayetteville, N. C. Other musicians write.

**SKATE MECHANIC WANTED—RINK LO-** cated in New York City area. State salary expected. References. Box 196, Billboard, New York City. my24

**WANT—COMMERCIAL MUSICIANS FOR RE-** placements. Established band. Modern sleeper. Give details. State salary. Don Pick, Alexandria, Minn.

**WANTED—TWO GIRL TRICK RIDERS, WITH** or without stock. Seasons stars May 24th. Flying F Rodeo, 209 Baltimore St., Middletown, O.

**WANTED—FREAKS, WORKING ACTS, ONE** location, pleasant surroundings. Write Box 35, Cincinnati 30, O. my31

## INSTRUCTIONS BOOKS & CARTOONS

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Rag Pictures. Catalog, 10c. Balda Art Service, Oshkosh, Wis. je7

## MAGICAL APPARATUS

**AAA WHOLESALE TRICK CATALOG, 10c** Manufacturers' "World's Largest Line." Pitchmen's 25c packages (7 items): \$4.50 100. Ar-lane, 4462 Germantown, Philadelphia. je7

**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. je21

**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. je7

**LARGE PROFESSIONAL MAGIC CATALOGUE,** 35c. Max Holden, 220 W. 42d St., New York, N. Y. je7

**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.

## MISCELLANEOUS

**BRASS CHAIN, SQUARE AND ROUND** rolled gold plated wire, finished brass Lockets. Send for price list. Williams & Co., 169 Weybosset St., Providence, R. I. my17



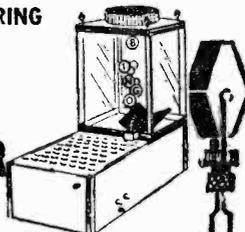
## ELECTRIC BOW TIE

IT'S NEW—IT'S TERRIFIC  
Complete with bulbs, wiring and batteries  
Dozen ... \$ 12.00  
Gross ... 138.00  
1/2 deposit with order.

## FRANCO-AMERICAN NOVELTY CO.

1204 BROADWAY NEW YORK, N. Y.

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

## #10 CAT HEAD BALLOONS

PRINTED TWO SIDES—10 GROSS LOTS.  
Per Gr. .... \$ 6.50  
Per Gr. .... 4.80  
# 14 CAT HEAD, PRINTED ..... \$ 9.50  
# 7 CAT HEAD, PRINTED ..... 4.80  
#524 AIRSHIP ..... 4.20  
#418 AIRSHIP ..... 2.60  
# 7 ROUND ..... 2.95  
# 5 ROUND ..... 1.80  
# 12 CIRCUS PRINT ..... 6.50  
BATHING HATS, ASST. COLORS ... 18.00  
T-30 TARGETS. EA. .... .10

## BEACH BALL—14"

ASSORTED COLORS, HEAVY BLADDER  
GROSS LOTS. \$72.00 Gr. Doz. . \$ 7.00  
BEACH PAILS. Per Gr. .... 13.20  
FLYING BIRDS. Per Gr. .... 11.50  
BALLOON STICKS, 48". Per Gr. .... 1.50  
50% Deposit—Balance C. O. D.

New England Novelties  
74 HANOVER ST. BOSTON, MASS.

## POUND BOXES CANDIES

NOW AVAILABLE FOR  
SALESBOARD OPERATORS  
SENSATIONAL VALUES  
IMMEDIATE DELIVERY

Write  
STARR CONFECTIONS  
2246 N. RACINE CHICAGO 14, ILL.

## BIG MONEY Selling SILK TIES

Agents! Hustlers! Make \$24.00 daily profit. Fast selling silk ties. Your investment guaranteed. No Risk. Write or Wire.

Alan Shepard and Sons  
17 N. State St., Dept. B-6, Chicago, Ill.

## UP-TO-THE-MINUTE MERCHANDISE

Over 200 Different Items in Stock

- BEST PRICES
- PLENTY OF STOCK
- GOOD SERVICE

Write or Wire Your Wants, No Matter What They May Be

Send for FREE Descriptive Circular #67

## GOTTLIEB-CUTTLER, CORP.

928 BROADWAY NEW YORK CITY

## BRACELETS

Gold plated, cocktail style, colorful imported rhinestone settings, expansion or link type band (3/8 inch wide). New low price, \$9.00 per dozen. Sample \$1.00. 25% deposit with order, balance C. O. D. Also 4-Inch Casted Gun \$6.00 per gross.

## G. & G. NOVELTY CO.

1574 57th St. Brooklyn 19, New York

## LAZY HORSE

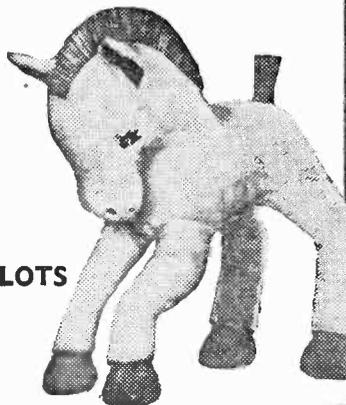
"IT'S RED HOT—THE BIGGEST FLASH IN YEARS." ALL PLUSH . . . ASSORTED COLORS . . . with contrasting mane, tail and hoofs in felt.

A BIG BOY—27" HIGH, 17" LONG  
STANDS—SITS—GETS IN THE DARNDDEST POSITIONS

PRICE 42.00 DOZ. IN DOZ. LOTS

25% Dep. With Order—Balance C.O.D.

SAMPLE \$4.50 EACH—IN ADVANCE  
Write for Quantity Prices



## MAYFAIR MERCHANDISE COMPANY

16 West 23rd Street New York 10, N. Y.

## AIRSHIP PACKAGE

The Greatest Air Ship Package That Ever Was in This Country

Sells on sight. Very colorful, complete with fins, cabin and all its trimmings. \$8.50 Per Gross Packages.

Complete worker (silver) with cabins and fins, 50 cents each. Send 25% deposit with all orders. Balance C. O. D. Immediate delivery. We give you service.

## HARRIS NOVELTY CO.

1102 Arch Street Philadelphia 7, Penna.

## ATTENTION—WAGON JOBBERS

## SACCHARIN TABLETS

1-Grain U.S.P.

\$18.00 Per Gross F.O.B. Smithfield, N. C. Write for our new price list of fast-moving items at the right price.

## B & B MERCHANDISE CORP.

P. O. Box 329, Smithfield, N. C.

## ADVERTISING BALLOONS

WRITE TODAY for our new low prices and samples on advertising balloons with your name of business. Fairs, Carnivals . . . Special Events.

NATIONAL SALES CO.  
2805 East 79th St. Chicago 49, Illinois

**"KEYSTONE" GREAT VALUES IN**

# JUMBO STUFFED TOY ANIMALS

FEATURE ITEMS FOR THE 1947 SEASON—BIG SELLERS!

**\$7100W**  
**\$33.00** Per Doz.  
**DICKIE FUR PEKINESE**



Made of White Rabbit Skin. Head and Tail of Mouton. 14 inches high—16 inches long. Sits without support.

**IMMEDIATE DELIVERY!**  
TERMS: 2% Discount Cash With Order, 25% Deposit With Order, Bal. C. O. D. Prices F. O. B. New York, N. Y.

Write for Catalog on Other Items

## KEYSTONE TOY CO.

Mfr. of Stuffed Toys and Novelties  
37 W. 21 STREET, NEW YORK 10, N. Y.

## 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

## NEW SLUM PRIZES!

Write at once for complete details. Immediate deliveries. Can't be beat! Hurry! Hurry!

Apex Products Corp., Dept. BB-7  
53 E. 10TH ST. NEW YORK 3, N. Y.

STEEL & HARD WOOD

## FOLDING CHAIRS

- STRONG!
- FLAT-FOLDING!
- IMMEDIATE DELIVERY!
- MANY OTHER STYLES

NON-TIPPING!

**U. S. SEATING CO.**  
450 7th Ave. New York 1, N. Y.  
Longacre 5-0028

## PHOTO MACHINES

Shipped in 2 days! Big profits. Exclusive features—easy to operate. Hands not in chemicals. KD or I price. 5-year warranty. Cameras only or complete. 10 sizes—single, double or triple. Write—phone—wire.

**\$495**

**Federal Identification Co.**  
Dept. T, 1012 N.W. 17, Oklahoma City, Okla.

## COCKTAIL BRACELETS

Goldplated PIN AND EARRING SETS as Crowns, Swords, etc.  
CHATELAINES as Birds, Dancers, etc.  
NECKLACES, gold and silver plated.  
\$10.50 Doz. Single Sample, \$1.35 ea.  
1/3 Deposit, balance C. O. D.  
**FORATT CO., 121 E. 23 St., New York 10**

**ELECTRIC FANS? ASSEMBLE YOUR OWN.** Blades, Guards, Standards. Dealers, write. Ted Riseman, 207 N. Fifth, Springfield, Ill. je21

**FOR SALE—NEW TANBARK, CARLOAD OR** truckload lots. Churngold Corp., 50 Walnut St., Cincinnati 2, O. my24

**FREE INFORMATION—WRITE FOR BEST** way to keep dancefloors in top condition and dust-free in rainy weather. Our Paraffinemixtur saves you money. Colony Dancewax, Davenport, Ia.

**HAND MADE PERFECTO HAVANA BLENDED** 10c Cigars, 50, \$3.60; 100, \$4.50 delivered. Cash with order. L. Maudette, 204 Maple, Terre Haute, Ind.

**POPCORN FOR SALE—14 YEARS' EXPERI-** ence growing and improving S.A. Popcorn assures our customers the best in quality and increased profits. Prices for our Regular S.A., \$8.75 per cwt.; and our Best Hybrid, \$9.75. M. M. Burnett & Sons, Spencerville, O. je7

**PREMIUM GOODS, DOLLS, PIGGY BANKS,** Placques, Dogs, etc. Moulded products. Ambro Products Co., 2488 Summit St., Columbus 2, O. je28

**RECORDS—COMMERCIAL PRESSINGS MADE** at our studio or from your own recording. Labels—Masters, Stamps, Albums. Urab BB, 245 W. 34 St., New York, N. Y. my31

**SUPER-STAR THEATER MODEL (FLOOR),** brand new, never imitated, Popcorn Machine. Save. Will sacrifice to close estate. Wire for immediate action. P.O. Box 330, Cambridge, O. my17

**YOUR SONG RECORDED—VOCAL PIANO,** \$6.00; Vocal-Orchestra, \$10.00; Duplicates, single, \$2.00; two sides, \$2.50 each. Details (stamp) Commercial Records. Urab BB, 245 W. 34 St., New York, N. Y. my31

**ZIRCONS—THE DIAMOND'S ONLY RIVAL,** again available. New and reconditioned Watches, expert Jewelry Repairing. Catalogue free. Bluebonnet Jeweler's Exchange, 2500 Carter, Ft. Worth 3, Tex. je7

## MUSICAL INSTRUMENTS, ACCESSORIES

**WANTED—B-FLAT SLIDE TRUMPET, ANY** make. Also King, for other make, small Trumpet, with bell, approximately three inches. Will pay reasonable price for above instruments in playable condition. Contact Bill Jordan, 940 Simpson St., Bronx 59, N. Y. my24

## PERSONALS

**NEW YORK MAIL ADDRESS—YOUR MAIL** received and forwarded. Confidential. Free details. Arlington, 131-T W. 42nd St., New York 18. je7

**VERY URGENT! ANYONE KNOWING PRES-** ent whereabouts of Maude Chandler, later Mrs. Harvey, who with husband operated movie theater in New York, last known address, State of Washington. Contact Mrs. Elizabeth Lucas, 1295 Heaton St., Hamilton, O. my24

## PHOTO SUPPLIES DEVELOPING-PRINTING

**A FAST COMPLETE SERVICE FOR THE** Direct Positive Operator. Everything you need. West Coast Photo Supply Co., 1809 E. 14th St., Oakland 6, Calif. my24

**CAMERA—JAPANESE ARIEL, TAKES 5x7** pictures. Film available in this country. With lens 45 pictures to the roll. \$95.00. J. Polianski, 1523 Hazel St., Baltimore 26, Md.

**COMIC FOREGROUNDS—"JAIL," "DANCE** Team," "Donkes," "Hula," "Broncho" and others stocked in sizes 24x36", 36x48", 48x72". Also Backgrounds, Eastman Paper, Chemicals, Photo Mounts, Rings, Novelties. Literature. Miller Supplies, 1535 Franklin, St. Louis, Mo. my24

**DIME PHOTO OUTFITS CHEAP—ALL SIZES.** Drop in and see them; latest improvements. Real bargains. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago 10, Ill. je28

**FOR TROUBLE-FREE SINGLE, DOUBLE AND** Triple Cameras buy genuine Bilright Cameras. Offices: Greensboro, N. C.; Atlanta, Ga.; Jasper, Ala. Capitol Photo Supply, Austin, Tex. je21

**FOUR FOR TWENTY PHOTO MACHINES.** Enlarger and Neon Signs. Steeplechase Boardwalk Arcade, Coney Island 24, N. Y.

**LOWEST PRICES ON DIRECT POSITIVE** Machines. Send for new price list. Glossick Mfg. Co., 544 Monson St., East Peoria, Ill.

**OPERATORS HAVE SOLD THOUSANDS OF** our Photo Lockets. Have four different designs. Holds two pictures for 1 1/2 x 2. Send \$1.00 for all samples and price list. Satisfaction or refund. Good side line. C. Gameiser, 146 Park Row, New York 7, N. Y. my17

**\$\$\$ REWARD FOR QUALITY PHOTOS—** \$2 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

## PRINTING

**ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS** and 6% Envelopes, Hammermill Bond, four lines copy, \$1.50 postpaid. Samples. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. je14

**ONE HUNDRED 14x22 SIX-PLY WINDOW** Cards in two colors, \$7.00. Fifty per cent discount. Sample, ten cents. Arp Show Print, Monmouth, Iowa.

**250 8 1/2 x 11 LETTERHEADS, \$1.50 POSTPAID.** 6% Envelopes, same. Write for free samples, other prices. Valley Print Shop, St. Elmo, Tenn.

**500 BOND LETTERHEADS PRINTED, \$3.50;** 500 Envelopes, \$3.00. Quick service. Printing of all kinds. Ace Press, Clearwater, Fla. my24

**1,000 PICTURE POSTCARDS OF YOUR SHOW,** band, act, \$15.00; 2,000 \$25.00. 1,000 embossed (raised) Business Cards, \$6.50. Castle Press, 2107 E. 9th, Brooklyn 23, N. Y. my24

**1000 BUSINESS CARDS, \$1.95. RAISED** Printing, \$2.50 prepaid. B. Kernan Press, 40 W. 17th St., New York City.



## MAKE 1000% PROFIT

### SELLING THE EMERGENCY RAIN COVER

Just the thing for sudden showers at carnivals, baseball and football games. Also used for plant covers. Comes folded in compact packet size 4"x7". Fits coat pocket. Sells easily at \$1.00. Your cost, 10¢ each. Minimum order, 1,000. Sample—Two for \$1.00. Send check or money order with order.

**E. K. CARGILL CO., Macon, Ga.**



## GLASS AND BRASS MINIATURES

Ideal for Concessioners—They Sell Themselves on Sight.

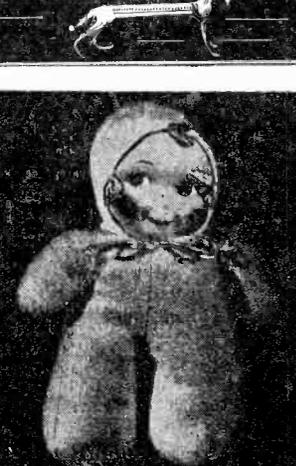
Write for sales plans.

**MIRROR PLATEAUS**  
**BEAUTIFUL DISPLAY CASES**  
**MAGIC POLISHING CLOTH**

**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.

**B. B. BOX NO. 531, ROOSEVELT PARK STATION, DETROIT 32, MICH.**



## CUDDLY DOLLS

### FLASH AT A PRICE

CHUBBY MARY LOU HAS EYE-CATCHING APPEAL. BIC 16" SIZE. Here's a fat, fast selling, cuddly doll. Soft flannel body stuffed with cotton. An unbreakable face neatly and colorfully painted. Yarn hair. In a variety of lovely colors and patterns. SAMPLE POSTPAID, \$1.00.

**B19X46—IN LOTS OF 12 OR MORE. EACH 80¢**

New Spring Catalog showing thousands of profit makers just off the press. Write for yours today. Mention your business. 25% deposit required on C. O. D. orders.

**JOSEPH HAGN COMPANY**  
WHOLESALE DISTRIBUTORS SINCE 1911  
217-223 WEST MADISON ST. CHICAGO 6

## CHINAWARE and POTTERY

ATTENTION

**JOBBERS and PREMIUM USERS**

ANY QUANTITY. ALL PURPOSES. EVERY PRICE LEVEL.

Write for particulars. Samples at request.

**BERKELEY MFG. CO.**  
2720 Archer Ave. CHICAGO 8, ILL.

## SLUM BALLOONS

### Bingo & Premium Merchandise

WRITE FOR OUR 1947 PRICE LIST.

# M. A. SINGER CO.

2125 COMMERCE DALLAS 1, TEXAS

# CONCESSION SUPPLIES

Worth Baseballs.  
Doz. .... \$ 2.50  
4 to 7" Hoop-La  
Rings. Doz. .... .70  
Weighted Darts.  
Doz. .... 1.20  
French Weighted  
Darts. Doz. .... 1.50  
Dart Balloons. Gr. .... 2.15  
Wood Milk Bottles.  
Ea. .... .50  
Aluminum Milk  
Bottles. Ea. .... 1.50  
Knife Rack Rings. Per 100 ..... 3.50  
Cane Rack Rings. Per 100 ..... 3.50  
Shooting Corks. Per 1,000 ..... 2.75  
Daisy Cork Guns. Ea. .... 4.95  
Rubber Jar Rings. Gr. .... .40

### NOVELTIES

#### BEACON BLANKETS

TOBA, Indian design.  
Ea. .... \$2.70  
MIDWAY, Plaid. Ea. .... 2.70  
MAGNET, Plaid. 3" Sateen Bound. Ea. .... 3.35  
MINGO, Indian design. Sateen Bound. Ea. .... 3.35  
Less 10¢, Lots of 30.

Metallic Pin Wheels.  
Gr. .... \$ .6.75  
Celluloid Pin  
Wheels. Gr. .... 9.60  
Airplane Pin  
Wheels. Gr. .... 10.00  
Circus Pin  
Wheels. Gr. .... 21.60  
22" Crook-Handled  
Plastic Cane.  
Per 100 ..... 6.95  
34" Crook-Handled Plastic Cane.  
Per 100 ..... 14.95  
Swaggers. Gr. .... 10.50  
Silver Canes. Gr. .... 14.50  
Red, White and Blue Batons, with  
Bells. Gr. .... 18.50  
Parachute Troopers. Gr. .... 13.50  
Flying Birds. Gr. .... 16.50  
Small Pin-Up Plaques. Doz. .... .85  
Large Pin-Up Plaques. Doz. .... 1.95  
Horse Shoe Plaques. Doz. .... 2.00  
Straw Horse and Rider. Doz. .... 3.60

### BINGO SUPPLIES

Professional Bingo Cards. Per 100 ... \$ 4.00  
3/4" Red Plastic Markers. Per 1,000 ... 2.75  
Wire Bingo Cage, complete. Ea. .... 10.50  
Wire Bingo Cage, rubber coated, with  
Balls and Master Card. Ea. .... 12.50  
Automatic Cage. Ea. .... 34.95  
Electric Blower Cage. Ea. .... 189.50

25% Deposit with C. O. D. Orders; F. O. B. Indianapolis.

## KIPP BROTHERS

(Established 1880)

Importers  
Wholesalers  
117-119 S. MERIDIAN ST.

INDIANAPOLIS 4, IND.

## NOTICE, ENGRAVERS

SEND FOR YOUR 1947 CATALOG  
400 ENGRAVING NUMBERS IN IT



Locket for Eng., All Gold Plated  
and Fancy Boxed, \$5.60 Doz.

Pearl Book and Pearl Heart Locket,  
Fancy Boxed, \$7.20 Doz.

Spoon and Fork, for Engraving, Gold  
Plated, Card & Cell., \$18.00 Gross

General Delivery Boys, Send for New  
Sheets

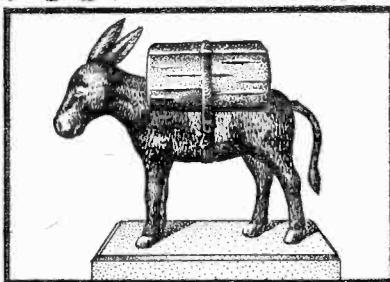
Dexter Engraving Jewelry Co. 23 ARCH STREET  
PROVIDENCE 7, R. I.  
Manufacturers of Engraving Jewelry

# MONEY MAKING COMBINATION

THIS DISPENSER HANDS OUT:

1.  
A CIGARETTE

2.  
A LOUD LAUGH!



ALL METAL \$27 DOZ.  
(Wood Base)

TRIAL ORDER OF 6 ONLY \$13.50  
(Retail at \$3.95)  
SAMPLE \$2.50, POSTAGE PAID

## LARAE INDUSTRIES

4767 LIBERTY AVE.

PITTSBURGH 24, PA.

## WESTERN BRONZE HORSES

Attention—Jobbers, Bingo and Salesboard Operators

If you desire a Red Hot item here it is. Our Western Bronze Horses are the big thing here in New York. All bronze finish, not plastic, wood or chalk. At present we have 4 different sizes. Large Horse, also Horse with Cowboy and 2 smaller size Horses. You will go to town with these numbers. If interested mail us check or money order for \$15.00 for all samples or \$4.00 for the 2 smaller Horses. Your money back in 10 days if not satisfied. You deal direct with the manufacturers, no middleman. Nobody can beat our prices. Be convinced. Later on will have more new numbers. Immediate shipments. Special price to large users. No post cards.

C. GAMEISER, 250 West 88th St., New York City

## SPRING CIRCULAR NO. 447

That funny "Man in the Barrel,"  
our best seller. Doz. \$3.00;  
hundred, \$22.50; 3 doz. lots or more prepaid.

NOW BEING MAILED OUT  
WRITE FOR YOUR COPY TODAY.  
BE SURE AND MENTION LINE OF BUSINESS.

MIDWEST MERCHANDISE CO. 1010 BROADWAY  
KANSAS CITY, MO.

## SALESMEN WANTED

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 sell-  
ing outfit offer. Write Hook-Fast Co., Dept. 10,  
Roanoke, Va. my31

SELL NECKTIES—SENSATIONAL OFFER  
guarantees profits. Fastest selling ties available.  
Write Slepard & Sons, 17 N. State St., Dept.  
15A, Chicago.

WANTED—SALESMEN WITH EXPERIENCE  
to sell routes of the famous Asco All-Purpose  
Machine. Also Asco Coin-Operated Radio. Earn-  
ing \$200.00 per month up. When writing give  
all information. Asco Vending Machine Exchange  
Corp., 55 Branford St., Newark 5, N. J. my17

## SCENERY AND BANNERS

A-1 SHOW BANNERS FOR ALL SIDE SHOWS.  
Wonderful banners and quick service. Chas.  
Buell Co., Newark, O. my31

A REAL FLASH—CARNIVAL AND SIDE  
Show Banners. Showman's Art Service, 1472  
Sutton Ave., Box 35, Cincinnati 30, O. my31

BEST CARNIVAL AND CIRCUS BANNERS—  
Positively no disappointments. Nieman Studios,  
1236 S. Halsted St., Chicago 7, Ill. Canal 2544.

CLOTH BANNERS, HEAVY, 3x10 FEET, \$7.25.  
Side show and other banners, any size. W.  
Courtney, 541 N. Longwood St., Baltimore 23,  
Md. my24

CLOTH BANNERS, ANY COPY ALL SIZES—  
Pennants, all colors in stock. Write for prices on  
Special Jobs. Jones Decorating Co., 2807 Sunset  
Bldg., Los Angeles 26, Calif. my31

## TATTOOING SUPPLIES

NEW MODERN TATTOOING EQUIPMENT—  
Also Diamond Pointed Engraving Outfits for  
carnies and store workers. Write Milt Zeis, 728  
Lesley, Rockford, Ill. an9

TATTOOING MACHINES AND OUTFITS—  
World's finest. Latest Design Sheets, Colors,  
Rheostats, Supplies. Also Engravers. Free catalog.  
Owen Jensen, 120 W. 83rd St., Los Angeles 3. je28

## WANTED TO BUY

A-1 CIGARETTE AND CANDY VENDING MA-  
chines, all other coin equipment. Mac Postel,  
6750 N. Ashland, Chicago, Ill. my17

HAMMOND ORGAN—WILL PAY CASH AND  
moving expenses for spinet model. F. Stilteneppel,  
R-501, 830 S. Michigan Ave., Chicago.

JUKE BOX OPERATORS, ATTENTION—TOP  
prices paid for used records. Any quantity.  
State price and condition. C. & L. Music Co.,  
1664 E. 14th St., Brooklyn 29, N. Y. Nlg-  
mgale 5-7948. my24

PENNANT MACHINE—IN GOOD CONDITION.  
G. Henderson, 9965 S. Broadway, St. Louis, Mo.

PORTABLE SKATING RINK—STATE CONDI-  
tion and best price. Write Jack, Box 436, East  
Flat Rock, N. C. my17

UNBORN SPECIMENS WANTED—TO EN-  
large show. What have you? State price. Bert  
Geyer, Route 2, Coshocton, O. my17

WANTED TO BUY—HI STRIKER AND PORT-  
able Basketball Outfit. Earl J. Redden, Oliver  
Hotel, South Bend, Ind.

WANTED—SHOOTING GALLERY. R. Ur-  
mston, 510 E. Fayette St., Syracuse, N. Y.

WANTED—THREE-ABREAST MERRY-GO-  
Round. Must be in good shape. State lowest  
price. S. R. Rhodes, Lone Star Amusement Co.,  
1104 Polk, Amarillo, Tex.

WANTED—TWO WINCHESTER MOD. 62 GAL-  
lery Rifles new or good used. Urgent. E.  
Pazel, 3143 N. 26th St., Milwaukee, Wis.

WANTED—WALL BRACKET CAN OPENERS,  
any quantity. Write E. Lightfoot, 602 Morgan  
Bldg., Valparaiso, Ind.

WE WILL PURCHASE ANY OLD TYPICAL  
Penny Arcade Equipment 25 years old or older,  
such as coin-operated Pianos with or without in-  
strumental attachments, Moving Stereopticons; Peek  
Shows, all types; Vertical Wheel of Fortune Slot  
Machines, Calliopes, Merry-Go-Rounds, Circus and  
Carnival Wagons, old Advertising Show Posters,  
and Saloon or Gambling Equipment. Submit  
description, pictures if possible, condition, location  
and bottom cash price. Western Town, Inc., 332  
S. Michigan, Chicago 2, Ill.

## ROLL CAPS—GUNS

5 Rolls to Pkg. (250 shots), 60 Boxes  
to Carton. Per Carton ..... \$ 2.00  
Flat Caps, Packed 72 Mammoth Caps to  
Pkg., 144 Pkgs. to Carton. Per Carton ..... 3.50  
Echo Single Shot Gun. Doz. .... 2.25  
Hero Single Shot Gun. Doz. .... 3.00  
Ranger Single Shot Gun. Doz. .... 5.40  
Jr. 25 Automatic Repeater. Doz. .... 4.20  
Spitfire Automatic Repeater. Doz. .... 7.20  
Bango Repeater. Doz. .... 7.20  
Army 45 Automatic Repeater. Doz. .... 7.20  
Big Horn—Six Shooter. Doz. .... 10.80  
American Six Shooter. Doz. .... 16.00

50% Deposit, Balance C. O. D.

### NEW ENGLAND NOVELTIES

74 Hanover St. Boston, Mass.

## PIN WHEELS

Attractive, eye appealing, transparent cellulose  
acetate safety plastic. Assorted colors: Red,  
Green, Yellow and Blue—  
\$9.00 PER GROSS

\$2.50 for 3 Dozen Sample Package with order.  
Ship on same day.  
Wholesale Jobbers write for Quantity Price.

R. DECKER  
FOX LAKE, ILL.

## MUST BE SOLD

ENTIRE STOCK OF

FINE

# COSTUME JEWELRY and RINGS

Send \$25 check, cash or money  
order for \$100 merchandise assort-  
ment to select stock from. "No  
junk." Every item included is  
highly desirable. You can't lose!

RUSH ORDER! QUANTITY LIMITED!

### B. LOWE

Holland Bldg., Dept. BB, St. Louis, Mo.

Now ON FLASHY  
COUNTER CARDS

SUPER  
"HI-WAY"  
SIGN  
PINS  
33 DIFFERENT  
KINDS

6.75  
Per  
GROSS  
RETAIL 10¢  
EACH

Send 25¢  
FOR 2 SAMPLE  
CARDS •  
24 PINS ON  
EACH CARD

CHAS. DEMEE  
116-E WALNUT ST. - MILWAUKEE, WIS.

## LAST MINUTE SCOOP!

Famous Nationally Advertised New Haven  
TIP TOP Pocket Watches, Radium Dial ... \$2.85  
7 Jewel NEW HAVEN Men's Chrome  
Wrist Watches ..... 9.35  
Above watches made and guaranteed by the New  
Haven Watch & Clock Co.

1947 MEN'S SWISS WATCHES  
O.J. Wrist Watch, Luminous Dial and strap \$3.65  
O.J. Wrist Watch, Luminous Dial,  
Sweep Second ..... 4.60  
7 Jewel Wrist Watch, strap, Luminous  
Dial and Sweep Second ..... 7.95

### EXTRA SPECIAL

15 Jewel Ladies' Wrist Watch, 5 1/4 Ligne,  
Dome Crystal, Chrome Case, Corded ... \$14.85  
WE SELL WHOLESALE ONLY. NO LESS  
THAN 6 WATCHES SOLD.  
Positively no retail. 1/2 deposit, bal. C. O. D.

O. W. TYRRELL  
BOX 1904 COLUMBUS, OHIO

# 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

## MADE TO U. S. ARMY SPECIFICATIONS

15 JEWEL \$14.95  
ELGIN

Sturdy 15 Jewel ELGIN men's wrist  
watches. Waterproof. Stainless  
Steel case. Unbreakable  
crystal. Sweep second hand.  
Fully reconditioned in every  
way possible. Made to  
meet U. S. Army Air  
Corps Specifications! At  
last, good quality watches,  
reasonably priced. MINI-  
MUM ORDER 6 watches,  
20% deposit, balance C.  
O.D. Price \$14.95 net  
L. J. THOMAS & CO.  
Dept. A-24, 12413 S. Harlem, Palos Heights, Ill.  
(Suburb of Chicago). (Reference: Dun and  
Bradstreet and Jeweler's Board of Trade).



### FACTORY CLOSE OUTS

**MEN'S STAINLESS STEEL EXPANSION WATCH BANDS**  
 Gross Lots 15¢ each  
 6 Doz. Lots 17¢ each. 3 Doz. Lots 20¢ each

**LADIES' PETITE STAINLESS STEEL EXPANSION WATCH BANDS**  
 Gross Lots 25¢ each  
 6 Doz. Lots 27¢ each. 3 Doz. Lots 30¢ each  
 (Men's or Ladies' Gold and Silver Plated—10¢ additional.)

**PEARL BEADS. SINGLE STRAND**  
 2 Doz. Lots 50¢ each

**BRASS BRACELETS, GOLD AND SILVER PLATED**  
 Each \$1.00  
 (Former Wholesale Price—\$2.00)

**HEAVY BRASS BRACELETS, GOLD AND SILVER PLATED**  
 Each \$1.50  
 (Former Wholesale Price—\$3.00)

**COSTUME JEWELRY, PINS AND EARRINGS**  
 Gold and Silver Plated—Each 75¢  
 (Former Wholesale Price—\$2.00)

**COSTUME JEWELRY, PINS AND EARRINGS**  
 Gold and Silver Plated—Better Assortment, Each \$1.00  
 (Former Wholesale Price—\$3.50)

Additional Discounts on Larger Quantity Orders. (No Catalog issued.)

**SAMPLES: All Watch Bands, 50¢ each prepaid. All Costume jewelry, \$1.00 prepaid. Cash or 1/3 Deposit, Balance C. O. D.**

**PERMA PRODUCTS**  
 325 W. HURON ST. CHICAGO 10, ILL.

## FIREWORKS

### CHINESE FIRECRACKERS

**—DELIVERY AT ONCE—**

Per Bundle

80/16—1 1/2", Jolly Brand..... \$4.50

80/20—1 1/2", Jolly Brand..... 5.35

40/40—1 1/2", Jolly Brand..... 5.35

80/20—1 1/2", Wing Brand..... 5.35

80/16—1 3/8", Cock Brand..... \$5.50

80/20—1 3/8", Cock Brand..... 6.50

100/16—1 1/2", Giraffe Brand... \$5.40

**Terms: Cash With Order**

**UNITED FIREWORKS MFG. CO., INC.**  
 DAYTON 7, OHIO

## LOOK! PITCHMAN

**Manufacturers & Distributors**

Wizard Cards  
 \$4.80 doz. \$52.00 gr.  
 Rising Cards (Decks)  
 \$9.00 doz. \$105.00 gr.

Svengali Cards  
 (Con. 2 decks)  
 \$4.80 doz. \$52.00 gr.

X-Ray Cards (Deck)  
 \$6.00 doz. \$65.00 gr.

Siberian Chalm (Lge.)  
 \$3.60 doz. \$42.00 gr.

Tumbling Rings, Med.  
 \$3.00 doz. \$33.00 gr.

Rings, Lge. (Keyrings)  
 \$3.60 doz. \$42.00 gr.

Tumbling Rings, Sm.  
 \$2.75 doz. \$30.00 gr.

1/3 Deposit, Balance C. O. D.

Hindoo Mystery (7 folds)  
 75¢ doz. \$6.50 gr.  
 Hindoo Mystery (5 folds)  
 60¢ doz. \$6.50 gr.

Ring, Illusion (Paper)  
 50¢ doz. \$5.00 gr.

Ring, Illusion (Metal)  
 75¢ doz. \$8.50 gr.

Horse & Rider Puzzle  
 40¢ doz. \$4.00 gr.

Ventrillo (All)  
 40¢ doz. \$4.00 gr.

Rocket Letter  
 \$1.00 doz. \$10.80 gr.

T-Puzzle  
 40¢ doz. \$4.00 gr.

Disappearing Match  
 \$1.00 doz. \$11.00 gr.

1/3 Deposit, Balance C. O. D.

**DELROSE MAGIC PRODS., INC.**  
 536-B 6th Ave. New York City 11

### GLUB-GLUB

7 1/2 Inches Tall. Goggle Eyes. Tail of Beautiful Feathers. Laugh Provoker. Lasting and Durable.  
 Doz. \$18.00. Sample prepaid \$2.00.

**TOMMY TOMMY**  
 Master Drinking Bird  
 \$9.60 Doz. Sample prepaid \$1.25.  
 25% Deposit, Balance C. O. D.

**MARION COMPANY**  
 WICHITA, KANSAS

## CLOCKS

of all descriptions  
**Immediate Delivery**  
 No Mail. Call in Person.  
**WORLD TRADING**  
 37 W. 23d St. NEW YORK, N. Y.

## At Liberty—Advertisements

### 5c A WORD, MINIMUM \$1, CASH WITH COPY

#### AGENTS AND MANAGERS

**CIRCUS-MINSTREL AGENT, CONTRACTOR,**  
 Press Director. 25 years' experience. close contractor, expert press. State salary. Have car. Join on wire. Robert Saul, 113 W. Butler St., Adrian, Mich. my17

#### BANDS AND ORCHESTRAS

**AT LIBERTY MAY 25—14-PIECE COLLEGE,**  
 all-veteran Orchestra, including Male Vocalist, desire summer location. Well rehearsed, neat appearing; average age, 23. Use all specialties. J. Caterino, S.A.E. House, 737 Comstock Ave., Syracuse, N. Y. my17

**"JUMP" JACKSON AND BAND AVAILABLE**  
 after May 24, 1947. Four-men entertaining band. Location or dance. 4719 S. Dearborn, Chicago, Ill. Atlantic 6965. my24

**TERRIFIC ENTERTAINING INSTRUMENTAL**  
 Trio or Quartette for resort job. Featuring a variety of material and numerous doubles, including piano, bass, vibraharp, clarinet, bass clarinet, sax, violin, etc. References and pictures upon request. Contact Musicians, 1468 Union Ave., Apt. No. 3, Memphis, Tenn.

#### CIRCUS AND CARNIVAL

**DESIRE BOOKINGS WITH RODEO OR WILD**  
 West shows, with Trick Riding Act, making nine runs on beautiful Palomino horse. Have 1941 Ford truck available for transportation of own equipment and can transport other equipment. Will have with me an expert Mechanic who desires work with show as such. Earl S. Miller, La Parre, Wis. my24

**MAGICIAN-LECTURER AND WIFE WISH TO**  
 connect with side show. Carnival or park. Have ample experience in trick or illusion shows. Will fast, accurate, tickets, front or annex. Would like pitch. Billboard, Box C-207, Cincinnati 22, O.

#### MAGICIANS

**MAGICIAN—VETERAN, SEEKING WORK AS**  
 assistant in big show. Special service, club experience. References. Write now. Robert Jackson, Belchertown, Mass.

**YOUNG MAN—SINGLE, DESIRES JOB OF**  
 Assistant on large magic-illusion show. Some magic experience. Join union if required. Contact Assistant, 1809 Staunton Ave., Parkersburg, W. Va.

#### MISCELLANEOUS

**COLORED PSYCHIC PALMIST — DESIRES**  
 work in, colored club or show. Gypsy looking. Do half and half parts. Can travel. Phone Avella 2575. Rose Davis, Avella, Pa.

**NOW AVAILABLE—ENTERTAINING NOVELTY**  
 Dance Team. Taps, novelty, and Latin American rumba, tango. Young and, nice appearance. Ideal for resort hotel, clubs, etc. Committed to give dance instruction to guests. Agents considered. Pictures and details on request. Write now. Mack and Lorraine, 13 Hospital Ave., Danbury, Conn.

**PUBLICITY, PROMOTION, ADVANCE BOOKER**  
 seeks connection with attractions of varied description working Southwest Arizona territory. Have under-cover facility in Tucson, seating 3500-4000 with many open dates. Also huge lot on main drag for carnivals, side shows, etc. Will work with you. Include all in first letter. Irwin Goldie, 1177 E. Lester St., Tucson, Ariz. 146-3-17

**VERNON HOFF—FEMALE IMPERSONATOR.**  
 Sophisticated comedy singer. Specialty dancer. Pictures on request. Write now. Vernon Hoff, Playhouse Cafe, Chicago, Ill. my17

#### MUSICIANS

**ACCORDION ARRANGER — EXPERIENCED**  
 with trios and big bands. Wishes to join good outfit. Frank Metis, 6509 Grand Ave., Maspeth, Long Island, N. Y.

**AT LIBERTY AFTER MAY 31 — DESIRE**  
 place in established dance band. Instruments: Alto, Baritone, Tenor Saxes, and Clarinet. Willing

to play any chair except "ride" tenor. Good reader, modern tone and phrasing. Sober, reliable, willing worker. Union, married, age 31. Address Box C-194, Billboard, Cincinnati 22, O. my24

**AT LIBERTY—TRAD. DRUMMER CIRCUS.**  
 All offers considered. Read, fake. Sober, reliable. State all, salary. Fred Franklin, 564 1/2 Poplar St., Macon, Ga. my17

**AT LIBERTY — BASS AND PIANO MEN.**  
 Wallace Swartz and James W. Davis wish to play together. Have had lots of experience. Can ride, fake, read, play shows, etc. Write 341 Reay St., or phone 21327, Morgantown, W. Va. my17

**AT LIBERTY—PIANO. AGE 36. 15 YRS.**  
 exp. Vernon Korb, Fair Water, Wis.

**AT LIBERTY—TENOR SAX DOUBLING CLARINET,**  
 Bass Clarinet, and Flute, Sinfre, age 21. Serious minded musician. Will travel anywhere. Consider all offers. Prefer band that works steady. Don't misrepresent. Write or write Mike Mancini, 3346 28 St., Astoria, L. I., New York.

**ATTENTION, HOTEL AND COMMERCIAL**  
 orks: Drummer, age 23, reliable, sober. Seminal, territory experience. Want job with stable commercial band. Don Hansen, 1611 City Nat'l Bank Bldg., Omaha 2, Neb.

**ATTENTION, LICENSED AND LEGITIMATE**  
 Agents and Bookers: Hammond Organist with own organ and transportation for same. Library of over 8,000 numbers, both classical and popular. Available for contract, and seeking a good business representative. Have been booking myself for ten years, and now need representation. Worked Hotel Last Frontier, Las Vegas, Nev., for 10 weeks; Veterans Club, Seattle, Wash., for forty (40) weeks, and Hotel El Rancho Vegas, Las Vegas, Nev., sixty-two (62) weeks solid. Play floorshow, dance and dinner music. Backed Rudy Vallee show at Hotel Last Frontier in conjunction with 15-piece band at Vallee's insistence. Is anyone interested? For further details write Pat O. Murphy, 409 Bruce St., Las Vegas, Nev., or write Pat O. Murphy, Gen. Del., Las Vegas, Nev.

**AVAILABLE IMMEDIATELY — GUITARIST,**  
 electric solos, good rhythm, good instrument. Plenty experience all types bands. Neat, single. Prefer location. Clayton Duerr, 4402 Holly Grove, New Orleans 13, La.

**BARITONE SAX, DOUBLING TENOR AND**  
 Clarinet. Available June 15. Age 22. Union. Prefer summer location. Musician, 312 Ames St., Grand Rapids, Mich. 143-3-17

**BASS — AVAILABLE IMMEDIATELY FOR**  
 commercial hotel band or combo playing summer resort or other locations only. Read, fake, know old, new tunes. Experienced and reliable. State full particulars. Harry Floyd, c/o Miss C. M. Mayers, Box 259, Mullins, S. C. my17

**DRUMMER — LANNY SCOTT, UNION, DE-**  
 dependable, location or travel, read. Have experience cutting shows. No panics, please. c/o Hotel Lee, 14th and Howard Sts., Omaha, Neb.

**DRUMMER—SOLID BEAT, ALL ESSENTIALS.**  
 A-1 outfit and experience. Go anywhere. Drummer, Apt. No. 1, 129 1/2 S. Santa Fe, Salina, Kan.

**DRUMMER — 19, UNION, EXPERIENCED.**  
 Travel or location on East Coast. Two or four beats, dance style. Available June 15. Richard M. Rutt, 849 S. Queen St., Lancaster, Pa.

**DRUMMER AND TENOR MAN AVAILABLE**  
 on two weeks' notice. Conservatory training. Experienced. Desire work together. Drummer reads, can play two beat or four beat and all Latin rhythms. Tenor man doubles baritone, alto and clarinet, also arrange. Society or commercial unit only. Write or wire. Don Mitchell, 516 W. Division St., Springfield, Mo.

**DRUMMER — AVAILABLE FOR GOOD RE-**  
 liable orchestra or combo, any style. Prefer Midwest or Western territory. Ten years' experience. Out or no notice. Minimum, \$60.00. Age 25, single. Phone 1968-J. Arnold Salmon, 518 W. 1st, Grand Island, Neb.

**DRUMMER — VETERAN, AGE 28, WITH**  
 hotel band just folded. Play all styles, Latin rhythms, read, cut shows. Can give references. Jerry Poland, Gen. Del., Tampa, Fla.

**DRUMMER—22, WITH 5 YEARS' EXPERI-**  
 ence commercial bands and combos. desires location in East, preferably in Maryland. Wire or write Drummer, Dragon Grill, Corpus Christi, Tex.

**EXPERIENCED DRUMMER—PREFER MID-**  
 west location work. Fine equipment. Single, 22 years old, white, sober and reliable. 2, 4 beat, S. American, some show work. Use portable recorder for more rapid adaptability into new bands. Mel. Schroeder, Elm Grove, Wis.

## 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.

## CARNIVAL STOCKS NOW READY

Plaster — Slum — Glassware — Ball Game — Bingo

SEND FOR NEW CATALOG

### STANLEY TOY & NOVELTY COMPANY

110 W. Broad Street

Richmond, Va.

## Velour Finish

50,000 Pieces  
 Carnival Plaster  
 Bird Placque 4"x4"

Bear Placque 2 1/2"x2 1/2"

While they last \$5.20 per gross

Plenty of eye appeal; mixed

colors.

25% deposit, balance C. O. D.

WE SHIP COAST TO COAST.

2% DISCOUNT.

## FOREST CITY NOVELTY MFG. CO.

FOREST CITY, PENNA.

**BIG BUSINESS FOR YOU**  
**DAY AFTER DAY WITH LEE COUNTER CARDS!**  
**LEE RAZOR BLADES**

Lee Carded Merchandise. For immediate delivery, huge selection from fine Razor Blades to Sun Glasses. Beautiful display cards of fast-selling staples, notions and specialties. High quality, attractive prices. Large profits for you. Write for FREE Catalog and Price List.

**LEE PRODUCTS CO., INC.**  
 437 Whitehall St., S. W., Dept. B. Atlanta 2, Ga.

## Newest MONEY MAKER



**BEAUTIFUL ALTAR SET!**  
**CRUCIFIX, CHALICE & CANDLESTICKS ON MIRRORRED STAND**

**\$7.80 DOZEN SETS**

F. O. B. N. Y. C. 25% dep. Bal. C. O. D.

### G. F. DAHL

57 East 8TH ST. NEW YORK 3, N. Y.

## 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. Samples, 25¢.

Gro. \$24.00

25% Deposit with order.

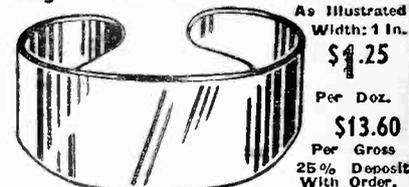
Adjustable, used in Horizontal or Vertical Position.

Write for List of Over 200 Popular Items.

### GORDON MFG. CO.

110 E. 23 St. Dept. BF New York City

## Bright Lustre Nickel Finish BRACELETS



As Illustrated

Width: 1 in.

\$1.25

Per Doz.

\$13.60

Per Gross

25% Deposit With Order.

**Farris Distributing Co.**  
 405 N. Main St. CHAFFEE, MO.

**COMBS! COMBS! COMBS!**

Write for Jobber's Prices.  
**TEX-MEX COMB DIVISION**  
 63 East Main St. Patchogue, N. Y.



## ELECTRO-MITE WASHER

New electric portable washer, weighs only 18 lbs., has a lightweight aluminum tub of 4-gallon capacity. Guaranteed 1 year. May be used on 50 or 60 cycle AC current. No moving parts in the tub eliminates any possibility of damaging the most delicate clothes.

**\$23.90**

25% with order. Balance C. O. D.

Write for New Low Priced Catalog on Radios, Record Players and Small Electrical Appliances

**SHEFFIELD RADIO & APPLIANCE CO.**

Wholesale Distributors

916 W. BELMONT AVE. CHICAGO 14, ILL.

**ARZY OR WHISTLER**

# FLYING BIRDS

**\$15.00**  
A GROSS

**AT YOUR JOBBERS ONLY**  
JOBBER COMPLETELY PROTECTED

ARZY TOY CO., 3052 W. 21 ST., BROOKLYN, N. Y.

Look at that facial expression, with the least little bit of a merry little twinkle in the Southeast corner of its eye. This is what makes it the **BEST SELLING GIANT PIG SAVINGS BANK ON THE MARKET.**

**A WORK OF ART IN EVERY DETAIL**

We make it now in five different colors:

- WHITE, • PASTEL PINK, • PASTEL BLUE, • NATURAL PIGSKIN, • GOLDEN YELLOW.

Made of terra cotta composition, with HAND-COLORED ornaments.

**#4952K**

15 inches long  
7 inches wide  
8 inches high  
Weight: 63 lbs. to the doz.

Packed 1/2 doz. in carton.

**\$19.50**

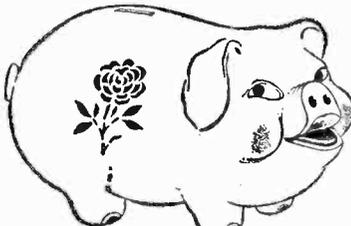
per doz.

In less than doz. lots—

\$21.50 per doz.

Retails for \$3.00

Agents wanted to sell them to storekeepers, liberal commission. Some of our salesmen are making as high as \$200.00 a week. Samples sent on receipt of retail price, which will be refunded as soon as orders for 12 doz. have been received.



**#4953K**

9 1/2 inches long  
5 1/2 inches wide  
5 3/4 inches high  
Weight: 25 lbs. to the doz.

Packed 1/2 doz. in carton.

**\$12.00**

per doz.

In less than doz. lots—

\$15.00 per doz.

Retails for \$2.00

An exhibit of these five different colors in your show window brings in a host of new customers.

**JOBBER Write for jobbers' setup.**

**LEO KAUL** IMPORTING AGENCY, Inc.

333 and 335 K South Market St., CHICAGO 6, ILL.

**Merchandise You Have Been Looking For**  
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster, Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

**Catalog Now Ready — Write for Copy Today**  
IMPORTANT To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

**ACME PREMIUM SUPPLY CORP.**  
1111 South 12th, St. Louis 4, Mo.

**LADIES'—NEW—SWISS**

**GUARANTEED**

8 3/4 ligne, 10 Kt. Rolled yellow gold plate, cord, Box.  
7 Jewels — \$11.75  
Minimum order, 6 watches. 25% Dep., Bal. C.O.D.  
1947 CATALOG NOW READY.

6x8 ligne, 10Kt. Rolled yellow gold plate, cord, Box.  
7 Jewels — \$13.70  
17 Jewels — 16.75

**IRVING BERK**  
145 W. 45th St. New York 19, N. Y.

## LATEX RUBBER BALLOONS

Buy Direct From Manufacturer  
We Also Print Balloons. Quick Service.  
Write or Wire for Prices.

**RYAN RUBBER COMPANY**  
2401 South Ervay Dallas 1, Texas

## MUSICIANS

**GUITARIST, ELECTRIC—DOUBLE VIOLIN, Vocals.** Personable, sober. Available. Hotels only. Andre Taloff, P.O. Box 815, Asbury Park, N. J.

**HAMMOND ORGANIST—AGE 25, SINGLE.** Long experience restaurant, lounge; union. Desire resort or hotel June-September. D. Johnson, R-300, 410 S. Michigan Ave., Chicago.

**HAMMOND ORGANIST AT LIBERTY—LONG** experience all lines. Good repertoire. Temperate, union, references. Box C-206 Billboard, Cincinnati 22, O. my24

**HAMMOND ORGANIST, PIANIST—EXPERIENCED,** college junior, desires position in hotel at seashore, summer months. Jos. H. Stephens, Box 1186, Johns Hopkins University, Baltimore, Md. my24

**LEAD ALTO, CLARINET—ROAD EXPERIENCE,** available June 1st. Selmer instruments. Prefer location, but will travel. Contact immediately, must give two weeks' notice. State salary. Can fake. Union. Contact Musician, Box 2031, Madison, Wis.

**PIANO MAN—ALL ESSENTIALS, SINGLE.** Available after June 1st. Location preferred. Eli Bassett Jr., Box 111, Welch, W. Va.

**PIANO, 23; DRUMMER, 21—AVAILABLE** June 1. Experienced clubs, radio. Union. Go anywhere. Prefer combo. Write or wire. Musicians, Blackwell Hotel, 122 Washington Ave., Memphis, Tenn.

**TENOR SAX, DOUBLE CLARINET—TONE,** phrase, and improvise. Richard Klastorowski, Little Hotel, Meridian, Miss.

**TRUMPET—YOUNG, TONE, RANGE, EXPERIENCED.** Cut anything. Union. Dave Geffen, 5520 Maple Ave., St. Louis 12, Mo. Phone Parkview 1278.

**TRUMPET—LEAD OR SECTION, TAKEOFF,** arrange. Experienced, sober. Prefer two-beat. Anything considered. Del Noel, 525 N. First, McAlester, Okla.

**TRUMPET—LEAD, RIDE, EXCELLENT TONE,** accurate reader, union, sober, 21. Prefer location, hotel. Experience (part lead), Yale Collegians. Available June 9. John Brooks, 846 Yale Station, New Haven, Conn. my24

**TRUMPET PLAYER DOUBLING FIDDLE,** also sings. Good rumba player, tenor band. Prefer location job in hotel or cocktail lounge. Marrier, sober, dependable, experienced. Read and fake. Union. Philip Mancini, Hotel Bristol, S. Norwalk, Conn.

**TRUMPET—READ, FAKE, GOOD TONE** range. Available at once. Contact George Clements, 6301 Willard St., Shreveport, La., or Musicians' Union, Inn Hotel Bldg.

**UTILITY SAX MAN, PIANIST DOUBLE VI-**bruharp (married). Alto, tenor, clarinet, baritone, bass clarinet. Wife plays terrific piano and vibraharp. Both have name and semi-name experience. Prefer resort job. References, pictures, etc., upon request. Satisfaction guaranteed. Contact Musicians, 1468 Union Ave., Apt. No. 3, Memphis, Tenn.

**VIBIST—EXPERIENCED ALL STYLES.** Prefer small combo. A real musician and soloist, young, sober, reliable. Musician, 815 W. California, Oklahoma City, Okla.

**VOCAL WESTERN TRIO—ONE GUITAR** accompaniment. Several years' radio and stage work. Prefer radio, or join good band, but will consider other offers. Picture and recording available if required. Union, reliable and work under contract only. State full particulars in first letter, approximate salary, type of work, transportation. Robert S. Kirker, 14 1/2 W. Michigan Ave., Battle Creek, Mich. 147-3-17

**3 ATTRACTIVE GIRLS—3RD ALTO-CLAR-**inet, 4th Tenor-Baritone-Clarinet, and Vocalist. Prefer to stick together. Experienced in large bands. Union Musicians, 2922 Cleveland Ave., New Orleans, La. AM 3154.

## PARKS AND FAIRS

**BALLOON ASCENSIONS—PARACHUTE** jumping. Modern equipment for fairs, parks, celebrations. Always reliable. Claude L. Shaffer, 1041 S. Dennison, Indianapolis 8, Ind. my31

**COMEDY TRICK HOUSE ACROBATIC ACT,** Ring Trapeze Act, Balancing Pole Act. June and July dates wanted. Reasonably priced. Address The La Zellas, Billboard Office, Cincinnati 22, O. my24

**GIRL PARACHUTE JUMPER AT LIBERTY—**Would like to hear from managers. Mary Luban, 93 Clinton St., New York City.

**OUTSTANDING PLATFORM TRAPEZE ACT—**Available celebrations, fairs, etc. Attractive equipment. For literature, particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

## VAUDEVILLE ARTISTS

**COMIC, GAG MAN—ORIGINAL STYLE OF** delivery. Saxophone Soloist, M.C. New material. Longbeach 3800. M. Garfinkel, 4911 Winthrop, Chicago.

**HOTELS, COCKTAIL LOUNGES, CLUBS, ETC.:** Contact Harvey Thomas, 162 N. State St., Chicago, Ill. for Singers, Dancers, Ventriquoists, Musicians, Jugglers, Ropetricksters, Accordionist, Pianist. Available now.

**MIMIC—VOCAL SOUND EFFECTS OF ARMY** bugle, band, trumpet, Jew's harp, trombone, airplane, air raid, street noises, musical saw, organ. Also whistle double note. Can M.C., want theater town, travel light, single, wife; seven years' experience. Clean routine. A.G.V.A. Jimmy Dean, 1 Howard Ave., Lockport, N. Y. 142/5/17

## VOCALISTS

**EXPERIENCED RADIO FOLK SINGER AND** Electric Standard Guitarist. Recently featured on 50,000-watt Midwest station. Soloist and also sing any part in Western trio. Solo or will work with group. Age 28, married, sober, reliable and veteran. Consider radio only. F. H. Clark, 3745 9d Blvd., Detroit 1, Mich. 142/5/17

**VOCALIST (POPULAR)—AMERICAN INDIAN,** female. A.G.V.A. Wants dates television, radio, clubs, theaters. New York City vicinity. Bookers write. G. F. C., Box 201, Billboard, New York City.

## BINGO

Number	Description	Per Doz.
28P405	1 Gal. Thermic Jug	\$24.00
20L415	Boudoir Lamp (Complete)	16.80
20L401	Metal Bed Lamp	15.00
20L430	Spotlight Bed Lamp	18.75
12A36	"West Bend" Cake Cover	16.00
22G39	Rolling Pin, Sensational (A Hard To Get Item)	5.75
1723	8 In. Frying Pan	1.25
4055	15 In. Chenille Doll	12.00
56M412	2 Pc. Guest Towel Set, In Attractive Gift Box	9.75
16M1602	Triple Mirrors	18.50
8W804	Wine Keg Set	14.25
8G410	Beverage Set, 6 Glasses With Metal Carrier	6.25
10S2002	8 Pc. Punch Bowl Set, Each Set in Box	12.00
3631	Elec. Hot Plates	15.00
24K3	12 Pc. Knife & Fork Set	16.00
13M1611	Kwic-Whip Mixer	6.00
18A4	Hvy. Rd. Alum. Roaster	20.50
3404	9 In. Mixing Bowl	2.25

**WRITE FOR OUR JUMBO MONEY-SAVING GUIDE FOR BIGGER VALUES—STATE BUSINESS.**

**GENERAL MERCHANDISE COMPANY**  
233-243 No. Water Street  
Milwaukee 1 Wisconsin

## MUST BE SOLD 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.



## BROOCH PIN

- freshwater pearl
- gold rolled plate wire
- attractively carded

**STOCK NAMES . . . . . \$25** Per Gross (Mother, Sister, Sweetheart, Wife)

**ASSORTED NAMES . . . . . \$27** Per Gross (1/3 deposit on order, Special Rates 5 gross lots and up)

**DELITE NOV. CORP.**  
168 South 9th St. Brooklyn 11, N. Y.

## 1 STARTS YOU IN BUSINESS

**100% DELUXE TIES WOOL INTERLINING**  
These ties are made of genuine neckwear fabric, rationally constructed. Each tie has a woven label showing construction. Rapid fire \$1.00 seller.

**COSTS YOU ONLY \$7 PER DOZ. YOU MAKE \$5 PER DOZ.**

SEND \$1.00 for Special Introductory Offer of 2 DeLuxe Ties. Postage Prepaid. Only one offer to a customer.

**PHILIP'S NECKWEAR**  
20 W. 22d St., Dept. B-76, New York 10, N. Y.  
CATALOG COMPLETE LINE FREE.

## "GOOD 'N FRESH" FAMOUS PENNY CANDIES

**BIG LINE BULK CANDIES IMMEDIATE DELIVERY**  
1 1/2 120-Count Boxes and 4 for 1 1/2 480-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. F CHICAGO 25  
2030 Sunnyside Ave.

## BIG PROFIT SPECIALTIES

Complete line of Fountain Pens, Lighters, Plastic Novelties, Dice, Poker Chips, Combs, Handkerchiefs, Toys, Games, Medium Priced Jewelry, Leather Goods, Household Items.

Write for List of over 200 Pop. Items.  
**GORDON MFG. CO.**  
110 E. 23rd St., Dept. B-3, New York 10, N. Y.

**MAGIC TRICKS—SETS—PUZZLES**  
Big profits now being made with our line of MAGIC TRICKS, PUZZLES and SETS. Novelty Stores, Toy Stores, Pitchmen, etc. You too can reap some of these big profits! Send NOW for sample assortment—50¢—\$1.00 or \$2.00 brings you samples, catalogue and wholesale prices. Catalogue alone, 25¢ coin. **JORTIX MAGIC NOVELTY CO.,** BOX 346, Westfield, New Jersey. (P.S.: Save this ad.)

**ABALONE BLISTER PEARL SEA SHELL LADIES' RINGS**  
Sterling Silver, \$6.75 doz., \$9.00 doz., \$12.00 doz. Eight styles to select. Also have Earrings and Necklaces.  
**JOS. WEISCHMAN**  
1535 E. BROADWAY TAMPA, FLA.



# LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK.

Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning.

**MAIL ON HAND AT CINCINNATI OFFICE**  
2160 Patterson St.  
Cincinnati 22, O.

### Parcel Post

Black, Chas. L. (License Plates) 10c  
Deibert, E. F. 12c

- Aberle, Bill
- Adams, Dave
- Adams, Frank J.
- Alexander, Mrs. Mildred Jackie
- Allen, Ernest (Curley)
- Allen, John Warren
- Allen & Lee
- Amy, Lorraine (Gadget)
- Amy, Ray
- Anderson, J. E.
- Andreano, Frank
- Arand, Richard
- Arenz, Thos.
- Arnold, Harry
- Arnold, Mrs. P. E.
- Ashley, Mr. Bonnie
- Ashley, Thos. L.
- Arthur, Bob
- Ayers, James
- Bagwell, Jimmie
- Bailey, Charlie
- Baker, Pat
- Hanks, Leroy
- Barber, John
- Barnes, Howard
- Barnhill, Wilson
- Bass, Mrs. Noel
- Baughner, Elmer S.
- Beatty, Jack
- Beatty, M. K.
- Beck, Robt. E.
- Bell, Ray "Whitey"
- Belmont, Vincent
- Bender, Chas. A.
- Benjamin, A.
- Bennett, Bryce
- Bennett, E. E.
- Bernard, Victor J.
- Bernet, Sunny
- Biastany, Mrs. Blanche M. S.
- Bierman, E. Z.
- Bill & Nell's Pony Shows
- Bilz, Geo. C.
- Birch, Miller
- Binder, H. C.
- Bishop, B. M.
- Bishop, Brownie
- Blair, Al
- Blanford, Wm.
- Blonhey, Mrs. Roy
- Bone, Edwood L.
- Bone Jr., Wm. Geo.
- Bourcourt, Floyd
- Borin, H. C.
- Boude, C. F.
- Boulder, Bobby
- Brerer, Eddie
- Bright, Mrs. H. B.
- Bright, Louis
- Bronillette, Albert
- Brooks, Chas. E.
- Brooks, E. H.
- Broome, Robt.
- Brown, Mrs. Irma
- Brown, Edna
- Brown, Mrs. Cecil
- Brown, J. J.
- Brown, Paul A.
- Bryskie, Andy
- Buck, Doris
- Buck, Dorella
- Buck, Chas.
- Buck, Stephen B.
- Buley, Johnnie
- Burgess, Dick
- Bullock, Mack
- Bunpus, Wm. L.
- Buge, Edor
- Burke, Mrs. Agnes P.
- Burke, Leroy
- Burns, Dick
- Burns, Joe
- Burrell, Jerry
- Bush, Mrs. W. A.
- Buxbaum, Edw. J.
- Cadwell, J. E.
- Campbell, Ark.
- Campi, John
- Cannon, Frank
- Carey, Mrs. Roy
- Carey, Thos.
- Carroll, Olene
- Carter, Dottie
- Carter, Paul
- Casey, Jimmy
- Casey, Wm. E.
- Cason, Chas.
- Cassel, Issy
- Caudillo, Carmen
- Caulder, Ann & Wade
- Cavilla, Donald
- Cavins, E. L.
- Chaney, Mrs. Carol
- Chaney, Mrs. Fay
- Chapman, Jos.
- Chappell, Lawrence
- Chase, Frank
- Chatwood, Joe (Holl Drivers)
- Chilberg, A.
- Chuby, Mary Ellen
- Clare, Fred (Whitey)
- Clare, James
- Clark, Clarence
- Clark, Harvey C.
- Clark, Fenley
- Clayton, Chas. W.
- Clements, Delbert
- Cloefelter, Leon R.
- Cody, Richard
- Coe, Sam
- Coffin, Roy
- Coggins, John
- Cohen, Jack
- Cole, Fred (Smokey)
- Coleman, Patsy
- Coleman, Patsy
- Coleman, Ray
- Conway, Gertrude
- Conway, Michael J.
- Cooper, Eli
- Corey, Wm.
- Costa, Geo.
- Coster, Geo.
- Cottrell, W. T.
- Courtney, Jessica E.
- Courtney, John J.
- Cox, Walter B.
- Craden, Sam
- Cramer, Geo.
- Crawford, Jack
- Crawford, R. M.
- Crocker, Miss Lee M.
- Cronper, Thos.
- Crosby, Bob
- Crosby, Lucky Leo (Hell Driver)
- Crouch, Sally
- Cunnins, Jay C.
- Curtis, Bill S.
- Curven, Ivan
- Dadswell & His Camera
- Daniels, Jack
- Daricek, Rudy
- Dauberman, Wm.
- Davis, Louie
- Davis, Vernon (Arkie)
- Dawson, Melvin
- Dean, Geo.
- Dearo, Bert
- DeFazio, Mrs. Julia
- DeLack, Al
- DeSina, Geo.
- Delph, Dewey
- Demtro, Mrs. Ann
- Demtro, Groffo
- Dendler, Geo. O.
- Dicus, John E.
- DiLegge, Michael
- Dillbeck, Maxie
- Dimsdale, Buck
- Dimsdale, W. C. (Bill)
- Dixon, Jas. V.
- Doch, Clarence E.
- Dock, Sam
- Doolin, Richard
- Dover, Mrs. Geo.
- Drew, H. D.
- Drew Jr., Mrs. James H.
- DuBose, Tex
- Dugan, Enoch R.
- Dugan, W. F.
- Duncan, Mrs. Bill
- Duncan, Mrs. W. R.
- Dundee, John
- Dwyer, Mrs. H. S.
- Eakins, Rodney C.
- Faves, G. T.
- Eckel, Raymond C.
- Edwards, J. D.
- Eisenberg, Albert
- Eberling, Robt.
- Elliott, Jim
- Ellis, Buster
- Ellis, Mrs. Francis
- Ellis, Ray
- Evans, Bill
- Evitts, Geo.
- Evitts, Mrs. Geo. L.
- Exler, Jos.
- Feland, John
- Feller, Whitey
- Felton, Verlan G.
- Ferrell, James
- Festor, C. G.
- Fetta, L. Tex
- Finnegan, Billy ("Jiggs")
- Fitzgerald, Elaine
- Fitzgerald, Mrs. Flossie
- Fitzpatrick, Fred
- Flannigan, Bob
- Forkum, Bill
- Forsythe, Geo.
- Frank, E. J.
- Frazier, Richard
- Fuller, Mrs. Clarence (Tex)
- Gallyszo, Jack
- Gabby, Thos.
- Gary, Mrs. W. M.
- Gast, Harry
- Gates, John W.
- Gates, O. C.
- Gatto, Michael
- Gebhart, Morris
- George, Mrs. Mable
- Gerber, Joe M.
- Gerry, Bobby
- Gerry, Frank
- Getner, Hank
- Gibson, Glen
- Gilbert, Mrs. L. V.
- Gooch, Elmer O. (Robinson)
- Gooch & Co.
- Goodyear, Therese
- Goss, Robt. L.
- Gould, Al
- Gowdy, Hank
- Grantam, B. O.
- Gray, Carl
- Gray, Geo. R.
- Green, Thos. H.
- Greer, Charlie
- Grey, Geo. P.
- Grey, Jimmie
- Grey, Robt. T.
- Griffiths, Wm. Edw.
- Grissette, Doris
- Groner, Sidney
- Gross, Chas.
- Grumman, J.
- Grund, Betty Ann
- Guien, Johnnie (Hoosier John)
- Gura, Andrew S.
- Haag, Mrs. Ernest
- Hackett, Mrs. E. J.
- Haines, Mrs. Doris Lee
- Hall, Jos.
- Hallabof, Pete
- Hampton, Harry
- Hamilton, Jack (Great Knoll)
- Hannon, Mrs. Betty
- Hanson, C. L.
- Harmon, C. R.
- Harnett, Bill & Beverly
- Harper, T. R. Jay
- Harrison, Betty Lou
- Harrison, J. Dewey
- Hartwick, Doc
- Hastings, Mrs. Wm.
- Hawkins, Mrs. Ralph H.
- Hayes, John LeRoy
- Haywood, Clanton (Haywood Show)
- Head, Harry
- Heidwick, Fred
- Hesley, Wm. F. (Bud)
- Heiman, Wm.
- Heller, PeeWee
- Herbert, Dorothy
- Hern, Gary
- Herndon, Glen
- Hewitt, Mrs. Dorothy
- Hill (Rex) Edw.
- Hinckley, Raymond
- Hobbs, Will H. & Mildred
- Hoefer, David
- Hodges, Mrs. Elsie
- Hoeve, Homer
- Holland, Otto
- Holliday, Ben
- Holliday, Mrs. Eleanor
- Holm, Chas. H.
- Holu, Mrs. Chas.
- Holmes, Willie
- Holt, Russell
- Hood, Al
- Hope, Mrs. Fred
- Hope, Jack (Art.)
- Howard, Billie
- Hrobockak, John
- Huffman, Mrs. Geraldine
- Huffman, Harry W.
- Huffman, John
- Humphrey, Tommy
- Hunter, Charlie
- Hunter, Mrs. Harry
- Hutto, Frances
- Hyland, Marvin
- Hyland, Earl
- Hyman, Rennie
- Ingle, Mr. Lou
- Ivey, James W.
- Jack, Sevant
- Jackson, Charlie
- Jackson, Harry H.
- Jackson, J. (Hep)
- Jackson, J. (Oats Revue)
- Jenkins, Socks
- Jennings, Laron
- Jennings, W. J.
- Johns, Miller F.
- Johnson, A. P.
- Johnson, Mrs. Harry Lee
- Johnson, J. J.
- Johnson, Louis T.
- Johnson, Mac
- Johnson, N. G.
- Johnson, Ray
- Johnson, R. A.
- Johnson, R. A. (Jack)
- Johnston, Marjorie
- Jones, Al Mgr. (Rodeo & Circus)
- Jones, Alvin K.
- Jones, Carolyn
- Jones, Howard (Jockey Jones)
- Jones, Mrs. Robt. L.
- Jones, Stanley
- Joy, Elmer
- Jurden, D. E. (Smokey)
- Kanageter, Art
- Kane, Ruthie
- Kaplan, Ben
- Keating, Babe
- Keefe, Richie
- Keen, Bill
- Kees, Mrs. William R.
- Keller, Millie
- Kelly, E. A.
- Kelly, Frank J.
- Kelly, John Lawrence
- Kelly, Red
- Kelly, Ruth
- Kennedy, Boyd
- Kennedy, Slim
- Kibel, Harry
- King, Annie Leo
- King, Nelson
- King, Peaches
- Kirsch, Teymon A.
- Kitchens, N. L.
- Knapp, Jimmy
- Knight, Paul
- Knight, Robert O.
- Krieger, Arthur
- Kucinich, Barbara
- Kowalski, Stanley
- LaRa, Dewey A.
- Lalrose, Elmer
- Lafferty, Henry
- Lake, Anelia
- Lamay, Eddie
- Lamb, Pete
- Lamb, Tony
- Lankford, Harold
- Larrington, Roy
- Larue, Peggy
- Laswell, Mary
- Leatherman, Fred
- Lee, Annie Mac
- Lee, Joseph
- Lee, Ora
- Leggett, Emery
- Lehman, Charlie
- Letts, Fletcher
- Levine, A. H.
- Lieberknecht, George W.
- Lilliston, Bob
- Little, James
- Long, Jerry
- Lopez, Joseph A.
- Louis and Cherie
- Love, Russell A.
- Luse, Ople E.
- Lush, Doc Gordon
- Lusson, Marcolyn
- Lyons, Earl
- McAvoy, H. R.
- McCall, Jim
- McCallam, Winfred
- McCallum, Jenson
- McCurdy, J. M.
- McDonald, Margaret
- McDonald, Mickie
- McDowall, Fred
- McGarry, Floyd
- McGee, Mrs. J. T.
- McGinnis, Joe and Reba
- McGuena, Ralph
- O'Hara, Barbara
- McKenney, T. E. Tom
- McLaughlin, Bill
- McLaughlin, & Mary
- McLean, Ray
- McNair, K. W.
- McNally, Arthur P.
- McNutt, Bill
- McPaige, Dan Trio
- McPeck, James C.
- McPherson, Ralph
- McWilliams, Mac
- Mack, Buddy
- Mader, Eddie
- Maja, Princess
- Malone, C. J.
- March, Curley
- March, Walter
- Marlier, Phil
- Marks, Miller
- Marks, Pearl
- Marks, Tom
- Marlowe, Sam
- Marshall, George
- Masters, Raymond
- Mayman, Amanda
- Mayman, Cook
- Mear, Harry E.
- Mehl, Tom
- Mel-Roe, Dr. A.
- Meserve, William E.
- Mesley, R. D.
- Mespelt, Alva
- Mespelt Jr., William J.
- Miller, C. B.
- Miller, The Flying
- Miller, Little Joe
- Miller, Ralph
- Arnold
- Mintun, Ruth
- Mitchell, Larry
- Mitchell, Louie P.
- Mitchell, Rose
- Johnson
- Mitchell, Walter
- Moberly, Glenn
- Mohamed, Beche
- Ben
- Monroe, Ben J.
- Monsour, Abe
- Montaney, Paris
- Moon, Willie
- Mooney, Thomas
- Moore, Louis B.
- Moore, L. Pudge
- Moore, Raymond C.
- Moore, Walter
- Morocco, Bill
- Morales, Pedro
- Morgan, Johnny
- Morgan, William T.
- Morris, Rob
- Morrison, Melvin
- Morton, Alma Lee
- Morton, L. O.
- Mouton, Ben
- Mullen, Fred Wm.
- Murphy, P. A.
- Murray, E. R.
- Nabours, Helen
- Nardl, Tommie
- Nelson, C. E.
- Nelson, George L.
- Nemby, C. E.
- Nettles, Claude
- Lamar
- Newcomb, Freuchy
- Nicholes, Luther
- Nickel, Dr. Ernest
- Nienaber, Robert J.
- Nippo, William
- North, W. J.
- Norwood, Jessie
- O'Brien, Joe
- O'Connell, Daniel
- B.
- O'Kelley, J. C.
- Oakley, Julian Leroy
- Olegario, A. G.
- Oriverallas, John
- Omidoff, Mrs. B.
- M.
- Orton, Vern
- Osbourne, Paul
- Osbourne, Walter
- Simpson, Wilfred
- (See Letter List on page 94)
- Page Kiddie Band
- Pallitz, Al
- Pappas, The Horse
- Pappas, Gus
- Parker, R. W.
- Parrish, Dale
- Parsons, F. S.
- Patterson, Pat J.
- Pearman, Mike
- Penniman, Frederick C.
- Permenter, William H.
- Perry, W. L.
- Peters, Frank E.
- Peterson, James
- Peugh, Roy F.
- Phelan, Pete
- Phelps, Fred
- Phillips, Arthur
- Phillips, G.
- Phillipson, Doc
- Phillipson, G.
- Pickard Victory
- Pierce, Mrs. Carl
- Pike, D. W.
- Poole, Bill
- Porter, Clyde R.
- Porter, Frank Roy
- Potter, Jimmy
- Prewitt, John W.
- Pugh, Harry
- Pugh, Willie
- Quente, August
- Radon, Dave E.
- Rae Eunice
- Rainbo Carnival
- Rajah, Carl
- Ramm, Jack Rodeo
- Raymer, Ford E.
- Read Jr., Clyde
- Reddick, Johnnie
- Redmond Jr., Bill
- Reese, Joseph O. P.
- Reeves, Daisy
- Reeves, Glenn
- Reilly, Gerald O.
- Reineke, Arthur F.
- Rella, Mickey & Lew
- Rellim, Grace
- Renaud, Madame J. A.
- Renfro, E. M.
- Renton, Bob
- Reschke, A.
- Reynolds, Theo. (Icewater)
- Rhynor, Mrs. W. L.
- Rice, G. L.
- Rice, J. Rome
- Richards, Pat
- Richards, Robert
- Richardson, Woodrow
- Ridenour, Clyde L.
- Ridings, Mary J.
- Ridings, Mrs. W. T.
- Rigdon, Clinton
- Riley, Clarence
- Ritchie, Eulah
- Rocco, Russel
- Rivas, Leo
- Rollins, R. J.
- Roman, Mrs.
- Roberts, Maryan
- Rocco, Russel
- Rogers, Babe
- Rogers, H. L.
- Whity
- Ross, Jack C.
- Roth, Mrs. Charles
- Rosen, Joe
- Roth, Rita
- Rounds, Leonard J.
- Rowe, Darrel V.
- Royal Palm Shows
- Rubin, Harry
- Rudd, Stuart
- Rudinoff, Erma
- Russell, Ann
- Russell, Ben (Russell Layers)
- Ruteh, August
- Roub, Margaret
- Russo, Mrs. Ralph
- Ryder, H.
- Saba, Jean
- Saddlemire, Marie L.
- Saprito, S. J.
- Salisbury, William
- Sandforde, The
- The Savage, Mary L.
- Sax, Frank
- Scaelman, Lloyd
- Harding
- Schanck, Frank
- Schlesinger, Wm.
- Schloer, William
- Schneider, Harold
- Schoreck, Roy Hank
- Schrittleitung
- Schwartz, John
- Raymond
- Scott, Tarris Paul
- Scott, Mrs. J. C.
- Lois
- Schwartz, Juliet A.
- Schwartz, Louis
- Seabolt, Mrs. Eston
- Sellers, Jackie
- Seymour, Robert M.
- Shaffer, Capt. Billie
- Shaffer, James E.
- Shan Bros. Shows
- Sharpe, Raymond
- Shawer, L. M.
- Shea, Jack
- Tex
- Sherman, Linda & Ray
- Shoemaker, Jame
- Shoemaker, Dot
- Sica, Aniello
- Simpson, J. R.
- Simpson, Shirley
- Ma

## Monarch PERSONAL PORTABLE in handsome Leatherette Case

Latest advanced type super-heterodyne circuit. RCA licensed radio tubes. 3 1/2" PM Dynamic Speaker. Airplane dial. Automatic volume control circuit. Standard broadcast band from 535 KC to 1650 KC. Built-in loop antenna. Requires 1 67 1/2 volt B battery and 2 1 1/2 volt flashlight A batteries.

No. BB 1R17 EACH \$13.97 (Without Batteries) RETAILS \$19.95

No. BR 1R55 Battery \$1.84 Set for Above RETAILS \$2.65

Write for catalogue showing complete line of our radios.

### N. SHURE CO.

200 WEST ADAMS STREET CHICAGO, ILLINOIS

**Weighs Only 4 Pounds**  
6 1/8" WIDE—7 1/8" HIGH—3 3/4" DEEP

## SUPERIOR SELLS BETTER!

TOP QUALITY RINGS, THAT SPELL PROFITS!

**SHAKE RING**  
No. 6191  
Cleverly designed White Finish  
**\$1.85 Doz.**  
**\$21.00 Gross**

**WHITESTONE**  
No. 6193  
Fine Sterling Sparkling White-stones  
**\$2.35 Dozen**  
**\$27.00 Gross**

No. 2986  
Top Quality, Beautifully designed Rings of Fine Sterling, with Sparkling Whitestones. **\$5.25 DOZ.**

No. 216  
Fine Sterling Sparkling White-stone. **\$4.50 DOZ.**

No. 6076  
White Finish No. 6077 Gold Finish  
**\$1.75 Doz.**  
**\$39.00 Gross**

Send \$15.00 for Large Assortment of Rings

**WRITE FOR FREE CATALOGUE**

### SUPERIOR JEWELRY CO.

740 SANSOM ST. PHILA 6, PA

## PRICES REDUCED

to the Lowest in 5 YEARS!

— ELGIN — WALTHAM — GRUEN —  
— BULOVA — HAMILTON — ILLINOIS —

### WRIST & POCKET WATCHES

For Big Fast Sales! **\$7.95**

RECONDITIONED AND GUARANTEED LIKE NEW. LOW PRICES START FROM—

Write for New Free Catalog With Reduced Prices. Quantity Users, Write for Special Prices.

### JOSEPH BROS.

Member Jewelers' Board of Trade

59 E. MADISON ST. DEPT. B-17 CHICAGO 3, ILL.

## COMPLETE LINE of

- STUFFED TOYS
- FUR ANIMALS AND BINGO MERCHANDISE

for Carnivals and Concessions

Ask for our NEW, complete catalog

### JOE END & CO.

MIKE TISSER, General Manager Telephone  
Inc. 433 WEST BROADWAY WALKER  
Cor. Prince St. N. Y. 12, N. Y. 5-8280

**WHITESTONE RINGS**  
*Why Pay More?*

**Ladies' Sparkling Sterling Solitaire**  
A REAL SELLER  
A real value. Two brilliant side stones (as shown).  
**\$4.75 per dz.**  
\$54.00 Per Gr.



**Ladies' Sterling Wedding Band to match (as shown). 6 large sparkling stones.**  
\$5.00 Per Doz. \$57.00 Per Gr.  
**Ladies' Single Stone Solitaire, Sterling Silver.**  
\$4.00 Per Doz. \$45.00 Per Gr.  
**Cold-Filled Ladies' Solitaires.**  
\$8.00 Per Doz. \$90.00 Per Gr.  
**Wedding Bands, 14K Gold Over Sterling.**  
\$5.25 Per Doz. \$60.00 Per Gr.  
**Gold-Filled Wedding Bands.**  
\$5.50 Per Doz. \$63.00 Per Gr.

**SPECIAL VALUE**

**MASSIVE MEN'S RING**  
Sells on sight. Heavy Sterling Silver set with large simulated Zircon (as shown).  
**\$8.00 per dz.**  
\$90.00 Per Gr.



Also available in 14K Gold over Sterling Silver. 25% deposit with order, balance C. O. D. Also a large variety of Ladies' and Men's Whitestone or Colored Stone Rings. Send \$5.00 or \$10.00 for sample ring assortment.  
Every Style. Every Size.

**STERLING JEWELERS**  
Worthington, Ohio

**Values in GOVERNMENT SURPLUS ELGIN - - WALTHAM and BULOVA WATCHES**



**16 JEWELS \$14.00**

Stainless steel back  
Leather band  
Sweep second hand. These watches sell themselves. Buy from a new shipment. 25% with order - balance C. O. D.

**PHILADELPHIA WATCH SUPPLY CO.**  
Dept. 3  
730 SANSOM ST. PHILADELPHIA 6, PA.

**PRESTO BALL POINT PEN**



**\$7.20 DOZ.**

PRESS FOR POINT  
PRESS TO RETRACT

25% Deposit With Order, Balance C. O. D., F.O.B. N. Y.  
Sample, \$1.00. Remit With Order.

**MORRICO** 110 W. 42 ST. N. Y. C. 18

**LETTER LIST**  
(Continued from page 93)

Simmons, W. H.  
Smiles, John Lee  
Smiley, C. M.  
(Minstrel Show)  
Smith, Dorothy  
Smith, Earl  
Smith, Edward W.  
Smith, Floyd  
Smith, Helen  
Smith, Nellie E.  
Smith, Walter J.  
Smith, Wm. P.  
Snowden, Pat  
Snowden, Robbie  
Snyder, Carl  
Snyder, Vivian  
South, Earl  
Spencer, Charles E.  
Spencer, Elizabeth  
Spizzitto, Joseph W.  
Stacy, W. A.  
Stahler, Howard E.  
Stanko, George  
Stanton, W. G.  
Steele, Merlene  
Stegall, Joe  
Stephan, Carl  
(Midgets)

Stephens, Mr.  
Stevens, Opal  
Stevens, Ray  
Stewart, Clyde  
Stiles, Grady  
Stokes, Leonard  
Stombaugh, Herman  
Stone, Ernest L.  
Straubach, Juanita  
Stutzman, J. F.  
Suesch, Deanie  
Sundstrom, John E.  
Sutton, Elmer  
Swain, Cecil W.  
S-wartzman, Marie  
Sword, Jack W.  
Swords, J. D.  
Symp, Thelma  
Symp, Walter  
Symp, Stanley  
Talbot, Harlan  
Tanner, Elmo  
Taska, W. Charles  
Thomas, Jack  
Thomas, K. B.  
Thomas, Mrs. Jack  
Thompson, Ray  
Tilner, Harry  
Tom, George  
Tomb, Homer  
Tompkins, Thomas  
Townsend, Doris  
Tucker, Hoxie  
Turner, Bud  
(Drome Rider)  
United Veterans Shows

Vanier, Roy  
Vangness, K. O.  
VanKirk, June  
Vejraska, Mrs. M. J.  
Velez, Anita  
Viney, Sammy  
Vitale, Joe  
Vito, Cerrone  
Wages, Jackie Lee  
Walton, Mrs. Huch  
Wagner, Gene  
Washburn Jr., F. F.  
Watts, James G.  
Watson, O. D.  
Tommy

Watt, Clifford  
Watts, Virginia  
Webb, Bill  
Weiner, Sam  
Wells, R. D.  
West, Maxine

Wilson, Mrs. G. E.  
Wilson, Kenneth  
Lloyd  
Wilson, Robert L.  
Wilson, Vonnie  
Winegarner, Ernest G.  
Winkler, Leon A.  
Winslow, Dewitt  
Winters Jr., William J.  
Wiseman, William  
Wolandi, Andy  
Wolcott, Helen  
Woods, B. M.  
Woods, Florence  
Woods, Whitey  
Worton, Bob  
Wray, Mrs. A. V.  
Wright, Frank D.  
Wright, Winfred  
Yeager, Jack  
Yelton, Ann  
Yuen, Kenneth Lari  
Zellers, Al  
Zerm, Charles

**MAIL ON HAND AT ST. LOUIS OFFICE**  
390 Arcade Bldg.,  
St. Louis 1, Mo.

Adams, Daniel  
Anthony, Marvel L.  
Barard Bros.  
Bales, Peter J.  
Beck, Don  
Bommersheim, Leo  
Boswell, William  
Brandenburg, Mrs.  
Buck, Miss Dottella  
Bunch, Sam  
(Blackie)  
Caswell, George  
Caulder, Wade  
Clemmons, A. B.  
Clemens, Dick  
Clemmons, Mrs. Richard  
Cook, Fred  
Craff, Clarence  
Crane, Al A.  
Cunningham, James D.  
Davis, Richard L.  
Deal, James E.  
Detwiler, Bryan A.  
Dunn, Lee  
Edwards, Buddy  
Edwards, Joe  
Edwards, Joseph Carl  
Ellis, Wm. H.  
Eris, Elwyn  
Etchison, L. L.  
Finley, Mrs. Evelyn E.  
Flash, Royal  
Fortney, Russell  
Foss, John D.  
Gaudara, Joseph  
Garnett, Mrs. W. A.  
Garnett, W. A.  
Gauvreau, D. H.  
(Frenchie the Cook)  
Gray, Jerry  
Green, Chas. D.  
Grissom, Henry J.  
Grissom, C. M.  
Hall, Mr. & Mrs. Ed  
Hall, Thomas  
Hart, Ray  
(Pinball)  
Henderson, John  
Holcomb, Mr. & Mrs. Charles  
Howard, John  
Huddlestone, Irene  
Hughes, Willis L.  
Hutson, Henry  
Hutzel, Margaret  
Hynd, William  
Jackson, J. G.  
Jeunings, Harold  
(Joe)  
Kalin, Mose  
Karnes, Walter  
Kees, W. R.  
Kelly, Edith  
Kelley, Jack & Laura  
Kieley, John M.  
Komzevny, Kirk  
Lambert, Charles

**MAIL ON HAND AT NEW YORK OFFICE**  
1564 Broadway,  
New York 19, N. Y.

Aarons, Mimie  
Adams, Carl  
Barfield, Willie  
"Coot"  
Bauer, Mr.  
Bean, Ward  
Bixler, Walter  
Brown, Chick  
Carter, John  
Cedar, Albert B.  
Colin, Jean  
Deal, Elsie  
De Siata, Joseph  
Dicks, James J.  
Dublin, Joe  
Durer Jr., Jack  
Gordon, Bobby  
Green Sr., Henry J.  
Holt, Jack  
James, Margie  
John, Francis  
Jeffcott, Thomas F.  
Johnson, Albert  
Russell  
Kelley, Chris  
Lapin, Mrs. Fritz  
Lanouette, W. R.  
Lauvello & Frisco  
Lee, Mrs. Alice T.  
Lorraine, Blanch  
Lucille (c/o Le Frimini)  
Lyons, Bayne  
Marino, Pete  
Marks, Dorothy  
(Miller Marks)  
Marshall, Danny  
Martani, Joseph  
Mason, Charlie  
Millatt, Al

**MAIL ON HAND AT CHICAGO OFFICE**  
155 No. Clark St.,  
Chicago 1, Ill.

Ballerino, Mike  
Buckley Jr., Don J.  
Docen, Clarence  
(Ketting)  
Eckel, Raymond C.  
Fischer, Claude  
Goldman, Samuel  
Isaas  
Goldstein, Nate  
(registered letter)

Mitchell, Charlie  
Morin, Phyllis  
Morton, Leo  
Mullins, Joe  
Nazzo, Joseph  
O'mally, Larry  
O'Shea, Mrs. Patricia  
Parker, Bobbie  
Perex, Marie  
Pecoroni, Anton  
Pelley, Burnham  
Perry Sr., Capt. Robert  
Pierpont, May  
Pollock, William H.  
Provencher, Lucien  
Richards, Nellie  
Rigg, Charles  
Fenwick  
Shea, John R.  
Smitzen, Olya  
Garnett  
Stoll, Carl  
Townsend, Leslie  
Tripp, Fred  
Vernon, Mr. E.  
Vernon, Curley  
Villano, Ralph  
Wallace, Frank  
Warshay, Akbar  
Weber, Joe  
White Jr., Paul E.  
Whitmer, Kenneth  
Wilcox, Tom  
Wilson, Jerry  
Woods, Mae  
Wright, James  
Yvonne, Bubbles

**MAIL ON HAND AT CHICAGO OFFICE**  
155 No. Clark St.,  
Chicago 1, Ill.

Ballerino, Mike  
Buckley Jr., Don J.  
Docen, Clarence  
(Ketting)  
Eckel, Raymond C.  
Fischer, Claude  
Goldman, Samuel  
Isaas  
Goldstein, Nate  
(registered letter)

**NOW OR NEVER!!**

**MANUFACTURER'S LOSS YOUR GAIN**

Black and white plush stroller horse with rubber tire steel wheels. All metal wheel base.  
Dressed in a simulated leather bridle and saddle. This horse is GUARANTEED to hold up to 200 lbs. in weight. Stuffed with excelsior.

**3 DOZ. \$3.75 OR MORE \$3.75 EA.**

**IN DOZ. LOTS, \$4.00 EA. SAMPLES, \$4.50**

25% with order, balance C. O. D.

**MERCHANDISE DISTRIBUTING CO.**  
19 EAST 16 ST. NEW YORK, N. Y.

**PLASTER - LOWEST PRICE EVER!**

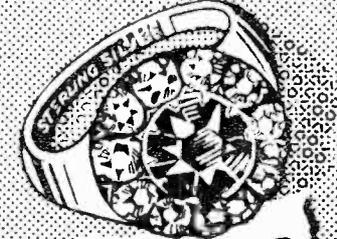
**IDEAL FOR SCALES • BALL GAMES • WATER GAMES**

GROUP # 10 - Size 2 1/2 x 3. Asst. Animal Designs. Packed 4 Gross. \$1.75 Gr.  
GROUP # 1 - #9B Sitting Spaniel, 4 1/2" high; #8A Reclining Spaniel, 5" long; #5 Double Scotty Plaque, 6" high. All packed 8 and 10 doz. \$4 Ea.  
GROUP # 78 - Large Size, Scotty with Base. Packed 4 Doz. \$11 1/2 Ea.

SEND FOR SAMPLE CARTON OF ANY OR ALL GROUPS.  
25% Deposit—Balance C. O. D., F. O. B. Pittsburgh, Pa.

**THE JOHN ROBBINS CO.**  
340 THIRD AVE. Court 5445 PITTSBURGH 22, PA.

**Modern**



**CLUSTER RING**  
STERLING SILVER

**No. 1400 \$12.00 Dozen**

Mounted with all White Stones. Also in Birthstone Centers. Ring in Yellow or White finish. NO CATALOG.  
SEND FOR SAMPLES: Men's and Ladies' White Stones—Birthstones—Signets, in Sterling and Gold Filled. Largest variety—newest styles—lowest prices.

**"America's Exclusive Ring House"**

**HARRY MAHREN RING CO.**  
116 W. 34th St., Room 257  
Herald Square Hotel Bldg., New York 1, N. Y.

**CLOSE OUT**

**OF MERCHANDISE DEP'T BY NATIONAL DISTRIBUTOR**

Will sacrifice proven saleable items in large quantities—

- FLICK Windproof Cigarette Lighters
- FULLVUE Pocket Mirrors
- JANIE Spot Erasers

Real Bargains for Immediate Sale  
Call E. B. McDowell, ALgonquin 4-0709,  
New York City, or write BOX 203, c/o  
Billboard, 1564 Broadway, N. Y. 19.

**SOUVENIR BIRCH BARK CANOES**

3" Canoe Mailers	\$1.00 Doz.
5" Canoe Mailers	1.20 Doz.
3" Plain Canoes	1.00 Doz.
5" Plain Canoes	1.20 Doz.
6" Plain Canoes	1.50 Doz.
8" Canoes w/Seat	2.40 Doz.
10" Canoes w/Seat	3.00 Doz.
12" Canoes w/2 seats	3.60 Doz.
14" Canoes w/2 Seats	4.80 Doz.
3" Tepees	2.40 Doz.
6" Tepees	3.60 Doz.

Each item stamped with name of city where shipped.

**BALLOONS**

All New Merchandise or Stock	
No. 4 Balloons	\$2.20 Gross
No. 5 Balloons	2.70 Gross
No. 6 Balloons	3.40 Gross
No. 7 Balloons	4.70 Gross
No. 8 Balloons	6.15 Gross
No. 9 Balloons	7.80 Gross
No. 11 Balloons	8.70 Gross
No. 315 Airship	3.10 Gross
No. 418 Airship	3.75 Gross
No. 426 Airship	5.00 Gross
No. 524 Airship	7.40 Gross

**GAS INFLATED BALLS**

2 1/2" Decorated Balls	\$1.25 Doz.
2 3/4" Decorated Balls	2.20 Doz.
3 1/2" Decorated Balls	4.00 Doz.
4 1/2" Decorated Balls	6.00 Doz.
5" Decorated Balls	7.15 Doz.
6" Decorated Balls	8.75 Doz.

Terms: 1/3 With Order, Balance C. O. D.

**ROSS C. BICKLEY**  
P. B. 802 SANDUSKY, OHIO

Hand Made **THE NEW \*CHIP TYPE EARRING** From \$1.50 Per Doz.

**IS OUR SPECIALTY**

Our new styles are money getters. White-stones, Initials, Danglers. Send \$5 or \$10 for samples and prices. Manufacturer of Gold Wire Jewelry.

**ALI BEN CREATIONS**  
760 E. 27th St. Paterson, N. J.  
\*Pat. Pend.

# OAK-HYTEX No. 920 TOSS-UPS

Walt Disney  
**MICKEY MOUSE TOSS-UPS**  
FAST SELLERS EVERYWHERE



TWO-COLOR prints on both head and body. Assorted color balloons. Supplied with heavy cardboard feet. Strands 20" high.

## Popular Prints MICKEY MOUSE and PALS

Walt Disney characters in two-color prints on assorted color balloons. Available in several sizes.

Look for the Diamond Trade Mark. It is stamped on each genuine OAK-HYTEX Mickey Mouse Balloon.

**The OAK RUBBER CO.**  
218 S. SYCAMORE ST. RAVENNA, OHIO

# Pipes for Pitchmen

By Bill Baker

**BILL WEISS . . .** is reported to have garnered a plethora of hermans at the circus in Washington and the Winchester, Va., Apple Blossom Show. Joe Marks and Mickey Reider also got their share of the lucre.

**SI LOUIS . . .** is back in the F. W. Grand store, Milwaukee, working Lyons Polish to good returns, while his wife, Bea, is working at an out-of-town Kresge location. She also reports sock business returns.

The lad who is collecting the geedus these days is the one whose mind is ever keen, alert and observant of changing conditions. He clicks because he makes the most of his opportunities.

**"THE SHEETIES . . ."** are in the high cotton now," blasts Jack (Bottles) Stover from Staunton, Va. "Pat Malone and I are on the hustle daily and they tell me there were quite a number of walk-ins at the big Apple Blossom Festival over Winchester, Va., way. We couldn't make the date because of car troubles, but we hope to see our friends working the high hills of Virginia. We've been making the stock sales to okay turns. Front Royal, Va., has a sale every Thursday and it's been a red one for all of those making it. Plan to hit Pennsylvania territory before too long."

**"SPRING IS HERE . . ."** and I can hear the band playing and see the natives gathering as I sit here thinking of by-gone days with rep and med shows," letters Bessie Mae Smith Dawson from New Haven, Conn., where she is making her home. "Where are some of you old-timers such as Doc and Arla Keith, Leo and Jewell Thompson, Polly Sights, Dan

and Babe Sherwin, Harry L. Dodge, the O'Neill Sisters, Adelaide Shannon, Harry and Marie LaRoy and Doc Waddell? I've been doing government work here and would like to read pipes in the column from all of you."

**THE SMITHS . . .** K. Max and Alice, are still in the jewelry business. One of their stores, which boasts a new trailer with 30 feet of flash, is with F. E. Gooding Amusement Company. Business has been good, they report.

**FORMER SHEETIES . . .** Mr. and Mrs. Johnny McDonald are operating a jewelry layout for K. Max Smith. The McDonalds also are former Wild Life Exhibit operators.

**RICHARD ARCAND . . .** has been grabbing off high scores with his Silver Shine plates in Newberry's store, Phoenix, Ariz., for the past two weeks. He plans to head North in a few weeks to book additional locations before he starts his swing thru the fairs.

**J. ARTHUR (RED) MCCOOL . . .** after a silence that lasted from his entrance into the navy in 1941, comes thru with some pertinent points on activities in Detroit: "I've been working Neisner's here with my med packages for some time to comfortable business. For me, that's okay for my home is here. Any of the boys and girls contemplating moving here should bear these facts in mind, however. There are no lots open. If there were any that could be worked, I would have one. The boys who work shops seem to be doing okay and are not sloughed too regularly. None, to my knowledge, has

(See PIPES on page 96)

## Fifty Million Pens Can't be Wrong!

### BALL POINT PENS

There are cheaper ball pens than PENGUIN, but PENGUIN is a masterpiece in the low price field. PENGUIN costs only a few cents more than the cheapest ball pen . . . but you definitely get at least 20 times the value. PENGUIN looks and writes like the most expensive model. It's precision built to 1/10th to 1/1000th" tolerance.

**PENGUIN CAN'T CLOG!** A patented air lock prevents STOP and GO flow. PENGUIN writes up to 3 years without refilling. In fact, PENGUIN does everything a \$10 ball pen can do. And PENGUIN'S smooth styling and gold-plated trimmings make it look just as good. Unconditionally guaranteed, too!

We don't want to sound like a brass band, but no one who knows us doubts our amazing ability to produce high quality pens at low cost. In the last half century we've turned out over 50 million pens, and our pen-making talents are equal to the best.

Make money now selling the superb new PENGUIN. Why buy pens for a few cents less and endanger customer's goodwill? Any other pen in PENGUIN'S low price range looks cheap, and writes sometimes. Each pen stroke is like the last gasp of a sputtering carburetor. On the other hand, PENGUIN functions smoothly . . . ALWAYS.

Start piling up profits by ordering style #120 B! now.

Write on the ball!

\$75 per gross  
\$6.50 per doz.  
(in doz. lots)

**52¢**

QUANTITY PRICES ON REQUEST  
**PENGUIN PENS, INC.**  
644 Broadway New York 12, N. Y.

25% with order, balance C. O. D. Complete Satisfaction or money back.

GET YOUR SUPPLY OF OAK HYTEX BALLOONS AND FREE CHANGE APRON FROM  
**KIPP BROS.**  
Wholesale Distributors  
117-119 S. Meridian St. Indianapolis, Ind.

**LEVIN BROS.**  
Distributors for Oak-Hytex Balloons  
6th & Ohio Sts. TERRE HAUTE, IND.

**PICO NOVELTY CO.**  
Distributors for Oak-Hytex Balloons.  
807 1/2 So. Flower St., Los Angeles 14, Calif.

**GARRISON TOY AND NOVELTY CO., INC.**  
Distributors for Oak-Hytex Balloons.  
Carnival Goods—Mr. Hynson.  
1215 E St., N.W. Wash., D. C.

CONCESSIONERS — PITCHMEN  
**GOING LIKE WILD**  
● 1000 in a day at New York  
● 500 in a day at Pittsburgh  
● 800 in a day at Detroit  
BRAND NEW automatic principle gives different answers to thousands of questions.  
**"SPIRIT CRYSTAL BALL"**  
Demonstrated in 10 seconds.  
**ANSWERS FLOAT IN VIEW**  
\$86.40 gross F. O. B. Cincinnati.  
Send \$1.00 for sample and display card.  
Weight, 90 lbs. per gross.  
**ALABE CRAFTS**  
Dept. 6, 348 W. 5th St., Cincinnati 2, O.

**MEDICINE MEN**  
Write today for prices on our Latent Tonics, Herbs, Liniments, Salves, Corn Medicines, Tablets, Soaps, etc. 1 day service. (Products Liability Insurance carried.) Manufactured by a Registered Manufacturing Pharmacist, The House of Service.  
**CELTONA MEDICINE CO.**  
1016 Central Ave. Dept. B-9 Cincinnati 2, O.

### CARNIVAL—CIRCUS—PARK—SPECIALS

Swagger Canes, 36 Inches Long With Tassels . . . . .	\$ 3.00 Per Gross
Robin Hood Hats With Feathers . . . . .	\$10.00 Per Gross
12 Inch Fur Monkeys, Per Doz. . . . .	\$ 6.75
Lancaster Bell Batons (R.W.B.), Per Gr. . . . .	16.50
= 9 Paddle Balloon, Printed, Per Gr. . . . .	5.50
= 14 Kat Balloons, Printed, Per Gr. . . . .	10.50
= 9 Round Balloon, Printed, Per Gr. . . . .	7.00
Airships, Inflate 30 Inches, Per Gr. . . . .	14.00
Airship Workers, Ea. . . . .	15.00
Flying Birds, Per Gr. . . . .	12.00
Whips, Long Lash, Per Gr. . . . .	13.50
Large Gun and Holster, Per Gr. . . . .	42.00
Swords, Per Gr. . . . .	9.60
5-Inch Compo Dolls, Per Gr. . . . .	15.00
7-Inch Compo Dolls, Per Gr. . . . .	9.00
Feather Dress for Dolls, Per Gr. . . . .	.75
Reed Balloon Sticks, 24-inch, Per Gr. . . . .	3.25
Knob Sticks, Painted, Per 100 . . . . .	7.00
Foil and Plastic Pinwheels, Per Gr. . . . .	54.00
Heavy Maple Canes, Per Gr. . . . .	54.00

Small Hawaiian Leis, Per Gr. . . . . \$ 3.25  
Baseballs, Per Doz. . . . . 2.25  
Darts, Per Gr. . . . . 12.00  
Comic Hat Bands, Per 1000 . . . . . 15.00  
Comic Hat Bands, Per 100 . . . . . 1.65  
46-Ligne Comic Buttons, Per 1000 . . . . . 10.00  
4 1/2-Inch Comic, Per 100 . . . . . 10.00  
Swiss Warblers, Per Gr. . . . . 1.10  
Metal Crickets, Per Gr. . . . . 2.40  
Rubber Animals, Slum, Per Gr. . . . . 4.20  
Plastic Bracelets, Slum, Per Gr. . . . . 4.20  
Lead Slum, large Asst, Per Gr. . . . . 1.50  
= 4 Balloons, Per Gr. . . . . 1.75  
= 5 Balloons, Per Gr. . . . . 2.00  
= 6 Balloons, Per Gr. . . . . 2.50  
= 4 1/2 Balloons, Per Gr. . . . . 2.75  
= 16 Paddles, Per Gr. . . . . 10.80  
= J-30 Targets, Per 100 . . . . . 14.00

WE TAKE ORDERS FOR SPECIAL BUTTONS AND PENNANTS.  
SEND FOR FREE ILLUSTRATED CATALOG.  
1/3 Deposit With Order.

**KIM & CIOFFI** 916 ARCH ST. PHILADELPHIA 7, PA.  
MARKET 7-9230

### CONCESSIONAIRES & DISTRIBUTORS WANTED for "BLINKY BOW TIES"

Completely electrically wired

"BLINKY BOWS" are absolutely guaranteed and fool-proof thru patent appl'd for construction. They come with battery case so battery may be replaced instantly, also with extra long flexible wire. G.E. bulbs cannot be pushed out.

Order at once for immediate delivery at Lowest Price Ever.

**ATLANTIC INDUSTRIES**  
1261 ATLANTIC AVE. BROOKLYN 16, N. Y.

We have many SPECIALS to offer in  
**PARK CARNIVAL CONCESSIONAIRE AMUSEMENT ITEMS**  
**WRITE FOR OUR CIRCULAR**  
**SAUNDERS MFG. & NOVELTY CO.**  
708 Frankfort Ave. Cleveland 13, Ohio  
Tel. Cherry 3817

\*REG. U.S. PAT. OFF.

# GIANT DAREX BALLOONS

For IMMEDIATE DELIVERY

A PRODUCT OF

**DEWEY AND ALMY CHEMICAL CO.**  
CAMBRIDGE 40, MASS.

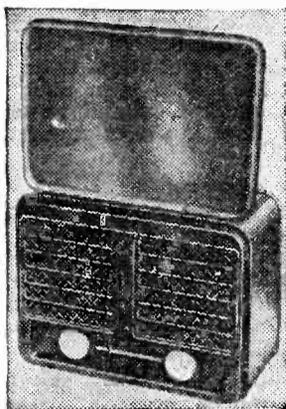
**MEDICINE MEN!**  
HERE IS NO SUBSTITUTE FOR QUALITY  
WRITE TODAY for new wholesale catalog on oil, salve, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried) We are MANUFACTURING PHARMACISTS established 1934.  
**GENERAL PRODUCTS LABORATORIES, INC.**  
137 E. SPRING ST. Dept. K COLUMBUS 12, OHIO

**FINE ASSORTED CHOCOLATES**  
Attractive Cellophane Wrapped 1-Pound Box, \$5.00  
Doz. F. O. B. Factory. Immediate Delivery.  
Packed 3 doz. to case. If not rated, send check.  
25% cash on C. O. D. orders.  
**BARBARA FRITCHIE CHOCOLATES**  
Frederick, Md.

# CALLING ALL DEALERS!

**PROCEED AT ONCE TO EXTRA PROFITS!**

Tune in NOW for extra, effortless profits with the most sensational 3-Way radio ever built! Works anywhere, any time, on AC, DC or Battery. No higher than your fountain pen, yet can hold 5 "A" batteries and 1 "B" battery!



**'Super-Mite'**

ONLY

**\$29.50\***

LIST PRICE

IN ASSORTED COLORS

**3-WAY PORTABLE AC, DC or BATTERY**

Small enough to be packed in a suitcase, yet has the following features:

- AMAZING POWER!
- 4½" ALNICO #5 SPEAKER WITH A HEAVY-DUTY SLUG WEIGHING 1.47 OZ.
- SELENIUM RECTIFIER (NO RECTIFIER TUBE NECESSARY.)
- USES FOLLOWING TUBES: 1—LR5, 1—IT4, 1—IS5, 1—354.
- FULL-SIZE 2-GANG VARIABLE CONDENSER.

**LARGE QUANTITIES AVAILABLE FOR IMMEDIATE SHIPMENT!**

- ★ Highly polished aluminum cabinet, molded plastic front and rear
- ★ Super-sensitive transformer
- ★ Built-in Loop
- ★ Licensed by RCA and Hazeltine
- ★ Packed in air-cushioned cartons
- ★ Backed by National Advertising!
- ★ Comes in Assorted Colors
- ★ Size: 4" wide; 5" high; 8" long
- ★ Automatic Volume Control
- ★ Slide Rule Dial
- ★ 4-tube Super Hetrodyne
- ★ Uses standard, full-sized components; Parts interchangeable anywhere.

WRITE TODAY FOR SAMPLE AND QUANTITY PRICES

\*Less Batteries

**CARTER RADIO AND APPLIANCE, Inc.**

43-45 43RD ST. DEPT. BB-2 LONG ISLAND CITY 4, N. Y. Phone: Stillwell 4-2061

## Order From This List

### BALL GAME STOCK

1" Hawaiian Leis, (3 Gr. pack)	Gr. \$ 3.25
2" Hawaiian Leis, (1 Gr. pack)	Gr. 6.75
Aluminum Milk Bottles	Ea. 1.50
Wood Milk Bottles, loaded	Ea. .65
Comic Hat Bands, 18"	100 1.65
Worth Baseballs	Doz. 2.15
Junior Batons, 22½", silver tinsel head	Gr. 8.50
Lancaster Batons, with Bells	Gr. 18.00
Lancaster Batons, without Bells	Gr. 16.50
Lancaster 36" Swaggers	Gr. 10.50
Plastic Crook Handle Canes	100 15.00
8" Fox Tails, W/Comic Card	100 5.50
11" Fox Tails, W/String, no Card	100 21.50
14" Fox Tails, W/String, no Card	100 27.00
12" Cat Tails, W/Comic Cards	100 11.50
23" Possum Tails, W/String, no Card	100 15.00
Flying Birds, colored cardboard	Gr. 12.00
Flying Birds, metallic, bright colors	Gr. 19.50

### FOR STOCK STORES

Glass S. & P. Shakers	Gr. \$3.00
Miniature Glass Beer Mugs	Gr. 3.50
9 Oz. Glass Tumblers	Gr. 4.32
1½ Oz. Whiskey Glasses	Gr. 2.50
Glass Teacups, green tint	Gr. 5.00
Glass Saucers, to match cups	Gr. 5.00
Glass Candle Holders	Gr. 4.80
Glass Ashtrays	Gr. 3.50
Glass Custard Cups, Fire King	Gr. 4.50
Glass Dessert Dishes	Gr. 4.50
4½" Bowls	Gr. 4.50
Handled Grape Dish	Gr. 5.50
Enamel Tin Cigaret Cases	Gr. 5.00
Stone Set Rings	Gr. 1.00
Gold Plated Band Rings	Gr. 1.65
Plastic Toy Knives, Forks and Spoons	Gr. 1.00
Decorated Aluminum Ashtrays	Gr. 3.50
Large Animal Plastic Charms	Gr. 1.10

All items packed in units as listed, no less sold.

C. O. D. Orders Must Be Accompanied by 25% Deposit. Other Articles of "Wanted Merchandise" Are Shown in Our Latest Spring-Summer Catalog—Write for Your Copy Today.

**LEVIN BROTHERS** Established 1886  
TERRE HAUTE, INDIANA

## WIRE WORKERS—ATTENTION!

We Have Wire Workers' Supplies

Silver Base and Copper Base  
Gold Plate, Pearls, Plates, Snail  
and White. Also Findings and  
Jewelry for Engravings.

**MOTHER NAME PINS**

ready-made from Copper Base or Silver Base, \$5.00 for our complete samples. No catalogue request.

**AMERICAN JEWELRY NOVELTY MFG. CO.**  
99 Taunton Ave. East Providence, R. I.

**NEW PRICE**  
STAINLESS STEEL BANDS, \$1.50 EACH

Also have Gold-Filled Bands at \$2.25. 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.**

## Pipes

(Continued from page 95)

been arrested for his activities. The big department stores are out and Mike Devine seems to have a lifetime lease on the only pitch spots in Sam's. His boys work cleanly and go right along. The town is not in good shape when compared with what I have heard of other sections of the country from wandering trippers and keister men. If you do come down, look Peggy and me up in the telephone book, as all fellow pitchers and demonstrators are always welcome with us."

**JAMES HEINS** . . . and wife, Marion . . . are operating their International Wild Life exhibit in Nevada, Mo., and expect to corral a goodly share of lettuce when the bad weather breaks.

**AFTER A NUMBER** . . . of years, silence George Partington comes thru with the following from Phoenix, Ariz.: "Just came out of Los Angeles, after a week there, and plan to head East in about a month. We're down here for my wife's health and if she recovers soon enough we will make Eastern fairs this fall with cutters. Haven't seen any of the old-timers in my trek thru Florida and California. Would like to read pipes from Sid Shipman and Earl Davis."

**CARL AND JESSIE JENSEN** . . . have switched from their gold wire, sea shell, beads and lucite jewelry layouts in favor of a four-minute photo gallery, which has been getting top tip play for the last six months. Jensen says the jewelry stand has been working out well as a side line, with salesboards supplementing the entire set-up.

Most pitchers are in the business because they have met the challenge of doing something worthwhile for humanity and are deriving supreme satisfaction out of what they are accomplishing.

**T. S. BLACHE** . . . who has been holed up in hotels in Peterboro and Lindsay, Ont., dishing out foam to the thirsty for the last five years, reports he's getting itchy feet again and plans to take to the sticks with sheet soon. He'd like to see pipes here from Kid Fleming, V. D. Wilson, Miller and Johnson, Harry Brown and Hamburger Mike Arndt.

**MAE LITHGOW** . . . still gathering the geedus with her pitch layout in a Milwaukee department store, answers a recent query in this corner anent the whereabouts of Jimmy Wells. "Jimmy," says Mae, "died sometime late in April in a Chicago hospital, with the Showmen's League of America handling funeral services and burial."

**HERBERS AND RAGAN** . . . Educational Wax Exhibit, owned and operated by Ray C. Herbers and Madaline E. Ragan, hit two weeks of rain at Joplin, Mo., since opening April 12 with Tivoli Exposition Shows there. Madaline, who is doing the lecturing for the trick, continues to grind 'em in when weather per-

mits, according to husband, Ray, who is managing the outfit. Ray says the exhibit has been the subject of numerous compliments. Line-up also includes Ef Chessman, superintendent of maintenance, and Lafe Kromleich, boss canvasser. Ray says he'd like to read pipes here from the boys in Chicago.

**THE BARR RUBBER PRODUCTS CO.**

SANDUSKY, OHIO, U. S. A.

**TODAY'S RAGE!**

**BARR Raggedy Ann, Raggedy Andy and Dolls of Nations Balloons are the top flight, fast turnover items of the year.**

The red, white and blue box with the famous BARR Shield is your positive assurance of quality, value, sales appeal—and gratifying profits.

**SEE YOUR JOBBER**

**COSTUME JEWELRY PRICES SLASHED**

**50 STYLES CHATELAIN SETS AND BRACELETS TYPICAL SPECIAL**

Cocktail Bracelets, 14K Gold Plate, Imported Stones and Jewels, 8 styles. Expansion Band.

**\$12.00 DOZ.**

SAMPLE, \$1.50

Write today for prices on complete line. ½ doz. with order—Bal. C. O. D.

**BLUE RIBBON NOVELTY CO.**  
624 BROADWAY NEW YORK 12, N. Y.

**PEELER WORKERS—DEMONSTRATORS**

It's terrific—Breaking all sales records.

**NEW, SENSATIONAL DIAL-O-MATIC.**

Grating, slicing, shredding machine. Converts your pot into steamer. Nothing ever like it. 3 Models—3 Price Ranges.

SEND \$2.00 FOR 3 SAMPLES, refundable, and advertising mats, prices.

**RUGG MFG. CO.**

6426 McKinley Ave., Los Angeles 1, Calif.

**Marion Flyer**

Sample—\$12.00  
Fireman's Red & Ivory Trim.  
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

**SUBSCRIPTION MEN**

We are again in a position to add new subscribers to our list. Beginning May 1 we again will accept circulation from the following States: Colorado, Wyoming, Montana, Utah, Arizona, Nevada, New Mexico, Western Kansas, Western Nebraska. This is just like new territory. Write for our no cash turn in deal, give past experience and reference.

**R. SHAVLIK, The Western Farm Life**

1520 Court Place Denver, Colo.

### Top Soapman

By E. F. Hannan

IN THE day of high pitch, Frank Teachout plugged soap from Baltimore to Portland, Me. Frank was one of the first to exploit vanishing soaps and thru experience he acquired a sales monolog that was a classic. When fancy boxed soap came along, Frank took that up and for several years worked good-sized con-vassing crews.

From this he became enthused with soap leaves packaged in book form and obtained some good advertising biz in this field. During the summer he worked fairs with premium soap. It was soap all the way with Frank. He talked and dreamed it.

But he got the idea that he could beat the horses and got to chasing bookies around race tracks. As slick as he was in his own game, this was another fellow's percentage, and Frank couldn't quite overcome that shade. Finally he forgot soap and went right into the horse game taking care of trotters for John Mad-den.

I met him at a Grand Rapids, Mich., trot meet, and he had a trotter by the head leading him onto to the track. I went around to the stable and he pulled some old-time soap labels from the bottom of his trunk and cheerfully said: "I'll be back in the game next year." Before next year he had left for that long journey.

A good fellow and top soapman—that was Frank Teachout.

### Court Validates Ringling Rule

(Continued from page 49)

application of Mrs. Ringling, the injured party, the votes representing Mrs. Haley's share should not be counted.

"Since no infirmity in Mr. North's voting has been demonstrated, his right to recognition of what he did at the meeting should be considered in granting any release to Mrs. Ringling, for her right arose under a contract to which Mr. North was not a party.

"With this in mind, we have concluded that the election should not be declared invalid, but that effect should be given to a rejection of the votes representing Mrs. Haley's share. No other release seems appropriate in this proceeding.

"Mr. North's vote against the motion for adjournment was sufficient to defeat it. With respect to the election of directors, the return of the inspectors should be corrected to show a rejection of Mrs. Haley's vote and to declare the election of the six persons for whom Mr. North and Mrs. Ringling voted.

"This leaves one vacancy in the directors. The question of what to do about such a vacancy was not considered by the court below and has not been argued here. For this reason and because an election of directors at the 1947 annual meeting may make a determination of the question unimportant, we shall not decide it on this appeal."

Haley, queried at Madison Square Garden in New York where the Big Show is appearing, said he was unacquainted with the details of the decision and did not know when the 1947 elections would be held.

### Cole Beats Weather On Indiana Trek

(Continued from page 49)

weather was ideal and the result was two capacity houses.

During the Indianapolis stand (2-4), P. N. Branson, org's general agent, announced Frank J. Lee had joined to handle press, radio and department store tie-ups.

Three-day Indianapolis stand was marred by rain and cold weather for the opening Friday (2) and business was just fair. Saturday (3), however, the weather cleared, altho it still remained on the chilly side, and business picked up. The matinee house was strong and the night show played to capacity. Sunday (4) was the best of the three days, with both shows doing capacity. Org played the new city-owned lot here, which circus officials said was one of the best.

At La Fayette, Ind., Thursday (1) earlier rains made the lot a sea of mud and the weather was cold. Both matinee and night houses were strong, however. Because of the condition of the lot it was impossible to erect the menagerie tent.

### SPARKS

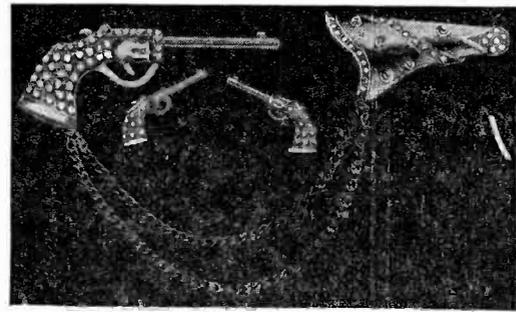
(Continued from page 52)

act act into Canada, so Harry Brown took the little piggies to market. A new coach was added in Toledo. It formerly was Mrs. Haley's car on the Ringling show.

Joe Hodgini assumed his duties as equestrian director. The new flying act, the Flying Matauschs, arrived.

Backyard scenes: Viola Jackson generously passing around her box of candy. Sue Staley falling thru her canvas chair. Members of the newly formed club dashing for their trunks as the bugle blows. Esma Maley and Ruth Helms sporting Dobbs hats. Visitors included F. C. Fischer and son and Miss Logan and Jackie Andrews.—DOROTHY LEE BROWN.

## ONE of a GRAND ASSORTMENT of CHATELAINE and EARRING SETS!



\$12.50 per dozen sets  
Individually Boxed.

These TEXAS PISTOL PACKING Chataleine and Earring Sets are all luxuriously set with rhinestones, simulated rubies and moonstones.

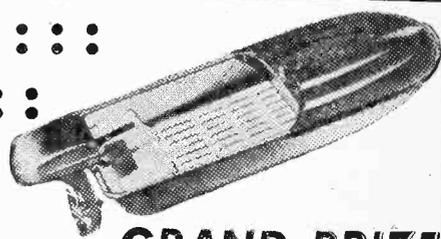
250 FAST SELLING STYLES OF EARRINGS \$6.00 per doz.

25% Deposit With Order, Balance C. O. D. Single Sample, \$2.  
For illustrated circular showing many Chataleine Earring Sets, write:

MORRIS GOLDENSTUK

310 Washington Square Bldg., 7th & Chestnut Sts. Philadelphia 6, Pa.

## CONCESSIONAIRES! :::: PREMIUM USERS ::::



The Silver Skipper is your GRAND PRIZE

### A NATURAL DISPLAY BUILDER

• THE ONLY ELECTRIC OUTBOARD MOTOR BOAT! • EXACTLY LIKE REAL LIFE—12" LONG, 2 1/2" DEEP, 5" BEAM • COLORFUL!—EXCITING!—RUN BY TWO FLASH-LIGHT BATTERIES THAT LAST FOR HOURS AND HOURS • PACKED IN BRIGHT EYE-CATCHING COLORS.

• Send for samples—less batteries. Only \$3.30 each in orders up to one dozen. Dozen lots start at \$35.64. 1/3 down on C. O. D. orders. Prepaid—Money order or check. All prices F. O. B. New York. Write today!

REEVES PRODUCTS, 10 EAST 52ND ST., NEW YORK 22, N. Y.

TOPS ALL ITEMS FOR SALES APPEAL!  
All Steel Triple Duty ICE PICK Pat. Pending  
All steel hexagon handle, can be used as ice breaker, chipper, awl, carpenter's scriber or wood center punch. For Home or Shop.  
5c Each In Doz. Lots  
15c for Sample  
MARSHALL MFG. CO. 3266 Elston Ave. Chicago, Ill.

TERRIFIC NOVELTIES! FOR SALEBOARDS, CONCESSIONAIRES, TOY AND GIFT SHOPS  
THE CHAMP \$7.50 BRONCHO BILL Doz.  
ELECTRIC LIGHT JAZZ BOW TIE \$11.50 Doz.  
WRITE FOR NOVELTY CATALOG. Mail your order today. 25% with order, balance C. O. D.  
BERNARD FINE CO. 501 Sixth Ave. New York 11, N. Y.

MEDICINE MEN  
Your label or ours. Herb Medicines, Herbs, Salves, Liniments, Tablets, Pills, etc. Lowest prices. Highest quality. Write for free confidential catalog. ERBOLAX CO., 220 George St., Dept. B, Cincinnati 2, Ohio.

COMPOSITION NUGGET JEWELRY LOOKS LIKE GOLD!  
Watch Chains and Charms, Dust Containers, Scarf Pins, unmounted Nuggets, etc. Free Catalog. Address:  
J. P. EDGAR P. O. Box 424 RED BLUFF, CALIF.

BALLOONS  
# 6, Asst. Colors, Round . . . . . \$ 2.90 per Gr.  
#312, Asst. Colors . . . . . 1.50 per Gr.  
#315, Asst. Colors . . . . . 1.90 per Gr.  
#418, Asst. Colors . . . . . 2.50 per Gr.  
# 11, Asst. Colors . . . . . 6.00 per Gr.  
# 16, Asst. Colors, Paddles . . . . . 12.00 per Gr.  
25% Deposit with order.  
DIANA NOVELTIES 3641 Leland Ave. Chicago 25, Ill.

NEW 17 JEWEL COCKTAIL WATCHES!  
Simulated DIAMONDS and RUBIES  
ONLY \$29.95  
Set in 10K R.G.P. case in different styles. Complete with lovely Snake Bracelet.

LOW-PRICED RINGS!  
All Fast Sellers—Order Today  
No. BB09—\$12.00 Doz. Sterling With 10K Head, All Sizes.  
No. BB11. \$27.00 Dz. Sterling Silver. Center Stones All Colors.  
No. BB02 — \$16.50 Doz. Sterling With 10K Head, All Sizes.  
25% With Order, Balance C. O. D.  
IRVING H. GILBERT Wholesale Jeweler—Established 1928  
59 E. MADISON ST. CHICAGO 2, ILL.  
Diamonds • Mountings • Fine Jewels

ATTENTION! CONCESSIONAIRES, FLORISTS, GIFT AND SOUVENIR SHOPS NOW AVAILABLE  
Large assortment of Imported Italian marble Ceramic and Majolica ware.  
Italian custom Mosaic jewelry and coral.  
Sea Shell Decorated Articles—\$5.25 per doz.  
Fancy Imported Sea Shells for making jewelry—\$3.50 to \$5.50 per gallon or 75¢ to \$1.75 per lb.  
Arianna Cups with four birds—\$9.00 per doz. (less than 1 doz.—\$1.00 each.)  
Marble Birds—\$6.00 per doz.  
Marble Bird Book Ends—\$3.00 per pair  
Ash Trays with birds—\$15.00 per doz.  
Ceramic and Majolica Vases—85¢ per doz. and up.  
Children's Tea Sets—\$1.00 a set, \$75.00 per 100 sets.  
Smallest Miniature Pottery—\$4.00 per 100 (Assorted)  
25% Deposit on order—balance C. O. D.  
SEA SHELL NOVELTIES 540 W. Jefferson Ave. Detroit 28, Mich.

LOWEST PRICE IN HISTORY!  
GOLD FILLED ANKLET  
gross \$54.00 min. order 1 gross  
SEND \$1.00 for 2 SAMPLES  
Originalities Inc. of New York 104 Fifth Avenue, New York

**R-B SETS RECORD**

(Continued from page 49)

many years as a member of the press department he had handled details of this event for the circus. Acts presented were Marion Sefert and Her Ponies; Lou Jacobs and His Auto; elephants worked by Margaret Garner; the Hanlon Bros.; Frankie Saluto and His Rabbit, the Medinis, Asia Boys, Emmett Kelly and Merle Evans and the circus band.

**Free Show for Orphans**

Monday (5) the circus gave its annual free show for orphans and under-privileged children. Garden was packed to capacity. The Vendors' Local 178, comprising all Garden and circus concessionaires, contributed \$143. Pat Connolly, business agent of the local, saw to it that every child received peanuts, popcorn, soft drinks and souvenirs. Willie Lish and his program crew stayed up all night to inflate balloons for each child.

**GARDEN BROS.**

(Continued from page 52)

than Sally Rand. The first show with the new finery was really something. All the steeds were afraid of each other. The Cycling Kirks have added youth, pep and flash to the program. The Siegrists get their rigging up and working in some seemingly impossible spots.

The Grotto in Hamilton has an airtight pass situation. 'Tis rumored even Bob and Bill Garden were seen sneaking thru the coal chute.

Visitors: Mrs. J. Hill, mother, Mrs. Florence Johnson and Mrs. Jean Currier, sisters of Dorothy Cole, of the James M. Cole Circus; Mrs. Bob Garden, Orval Wycoff; F. L. Marlott, retired circus blacksmith, and Mrs. Bill Gordon and her four-year-old twins, who made their circus debut when we opened in Toronto.—DOLLY JACOBS.

**Ben Davenport Is Happiest When He's Doing Manual Labor**

(Continued from page 50)

silver show train was held in Chattanooga yards for hours and did not reach Dalton until 1 p.m. There was a fair crowd for the 5 p.m. matinee, and capacity at night. The crowds also rallied here. Chilly evenings failed to keep the customers away.

Performance of the Dailey show, reviewed two weeks ago in *The Billboard*, is above average and is fast paced. There's something doing in the five rings nearly all of the time. Several troupes of Mexicans and the 14-people Indian troupe add to the flash. Wardrobe for the opening spec has rich and gorgeous coloring. And there's some dazzling beauties among the 23 girl performers.

Davenport still follows his early-day theories that it's best to pay the help every night, without the usual

hold-back, and that the circus features of the olden times, plenty of elephants and animals, ponderous horses pulling the red wagons down the runs and to the lot, with calliope playing as the show rolls in, will click in this mechanized atomic age. He doesn't care for the big cities and points out that his best business is done in towns and small cities of from 10,000 to 25,000 population, where circus day is still a spectacular and gala event.

His success proves his point!

**CLYDE BEATTY**

(Continued from page 52)

liberty acts. They couldn't be seen because of the dust. Next question was where the flying act was. The dust had risen and enveloped the rigging and all those on it.

Tulare—The Sun Tan Club came into existence here, with Jean Evans the leading contender for the deepest tan. For those in the know, the lost week-end is no longer lost.

Bakersfield—Heat and dust added to the discomforts of melted make-up and stickiness. Visitors here were Walt Mathie, Betty Escalante, Jim Green, Jack Harris and Mr. and Mrs. Sprankle, parents of Eloise Rhodus. Sweetest noise heard around the lot is the melodic voice of Milonga Cline. Vic Robbins does a fine job, rendering anything from Rimski-Korsakov and DeBussey to Irving Berlin and Broadway's modern day music log. Many oldies recently sat in with the band, including Pinto, Walt Disney cartoonist, formerly of the Al G. Barnes show with his corn model clarinet; George Way, now of the Hollywood studios, and Ray Rausch, solo cornetist with the Los Angeles Police Band. De Pachmann, of the caliope, has his new vibrato effect completed.

Merced—Cliff Daniels visited again, accompanied by his mother and sister. Roses were distributed to all departments and delicious homemade cakes presented to each table in the cookhouse. To the Danjels a great big thank you.

Stockton—This was a wonderful day. Visitors from the Polack Bros.' Circus Western Unit, included Carl and Dorothy Durbin, Joe and Beebe Siegrist, Eddie Kohl, Carl Barrett, Dennis Stevens, Mr. and Mrs. Kinko, B. Carsey, Ed Raymond, the Five Willys, Betty Brasno, Elmer Santana and Ginger Alexander. Beebe and Mary Kinko couldn't stand idleness so they joined the ensemble for spec. New touch of beauty added to the flying act on this date was the pink fly bar wrapping and candy striped wires.

As a finale, current mystery is who is the Varga fan that took the calendar from Scotty Davis's trunk.—DICK ANDERSON.

**STEVENS BROS.**

(Continued from page 52)

joyed buggy rides with the Oklahoma natives, while others enjoyed a dip in the lake near the lot. Bud Wheeler, clown, is getting a good hand for his work in the goat act.

Mr. and Mrs. Ralph Robinson, who had the photo studio, left the show to visit Mrs. Robinson's sister, Mrs. Norman Ingraham, who is laid up with a broken leg. The writer's car recently caught fire but all hands helped put it out and the car is still running.

Visitors have included Lawrence Eske, Mr. and Mrs. Herb Walters, Chink Carr, Patsy Latewski, Little Kokomo, Frank Gear; J. R. Benefield, of the Victory Shows; Howard Suesz, owner of Clyde Bros.' Circus; Homer Phillips and Pat Casey.—JACKIE DALE.

**BAILEY BROS.**

(Continued from page 52)

Kellar Pressly departed for his home in York.

The mystery is when does Lew Henderson sleep; the fellow is always on the go. Johnny Wall must be twins to be in so many places at once. Johnny Pringles is back working the Liberty horses. His ankle is completely healed. Miss Stanley suffered a cut on her head when one of the dog pedestals fell on her during the dog act.

While in Parkersburg, the writer and Rube Simonds were entertained at a steak dinner in the home of Mr. and Mrs. Bernard Shaffer, with whom the writer trouped for several years.

Recent visitors were Mr. and Mrs. G. Wylie Overly and A. C. Bradley.—LAURENCE CROSS.

**DAILEY BROS.**

(Continued from page 52)

looks the part and certainly gets the plaudits.

Willie Clark decided to call it a season and left for his home in Tuscaloosa, Ala. In spite of the phone strikes, Jack Knight's banner department continues to reap business. Mrs. Eva Todd, Dutch Warner and Cowboy Huggins recently joined.

Recent visitors included Mr. and Mrs. Growlock, Mary Lee Street, Mr. and Mrs. Sellers, Mr. Bennett, Mr. and Mrs. Yantzy, Mr. and Mrs. Walcott, William Kellogg, former legal adjuster; Mr. and Mrs. Earl Becker; Pearl and May Ferris, of the L. J. Heth Shows; Jesse (Spot) Griffin, former assistant hostler to the late Tom Lynch, of the R-B circus; Bob Sams, Milton J. Durham, Hubert L. Merk and Paul M. Conaway.—HAZEL KING.

**KAY BURNS**

(Continued from page 52)

banners every day. Paul, the magician, left the Side Show cast and has been replaced by the Four Hill-Billys. Clarence E. Burr, formerly of the Dan Rice and King Bros.' circuses, has the concessions. He is assisted by Jack Walsh, who makes the pitch for the prize packages.

Larry Burns is owner of the show and also acts as general agent. Mrs. Katherine Burns is treasurer and also sells tickets. Fred Wenzel is no longer with it.

Al St. Clair, former head waiter with the Cole show, visited in Vinton, suburb of Roanoke.—VONNIE FULLER.

**KING BROS.**

(Continued from page 52)

roadside zoo, caught the show at Cumberland, Ky. Dr. A. F. Roberts, of Dyersburg, Tenn., was a recent visitor. Mr. and Mrs. Albert Powell visited his home in Louisville when we were in that territory.

The four elephants are working like old-timers and Matt Lawrish must feel proud. We are getting a lot of comments on our new big top. It seats 3,500 people. It is a 110-foot round top with three 40's, with a 12-foot side wall. It is flameproofed and waterproofed and boy, is it heavy on a wet night! —FRANCIS DE RIZKIE.

**Now Ready 1947 CATALOG** #222

**ATTENTION!!!**

- OLD CUSTOMERS
- BINGO OPERATORS
- CONCESSIONAIRES
- NOVELTY AND SPECIALTY MEN
- MERCHANDISE USERS

PLEASE STATE YOUR BUSINESS

**Continental DISTRIBUTING CO.**  
822 N. THIRD STREET Phone MARQUETTE 0665 MILWAUKEE 3, WISCONSIN

**ATTENTION**

**BINGO OPERATORS**

**COLONIAL HURRICANE STYLE LAMP**

**\$4.50 EA.**

**SAMPLES \$5.00 EA.**

F. O. B. Brooklyn. 25% Deposit with order, Bal. C. O. D. To rated firms, 10 days net.



- Highly polished, solid brass
- Hand decorated milk glass chimney
- Attractive crystal break
- Height 18"
- 6 ft. ULA cord with insulated plastic plug

PACKAGED 12 TO CARTON. IMMEDIATE DELIVERY

**EMERSON LAMP CO.** 1052 GREENE AVE. BROOKLYN 21, N. Y.

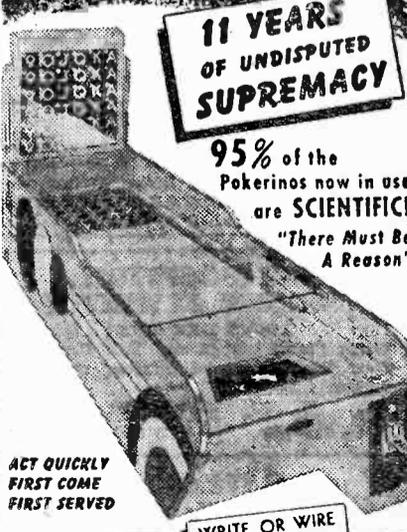
**"SCIENTIFIC" ON POKERINO**

IS LIKE "STERLING" ON SILVER

**11 YEARS OF UNDISPUTED SUPREMACY**

95% of the Pokerinos now in use are **SCIENTIFIC!**

"There Must Be A Reason"



**ACT QUICKLY FIRST COME FIRST SERVED**

**WRITE OR WIRE FOR DETAILS**

**SCIENTIFIC MACHINE CORP.** 229 WEST 28th STREET NEW YORK 1, N. Y.

## ANS Sales Adds Dick Hitter to Staff

ELMIRA, N. Y., May 10.—ANS Sales, Inc., has added Dick Hitter, former president of Richard Trend, Ltd., to its staff, ANS general manager M. R. Hitter announced last week.

Dick Hitter, who was also general manager for Bork Manufacturing Company, Inc., has a thoro salesboard background in that he has not only manufactured and sold them but has a comprehensive knowledge of the merchandising end of the business.

In a move designed to set up distributors and jobbers, Dick Hitter is to make a country-wide tour soon.

## SALESBOARD MANUFACTURER CUTS PRICES

From 25c to \$2 Off List

EMPIRE PRESS has decided to cut prices — Because it's THE RIGHT THING TO DO.

★ ★ ★

EMPIRE PRESS operates its business on the fine principle to give the Jobber and Operator THE BEST IN QUALITY AT THE LOWEST POSSIBLE PRICE.

★ ★ ★

EMPIRE PRESS can now CUT PRICES because of the greater availability of essential raw materials used in production. These savings are thereby passed on to our many good friends in the Board Industry.

★ ★ ★

Deal with **EMPIRE** . . .  
You'll get a **SQUARE Deal!**  
WRITE FOR PRICE LIST AND LITERATURE

**EMPIRE PRESS, Inc.**  
637 SO. DEARBORN ST.,  
CHICAGO 5, ILLINOIS

### 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 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., 5-47 Lamont Le Center, Minn.

way the dollars roll into your pocket. 80 surprises bring in \$8.00. COSTS YOU \$3.95. Lots of 10—\$38.50. SPORS CO., 5-47 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.

## SALESBOARD SIDELIGHTS

### New York:

Bernie Fox, Fox Merchandising Company, reports that exporting of salesboards by his firm is under way. Mexico and South America are on Bernie's list of steady customers. . . . H. Louire, Bangor, Me., and Myer Fleishberg, Miami, were in town last week looking at boards at several of the local firm headquarters. . . . Al Hirsch, Bork Manufacturing Company, is on the road again.

Bill Johnson, Kansas City, Mo., salesboard jobber, has headed back to his home port after spending almost two weeks in the city buying boards. He reports that he also bought boards in Chicago on the way here. . . . Bert Racker, former New Jersey game machine operator, has started selling boards in the Southwest. . . . Salesboards are expected to do much better this season than last in Atlantic City.

Bill Lessons, New England salesboard buyer, was in town last week and reported that he will be in Chicago the first week in June. . . . Bob Stein, Stein Sales Company, is back at his desk after his wanderings. . . . Orville Rosenthal, Trenton coin machine operator, has a summer resort board business in the works. . . . Robert Bernstein, Harry Thiel, Paul Diller and Gerald Cooper, all salesboard buyers, were among those in town last week.

### Chicago:

Bee-Jay Products welcomed Joe Berkowitz, in from Kansas City, Mo.,

### WON, HORSE & UPP

(Continued from page 50)

waiters gather enough frozen greens to carry the cookhouse thru the bad spell. As a matter of fact, our people stayed sleek, thin and streamlined thru the continuous St. Patrick's Day diets. Entire credit shouldn't be given to our chef steward. Our general agent did his bit by booking a perfect greens-producing route and to change diets regularly he moved the show around in different weed-bearing communities. His knack of picking good foliage spots didn't lie entirely in his ability—he depended on his hay fever.

Every actor and musician doubled in greens hunting. The office had a standing 10 a.m. grazing call. An actor or musician who was caught eating and not picking for the scoffery was fined by making them eat greens not cooked with fatback.

After night performances, providing the cookhouse had enough greens on hand to serve breakfast in the next town, the show's personnel was allowed to graze a midnight lunch. No one was allowed to eat past the righthand side of the horse tent because everything green on the lefthand side was allotted to the lead stock.

Our chef had a concoction of ragweed, sunflower leaves and wild onions that he prepared as a three-course dinner; a salad, boiled vegetable and what was left would jell as a dessert. At one spot in Florida our lot was near a patch of frost-bitten spinach. None of our people could eat the dish until our chef doubled them up with palmetto hearts and swamp cabbage.

When the train left towns, the fields and trees around the lot were so bare of foliage that the natives imagined a locust plague had hit their communities during the night. Before contracting a lot, our hay-fever general agent always asks, "How green is your valley?"

P. S.: Geeze Pat, we just finished the toughest breakfast of the tour. Our chef switched from green to black and jungled up a widow's weed.

last week-end, A. C. Binder reports. Firm is putting out a full line of new boards of the six-ticket-in-a-hole type. New board, ball play, is going over with quantity requests, according to Binder. Newest board, Grand Special, is now out. It is a board with 200 holes, six tickets in each hole.

Gardner & Company's Sol Wyatt was a busy man last week. Sol says phone and personal contracts kept him rushing about like a sprinter. . . . Louis Leonard, Superior Products advertising manager, reports business good. Seymour Trott, vice-president in charge of sales, says Louis is "right as rain."

Excel Manufacturing Company's production manager, Marty Frankel, is feeling a bit better these days after his illness. Marty was instrumental in producing many a torpedo at a navy ordnance plant during the war.

Pioneer Manufacturing Company's vice-president, Harold Boex, says William T. Wollpert, sales manager, is out thru Indiana and Ohio on a business trip. Charles Lucenti, firm president, is another busy person these days.

Joseph Zimmerman, Empire Press, recently returned from a pleasant Florida trip, where he claims business is good and likely to remain that way. He adds Empire is putting out a batch of new die-cut girl boards and the coin front boards in which they specialize. Names of some new numbers are Klondike, Honey and Money, Dime Beauty, Gold Rush, Heat Wave and Golden Lilly.

## NEW! SUPER 1/2" HOLES



1ST NEW BOARD DESIGN IN 30 YEARS!  
6 TICKETS IN EACH HOLE—25¢  
220 HOLES @ 25¢ \$55.00  
Takes In . . . . . \$2.88  
PROFIT (Avr.) . . . . . 28.75  
PROFIT (Maximum) . . . . . 44.50  
Send for Complete Catalog  
**PROFIT MANUFACTURING CO.,**  
39 W. 23d., N. Y. C. 10

## FOR SALE Salesboard Factory

Live, going business.  
Fully equipped—complete.  
All cash deal.  
Bids accepted to June 15, 1947.  
Write  
BOX 834, Care The Billboard  
155 N. Clark St., Chicago 1, Ill.

# BEE JAY

## THE LATEST CREATION THE TALK OF THE NATION "PLAY BALL"

**It's a Hit!**  
WITH THE BASES LOADED

WRITE FOR LITERATURE AND JOBBERS' AND DISTRIBUTORS' DISCOUNTS TODAY

NEW DEALS ARE FLOWING CONSTANTLY FROM THE BEE-JAY PLANT

THERE'S ONLY ONE BEE-JAY, SO LOOK FOR THE BUMBLEBEE ON THE BACK OF EVERY BOARD

THOSE WHO USE **Bee-Jay** USE **Better Judgment**

Takes in: 200 Holes @ 10¢ . . . . . \$200.00  
Definite Payout . . . . . 124.00  
Definite Profit . . . . . \$ 76.00  
Each Board Contains Coins in the Amount of \$7.70.

**BEE-JAY PRODUCTS, INC.**  
"THE HOUSE OF QUALITY"  
6320-32 S. HARVARD CHICAGO 21, ILL.

# UNDER THE MARQUEE

(Continued from page 50)

Garden Thursday night (8) and visited friends on the back lot.

Annex box ditty: "Where is the cake that used to be? Gone with the boom, and woe is me."

L. J. Bolt, special representative for the King & Franklin Circus, while on business in Cincinnati May 5, called at *The Billboard's* new offices.

Paul Jung, Big Show clown, was featured on a television show over Station WNBT, New York, Saturday (10).

About this time of the month, nine-tenths of the First of May's wish they hadn't started Maying.

Mr. and Mrs. John Clarey, Tucson, Ariz., en route to Maine, stopped over at Abilene, Tex., for a visit with Jim Stutz on the World-Wide Animal Exhibit.

Mary Stusman, Trenton, N. J., visited the James M. Cole Circus when it played Easton, Pa. Her brother, Jimmy Stutz, is a bareback rider with the Nellie Dutton Troupe on that show.

Madam Kovar, lion tamer, who has been out of action for five weeks be-

cause of injuries suffered when she was mauled by a lioness, is back with the Wirth Circus in Sydney, Australia.

Some carnival troupers don't understand what a circus man means when he says, "We only windrow the big top on Sundays."

Gus and Betty Bell, trampoline act with the Ringling-Barnum show, recently were featured in action pictures in the graphic section of *The Chicago Tribune* and in *Picture Parade*, and *The Philadelphia Inquirer*.

During yesteryear's circus days when a surly store clerk was called from the streets by a customer, he snarled: "Don't you know the parade is about due?"

Nellie Dutton, well known equestrienne, was presented with a picture of her parents, taken on their wedding day, by Mrs. Ray Bryson when the James M. Cole Circus played Frederick, Md.

General agents and circus biz have never before been confronted by so many emergencies as have arisen since only emergency long-distant calls could be put thru.

Proske's tiger act was missing from the Ringling center ring during the

final week of the New York run, with Proske battling pneumonia. Proske is on the convalescent list and will be back with the act at the Garden in Boston.

Margie Butcher, 22, trapeze performer on Mills Bros.' Circus, suffered a fractured left wrist and a fractured finger, plus severe cuts on her right hand when she fell 12 feet from a swinging ladder during the matinee at Barberton, O.

Recent visitors to the James M. Cole Circus were Sam Dock, former circus operator; Bill Walleit, of Havre de Grace, Md., former bareback rider; Eddie Hunt, Hunt Bros.' Circus, and Elmer Kemp, circus fan from Trenton, N. J.

When an usher was offered a proposition with, "Besides your salary, you can keep all of your tips," the usher answered: "When they get thru all of the turnstiles you have on this show, they don't have anything left to tip with."

Les Garner writes from St. Louis that he recently returned from Chilli-cothe, Ill., where he caught the Beebe Bros.' Circus, which, he said, opened and closed in one day. Acts included the Walcotts, Schoonovers and Doc Ford, Garner said.

Glenn and Bess McIntosh, with Cap Audette, who have been playing circus dates with their trained monkeys, starts playing celebrations this week. Org is having a new aluminum truck body built and a 14-foot folding platform made for the stage trailer.

Frank B. Hubin, Atlantic City, reports that he caught the Ringling-Barnum show in Madison Square Garden and plans to see it again in Philadelphia. . . . Elmer A. Kemp visited the James M. Cole Circus in Elizabeth, N. J., and met Mr. and

Mrs. Bert Cole, of Tottenville, Staten Island, N. Y., and Robert Vanderbeek, former owner of Roberts Bros.' Circus, Somerville, N. J.

An old-timer blamed a farmer for him being in the biz with, "I arrived in North Dakota to make a wheat-harvest 35 years ago. The farmer told me to come back in 15 days. To kill the time I joined a circus, and damn his soul, here I am."

New England circus fans, members of the CHS, CFA and CMB&OA, will hold a joint meeting in Boston Sunday (18). Highlight will be the attendance at the Ringling-Barnum show in the Boston Garden.

Tony Balson writes that he is back in the band on Cole Bros.' Circus after a stretch in the service.

Phil Fein, husband of Cole Bros.' soloist, Florence Tennyson, has signed to produce 10 weeks of light opera in Atlanta. . . . Mr. and Mrs. Paul Van Pool, of Joplin, Mo., were among the dignitaries at the St. Louis Police Circus. . . . Roy (Mickey) McDonald and Joe Short convulsed the St. Louis police dressing room gang with their seafaring skit, *Captain, Your Coffee Is Ready*. . . . A. H. Sullivan's Miniature Circus was a timely window dressing for the Famous-Barr store in St. Louis.

## Reedsport, Ore., Rodeo Scheduled for August 9-10

REEDSPORT, Ore., May 10.—The Barbour Company, of Klamath Falls, Ore., will provide stock for the Reedsport Mounted Posse Rodeo here August 9-10.

A new walled-in, roofed riding shed, 220 by 30 feet will be erected for use in wet weather and night riding.

**SWEETSTAKE PARLEY**  
5¢

10 100 5 2 25

Each of the following tickets receive one punch in these row

## SALESBOARDS

—BUY DIRECT—  
AGENTS, SALESMEN, JOBBERS

IMPORT FROM CANADA AND SAVE MONEY

THEY'RE OFF AND RUNNING

Over 100 different boards to choose from  
FLASH, COLOR, GLAMOUR  
Red Hot WINNERS

It's A "PLAYER APPEAL" Board,  
It's A "Dominion." For the Latest  
And Most Profitable Boards Regardless  
Of Payout Or Purpose.

Write for our latest price list.  
**Dominion Novelties Co.**  
118 Queen St. East  
Toronto Canada

**Kwik Fin**

KWIK DELIVERY  
KWIK PROFIT  
A BOMBSHELL OF ACTION  
Everyone's Ordering  
KWIK FIN  
SUPER THICK BOARD  
6 tickets in each big 25¢ hole. Pay for five —get one free.  
Takes in—220 Holes  
@ 25c. . . . . \$55.00  
Profit (Average) . . . 28.75  
Profit (Maximum) . . . 44.50  
IMMEDIATE SHIPMENT

Send for illustrated catalogue of complete line.

**GLOBE PRINTING CO.**  
1023-25-27 Race St., Philadelphia 7, Pa.

# CONTAINER

LEADS OTHERS FOLLOW

Original  
IDEA REVOLUTIONIZED THE INDUSTRY WITH  
**6 TICKETS IN A HOLE**  
PAY FOR 5 GET ONE FREE  
THE NEW SENSATIONAL  
**MULTI-GIANT**

ORIGINAL DESIGNERS of KWIK FIN  
ORIGINAL DESIGNERS of KWIK FIN

**Container Mfg. Co.**  
1825-33 CHOUTEAU AVE. • ST. LOUIS 3, MO.

**LIFT YOUR PROFITS**  
WITH a New FREE PLAY *Glamour Board*



**ORDER AS:**  
**NO. 1000**  
**FREE HOLE**  
**FUN**  
★  
**THICK**  
**SLOT SYMBOL**  
**TICKETS**  
**5c SALE**  
**166**  
**FREE PLAYS**  
**KEEPS 'EM**  
**COMING**  
**AVERAGE**  
**PROFIT**  
**\$28.04**

**Gardner & Co.**  
2222 S. MICHIGAN AVE. CHICAGO, 16, ILL.

**Muncie**  
**MADE**  
**GAMES**  
*are*  
**Original**

Originality of Design  
Means Bigger Profits  
for You!

**Concentrate Your Purchases With These**  
**Muncie Manufacturers**  
GAY GAMES, INC.      WERTS NOVELTY CO., INC.  
COMMERCIAL PRINTING CO.      MUNCIE NOVELTY CO.  
A. B. C. NOVELTY CO.      HOME TALLY CARD CO.  
NOEL MANUFACTURING CO.

**COMBINATION TICKETS**

MACHINE COUNTED AND MACHINE BANDED  
FINEST QUALITY KRAFT TICKETS ON THE MARKET

**1440 - 1836 - 2052 - 2280 - 2520**  
**LOWEST PRICES IN HISTORY**

Write for prices and FREE Samples.  
State quantity you want and size of deal.

**PERFECTION MANUFACTURING CO.**

Mfrs. of Perfect Play Tickets  
6479 N. AVONDALE AVE.      CHICAGO 31, ILL.  
Phone: Newcastle 8570

In  
Production  
Soon  
R. W. & B. and  
BINGO  
TICKETS

**WERTS POK-ER-BOK**  
**EARN EASY PROFITS**

ONE OF A LARGE LINE OF FINE JAR DEALS



DEFINITE  
PAYOUT  
•  
NO CARD  
•  
MANY  
WINNERS  
•  
FAST  
PLAY

OTHER JAR  
DEALS INCLUDE  
BIG LEAGUE  
•  
JAR-O-SMILES  
•  
DICE GAME  
•  
REELO  
•  
RO-WO-BO  
•  
PICK-A-TICK

**BUY POK-ER-BOK IN TWO SIZES**

Sizes	1080	2160
Take in .....	\$54.00	\$108.00
Pay Out .....	40.25	80.50
Profit ....	\$13.75	\$ 27.50

FEATURE WERTS WORLD FAMOUS JAR GAMES  
EASY OPENED—FAST ACTION—PROTECTED TICKETS

**WERTS NOVELTY CO., Inc.**  
920 PERSHING AVE.      MUNCIE, INDIANA

**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 \$27.  
Your Cost! .....\$10.  
EXTRA PUSH CARDS 10c EA.

*Your Profit \$17.00*

Write J & M SALES CO. — 708 S. STATE ST. — CHICAGO 5, ILL.

**"TEN HIGH" ROLLS UP HIGH PROFITS**

**ONE OF THOSE STEADY MONEY-MAKERS THAT ALWAYS CLICKS**

1,000 TICKETS • 5 IN BUNDLE  
25c PLAY—77 SEALS—21 WINNERS

**AVERAGE NET PROFIT \$25.00**

SAMPLE DEAL, \$2.50

**ALSO DAILY AND WEEKLY BASEBALL!**

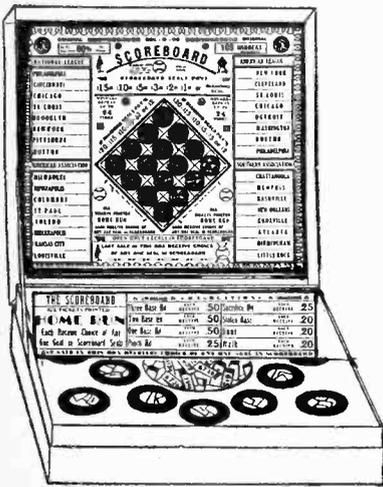
MANUFACTURERS OF TIPS—JACK  
POTS—JAR AND COUNTER DEALS

**COMMERCIAL**  
**PRINTING CO.**  
HIGH AND JACKSON STS.  
MUNCIE, IND.



ORIGINAL JAR-O-DO • ORIGINAL JAR-O-DO

# HOME RUN KINGS



## HIT THE PILL

Takes in 816 Tickets @ 5¢ \$40.80  
 Card (Avg.) .... \$12.11  
 Consolations ... 12.00  
 Total Pay Out (Avg.) ... 24.11  
 Profit (Avg.) ..... \$16.69  
 49 Winners



## SCOREBOARD

(Baseball Symbol Tickets)  
 Takes in 1260 Tickets @ 5¢ \$63.00  
 Pays Out (Avg.) ..... 33.98  
 Profit (Avg.) ..... \$29.02  
 109 Winners

QUALITY PLUS

PLUS VALUE

WRITE TODAY FOR LITERATURE  
 SPECIAL DISCOUNT TO BIG DISTRIBUTORS

# UNIVERSAL MANUFACTURING CO.

"World's Foremost Mfr. of Jar Games"  
 405-411 E. 8TH ST. KANSAS CITY 6, MISSOURI

ORIGINAL JAR-O-DO • ORIGINAL JAR-O-DO

## COIN-OPERATED MACHINES, SECOND-HAND

Only advertisements of used machines accepted for publication in this column.  
 RATE: 12¢ a word . . . Minimum \$2.00  
 Remittance in full must accompany all ads for publication in this column.

A-1 CIGARETTE AND CANDY VENDING MACHINES. All makes, models, lowest prices. What have you to sell? Mac Postel, 6750 N. Ashland, Chicago. my17

A-1 STAMP MACHINES, SINGLES, \$5.95; Doubles, \$19.50; Triples, \$29.50. Folders, 80¢ thousand. U. S. P., 100 Grand, Waterbury 5, Conn. my24

AA1 POSTAGE STAMP MACHINES AND Popcorn Machines, all kinds, bought and sold. Multiprisers, Box 1125, Waterbury, Conn. my31

AAAAA1 BARGAIN—OPERATOR SELLING out. Mills Slots, 6-10¢ Brown Fronts, \$75.00; 10-25¢ Blue Fronts, \$75.00; 5¢ Chrome Bell, \$75.00. 1/2 deposit. Stad Distributors, 467-9 High St., Central Falls, R. I.

A.B.T. CHALLENGERS—MODEL F OR KICKER-Catchers, \$25.00 each, three or more; single, \$26.50. Pikes Peaks, \$19.00. Edford, 541 S. Dearborn, Chicago 5, Ill.

ADAMS-FAIRFAX HAS SCARCE ITEMS!! Ball Gum, 70¢ per pound; 25-lb. box, \$17.50. Candy-Covered Peanuts, only 28 cents per lb. Candy Mix, for vending machines, 35¢ per lb. Terms: Third cash with order, balance C.O.D. Adams-Fairfax Corp., 5721 W. Jefferson Blvd., Los Angeles 16, Calif. je7

AGENTS WANTED—FOR OUR SLOT MACHINES and Coin Operated Amusement Games in every town and community. Sell clubs, homes. Start a route. Write for deal. Webb Distributing Co., Dept. 44, 6 S. Kedzie Ave., Chicago 12, Ill. jy12

ARCADE LEASE EXPIRES—WRITE FOR complete list. Wonderful lot of money-maker machines, Photo Booth, Panoramas, Popcorn-Peanut, Lead Galleries, plenty .22 Shorts, new Rifles. Everything priced for quick sale. Small buyers invited. Pop's Arcade, Anniston, Ala.

BALL BUBBLE GUM—5,000 BALLS PER carton, special, \$20.00 F.O.B. Chicago. 1/2 deposit. Variety Dist. Co., 3544 Wilson Ave., Chicago, Ill.

BALL GUM—1/2, 3500 to 3800 PER CASE. One to ten cases, \$18.50 per case. Eleven cases and up, \$17.50 per case. 120 count imported Bubble Gum, 10 boxes, \$11.00; 36 boxes, \$39.00. Cash with order. H. D. Harris Vending Machine Co., Box 589, Lexington, Ky. my31

BALL GUM, BUBBLE—1/2, 140 COUNT, 67 cents per pound. Unlimited quantity. Send 25¢ deposit with order. Immediate delivery. Mark Kamins, 3439 City Terrace Dr., Los Angeles 33, Calif.

BARGAIN HUNTERS—1 CAILLE SLOT, 10¢, 3/5, last model, good as new. 1 Watling Big Game, 5¢, 3/5, Alt, cash, late, A-1. Both, \$65.00. 1/2 down. Ed. Adams, Auburn, Ky.

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. my31

CANDY COVERED PEANUTS (BOSTON Baked Beans) 25¢ per pound. Packed in 50-lb. cartons. Sweet, tasty, hard shell. 1/2 cash with order, balance C.O.D. Adams-Fairfax Corp., 5721 W. Jefferson Blvd., Los Angeles 16, Calif. my24

"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. my31

CHARMS! CHARMS! CHARMS GALORE! We sell only the best and for less, famous Eppy Charms, \$3.50 M; Signet Stone Rings, \$1.10 gr.; Boston Baked Beans, 26¢ lb. These prices cannot be beat and we will not be undersold. Standard Specialty Co., 3021 38th Ave., Oakland 2, Calif.

FOR SALE—2 MUTOSCOPE PHOTOMATICS, latest models, look like new. Can be seen in operation. Coastal Amusements, Seaside Heights, N. J. my17

FOR SALE—7 GENCO WHIZZ WITH STANDS, month old, \$85.00 each. Swartz, 64 Baden St., Rochester 5, N. Y.

FOR SALE—GUESS-YOUR-WEIGHT CHAIR Scale, good condition, \$150.00. M. Viviana, 1417 Detroit Ave., Toledo 7, O.

FOR SALE OR TRADE—3 AIREONS, BEING factory rebuilt, new mechanisms, for new or late, 5 Balls 1 Balls, Consoles or Skee Balls. Jess Jennings, Beecher City, Ill.

FOR SALE—FIFTY MILLS SLOTS IN NEW Chrome Cabinets, five and ten-cent, slightly used. Twenty-five Bally Sport Special Tables. Make best offer. Write for details about Console models. Earl's Novelty Service, Crowley, La.

HAVE CONSOLES TO TRADE FOR SEEBURG Guns. Write to Coin Amusement Games, 1335 E. 47th St., Chicago 15, Ill. je7

MECHANIC—TEN YRS.' EXP. ON SEEBURG, Wurlitzer, Rock-Ola. Specialized in wireless remote control, amplifier repair, motor rewinding. Good references. Exp. on games and measured music also. West Coast preferred, or Middle West. Box C-209, Billboard, Cincinnati 22, O.

PEANUT MACHINES—RECONDITIONED Northwestern Model No. 33, \$9.00 each. Star Vendors, \$5.00 each. Atlas Vendors DeLuxe, \$9.00 each. Boston Baked Beans, \$10.50 case of 35 lbs. 10 lbs. Caddies Spanish Peanuts, \$2.50. Send 1/2 deposit, balance C.O.D. Bernard K. Bitterman, 1405 Central, Kansas City 6, Mo.

PENNY ARCADE—85 MACHINES, PLENTY of spare parts and cards, \$2,000.00. Chet Nowak, 78 Littlefield, Buffalo, N. Y. my17

REBUILT POPCORN MACHINES FOR SALE—Fully guaranteed. Priced from \$150.00. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. my31

RECONDITIONED PENNY PEANUT OR BALL Gum Machines with 5 lbs. Peanuts, \$8.50. 500 Balls Gum, \$9.50. 1/2 with order. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. nd

SALES BOARDS—CLOSED TERRITORY. LOT consisting of 500 Superior Cash Boards, 5-cent, \$1.00. Also Cut Out and Plain Boards R. & W. Tickets stapled with 350 extra. Write for complete list. Will sacrifice. E. F. Darkow Novelty Co., Cedarburg, Wis.

SCALES—20 1c WEIGHING SCALES, USED, but in good condition. Sacrifice \$650.00. Write Service Vending Co., Hagerstown, Md.

SEEBURG BAR BOXES, 10 30 - WIRE Boxes, \$50.00 for lot. 10 Bar-O-Matics, 3-wire, \$29.00 each. 5 Wall-O-Matics, wireless, \$20.00 each. 25 Seeburg Brackets, \$2.00 each. 3 Wurlitzer 100 Boxes, \$7.00 each. Hi-Tone \$8.00, \$250.00. 600-lb. Wurlitzer, plastic top, \$185.00. 3 Mills Modernistic Scales, \$35.00 each. Oakdale Sales Co., 2860 N. Clark St., Chicago, Ill.

SPECIAL—10,000 BALLS BUBBLE GUM plus 4 like-new Model V Vendors, \$95.00. F.O.B. Chicago, limited time only. 1/2 deposit. Variety Dist. Co., 3544 Wilson Ave., Chicago, Ill.

TWO PHOTOMATICS FOR \$1500.00 CASH—Good working order. Walter Brown, Chapel Point Park, Bel Air, Md.

WANT TO BUY—ADVANCE OR COLUMBUS Ball Gum Machines. Hennen & Vogt, 2647 Middle Rd., Davenport, Iowa.

WANTED—PEANUT AND BALL GUM Machines in good condition. Write Precision Novelty House, Box 432, Prescott, Ariz. my17

WANTED—USED PEANUT AND BALL GUM Machines. State make, model and quantity. Thomas Novelty Co., Paducah, Ky. my21

WANTED TO BUY—USED SEEBURG RAY Guns and Ten Strikes. Also can use a quantity of Seeburg Ray Gun Parts and Ten Strike High Dial Scoring Units. Chicago Bowling Machine Co., 2512 Irving Park, Chicago, Ill. my24

YOUR BALL GUM LOSS—15 CHROME VASE U-Chu Ball Gum Vendors plus 7000 Balls of Bubble Gum, only \$133.50. Standard Specialty Co., 3021 38th Ave., Oakland 2, Calif.

2 SLOTS MECHANICS—10 YEARS' EXPERIENCE. Will go anywhere in U.S.A. John Black-lyn, 104 Edward St., Mingo Jet., O. my24

12 EXHIBIT ROTARY MERCHANTISERS, 24 Exhibit Iron Claw Diggers, 24 Erie hand-operated Diggers, 16 Buckley Treasure Island Diggers, 6 Exhibit Merchants, 10 Pace's Races. National, 4243 Sansom, Philadelphia, Pa.

25 POPCORN VENDORS—5¢ OR 10¢ PLAY. Real bargain. Owner has other connections. Live wire can make decent income from a route of these. P. K. Sales Co., 507-509 Wheeling Ave., Cambridge, O. my17

29 5¢ CASH TRAY VENDERS—PERFECT condition, \$7.95 each, or take all for \$200.00. 1/2 deposit. Precision Novelty House, Box 432, Prescott, Ariz.

30 VICTORY POSTAGE STAMP VENDING Machines, in lots of five, \$20.00 each. Never been on location. W. Hansen, 3185 S. 20th, East Salt Lake City, Utah. my24

48 VICTORY POSTAGE STAMP VENDING Machines. Make offer on any quantity or total. George W. Gutridge, 2823 Forest, Kansas City, Mo. my31

50 SLOTS—INCLUDING 15 MILLS, 11 Caille, 10 Watling, 7 Jennings. Good condition. Make offer. Sue McClelland, 1001 Court St., Cheboygan, Mich.

150 VICTORY DUPLEX POSTAGE STAMP Vendors, \$13.50. Any quantity over 25, \$12.50, guaranteed. Northside Co., Indianola, Iowa. jy12

**WHOPPER WINNERS**  
 200 Holes at \$1 Each  
 (FIVE 25¢ TICKETS IN EACH HOLE)  
 Takes In \$200.00  
 Ave. P.O. 118.56  
 PROFIT \$81.44  
 No. 201 MGL

**THE NEW M.G.L.**  
 Just what YOU'VE been waiting for!

**G-LOVELY**  
 200 Holes at 25¢ Each  
 (SIX 5¢ TICKETS IN EACH HOLE)  
 Takes In \$50.00  
 Ave. P.O. 23.62  
 PROFIT \$26.38  
 No. 200 MGL

## SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY SLICKS, 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	3.25
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	182.72	3.00

WRITE FOR OUR LATEST PRICE LIST  
 Large Stock Plain, Tip, Dofinta, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢ stating your requirements. 25% deposit with all orders—balance C. O. D.  
**MICHIGAN CITY NOVELTY CO.** BOX 66, MICHIGAN CITY, INDIANA

**PICK-A-FIN** 5¢  
 Seals Pay \$5.00, \$2.00, \$1.00, 50¢  
 21 Seals Opened - Last Punch on Board Reveals One Seal

**1200 Holes—Avr. Profit. \$33.03**  
 60 Sewed Seals  
 Ten Spots 5¢  
**1200 Holes—Avr. Profit. \$31.16**  
 \$25 Special \$25  
**1200 Holes—Avr. Profit \$137.07**  
**SUPER CHARLEY 25¢**  
**1200 Holes—Avr. Profit. \$84.50**

**CROWN PRODUCTS**  
 322 E. COLFAX AVE.  
 SOUTH BEND 24, INDIANA

## BOARD SPECIALS

5¢ 1800 Lulus, Thick ..... \$1.40  
 5¢ 1800 Color Boards, Thick ... 1.40  
 25¢ 1000 J. P. Charlies, Thick ... 1.10  
 25¢ 1000 J. P. Charlies, Thick, Protected ..... 1.35  
 25% Deposit, Balance C. O. D.

**C & N SALES CO.**  
 405 N. FRONT ST. MANKATO, MINN.

## UJA Coin Mach. Dinner Assured Heavy Turnout

NEW YORK, May 10.—A huge turnout at the coin machine industry dinner June 11, to highlight the local coin machine industry's efforts in the current United Jewish Appeal drive, was assured at a luncheon meeting of the sponsoring committee Thursday (8) in the Champs Elysees under the leadership of William Rabkin, chairman of the automatic coin machine division of U. J. A. of Greater New York and president of International Mutoscope Corporation. Dinner will be held at the Grand Street Boy's Club, 106 West 55th Street.

An all-out effort is being made to insure the presence of every coinman in Greater New York. "The generosity and heart of the people in this industry is well known and the committee's expectations for an all-out attendance at the dinner is fully justified," Rabkin stated. Feature of the June 11 dinner will be the presence of a number of important speakers whose names will be announced shortly.

Among those attending Tuesday's luncheon meeting were Rabkin, Charles Aaronson, Leo Berstein, Al Bloom, Albert Denver, Arthur Herman, Joseph Kochansky, Harry Krain, Bert Lane, Max Levine, Sidney H. Levine, Mike Munves, Max Schaffer, Jack Schoenback, Ben Smith and Max Weiss.

## Candy Still Under Weights, Formulae Wartime Controls

OTTAWA, May 10.—Candy bars and packaged hard candy are still under wartime control thruout Canada. Canadian Wartime Prices and Trade Board assumed control over weights and formulae used in making chocolate and other candy bars November, 1943, and over hard candy weight, January, 1945.

Initial regulations covered packaging only, referring to bars as well as boxed candy, limiting the latter to five pounds at the most. All packaging regulations, however, with the exception of this one were lifted in May, 1945.

### Must File Details

Candy makers are required to file details of their formulae and ingredients with the Government Administration of Cocoa and Confectionery, and no manufacturer may alter any formula without obtaining the Administrator's written approval.

Present weights of candy bars and hard candy packages, below which either item must not fall, follow: Plain or milk chocolate bars, 1½ ounces; same bar with other ingredients, 1¼; bars with chocolate-coated confectionery center, 1¾; non-chocolate-coated confectionery bar, 2; nickel package of hard candy, 2; dime package, 4.

## Louisville Firm Chartered

FRANKFORT, Ky., May 10.—Secretary of state has issued a charter to Amusements, Inc., Louisville. Firm is capitalized at \$50,000, operates movies and other amusement places. Incorporators are Louis A. and Josephine Arru, and Anthony M. Kern.

## D. Gottlieb Talks Coin Machines on Bob Elson Show

CHICAGO, May 10.—Dave Gottlieb, of Gottlieb & Company and president of Coin Machine Industries, Inc. (CMI), was interviewed by Bob Elson on the *Bob Elson on the Century* program May 8.

Gottlieb, leaving for New York on association business over the weekend, discussed the coin machine industry with Elson before boarding the Century in La Salle Street station here.

First broadcast of Gottlieb's comments will be by transcription over WBBM at 6:15 p.m. (Chicago Daylight Saving Time), May 14. Re-broadcasts of the transcription may be heard May 19 in Los Angeles, New York and Philadelphia.

## NAAMO Execs Plan Joint Meet In A. C. May 17

ATLANTIC CITY, May 10.—A combined meeting of the executive board and the executive committee of the National Association of Amusement Machine Owners (NAAMO) will take place Saturday (17) in the organization's Atlantic City headquarters, F. McKim Smith, NAAMO president, announced this week. After the meeting, the board and committee will have dinner in one of the local night clubs.

The association's publication, veteran mechanic training program, current legal actions that will affect game machines, membership, and a public relations program will be some of the topics under discussion at the meeting, according to Smith.

Among those who will be at the meeting, first large scale NAAMO gathering since the Chicago convention, will be Mike Munves, of the New York Distributing firm of the same name and a New Jersey arcade owner; Al W. Blendow, a past president of the association and sales manager of International Mutoscope Corporation; Max Schaffer, Manhattan arcade owner; Joe Ash, of Active Amusements, Philadelphia; Al Rodstein, Philly coinman; Myer Wolf, local arcade owner; Sam Pinkowitz, Philly coinman; Herb Weaver, Brooklyn coinman; Al Meyers, Rockaway Park arcade owner, and Max Levine, president of Scientific Machine Corporation, newly appointed member of the executive board.

## Legislators Concentrate Work on Supply Tax Bills

CHICAGO, May 10.—State legislatures were busy this week tying up loose ends before adjournment, but the few remaining States in session were concentrating on proposals directly or indirectly affecting the automatic merchandising industry and its suppliers.

Most favorable piece of legislation under consideration at the moment is Florida's Senate Bill 37, which would exempt postage stamp vending machines from any kind of tax which might be imposed by any of the State's taxing bodies. Argument is that the postage stamp vender is doing a good public service. Bill has already passed the Senate, and the House judiciary committee has reported the measure favorably to the House.

### Summary by States

A summary of legislative activity follows:

Alabama — The Legislature here convened Tuesday (6) for a special 36-day-long session. Governor Folsom told his lawmakers this week that his program for new roads and assistance for the aged could be financed without levying new taxes if the Legislature would plug holes in existing tax acts, notably the State's 2 per cent sales tax law.

Connecticut—Approved May 1, and now officially a law, was Senate Bill 14 which includes cigarette merchandising operator with more than 25 machines under the cigarette distributors' listing provided he has been engaged in the business for one year prior to application for license.

Florida—This State, in addition to the postage stamp vender measure mentioned in the opening paragraphs, is considering a tax on soft drinks. Measure would impose a tax of 1 cent for each 5 cents retail price and a tax of 76 cents per gallon of sirup.

## Chi Liquor Licenses To Near 10,000 Mark

CHICAGO, May 10.—Tavern and liquor store licenses, now due, were issued to 5,703 establishments here by May 7, with the final total amounting to nearly 10,000, William P. Geis, acting city collector, said last week.

Licenses, issued for a six-month period, are a good indication of the number of coin machine locations, for both juke boxes and vending equipment, existing in the city. Total of 9,773 such licenses were issued during last period.

Measure is now in the finance and taxation committee of the House.

Maine—Maine's House bill proposing that the State tax soft drinks has been reported unfavorably in the House.

Pennsylvania — State Senate's finance committee has amended the proposed cigarette tax measure, raising the proposed tax from 2 to 4 cents. The Senate has passed a House proposal which would tax soft drinks at 1 cent per fluid ounce on sirups and 1 cent on each 12 fluid ounces of bottled soft drinks.

Tennessee — Self-service laundries are included in the list of businesses which must now procure licenses in Tennessee. Fees are graduated from \$20 (in cities of less than 10,000 population) to \$50 (in cities of more than 100,000 population). Same piece of legislation, now on the State's statute books, places a \$7.50 annual tax on locations having telephone music installations and coin-operated radios.

## U. S. Steel Claims Steel Prices Okay

HOBOKEN, N. J., May 10.—In what may or may not be the start of a hold-the-price-line trend in the basic steel industry, United States Steel Corporation this week issued a statement to the effect that present prices on its products are "fair and reasonable" in the light of prevailing production costs.

Statement, made by Chairman Irving S. Olds at the annual meeting of stockholders, said the corporation believes that steel prices should be adequate to cover all costs and to leave a sufficient balance to permit a fair return to stockholders in the form of dividends.

Olds reported that receipts from the sale of products last year was the greatest of any peacetime year in the history of the company: \$1,496,000,000. However, profit per dollar of sales was the lowest for any peacetime year of comparable steel shipments.

In the meanwhile, the American Iron and Steel Institute in New York released a prediction that this week's total output of steel would drop to 90 per cent of capacity because of strikes in small plants. This would compare with the 96.4 per cent of capacity production announced the previous week.

## Kansas Sales Tax Revenue For April Shows Increase

TOPEKA, Kan., May 10. — April collections of the Kansas 2 per cent sales tax totaled \$2,205,931, an increase of 18.65 per cent over collections in the same month last year, according to the State Commission of Revenue and Taxation.

For the 10-month period ending April 30, collections of the sales levy amounted to \$21,357,747, an increase of 29.64 per cent over the same period of 1945-'46.

Revenue from the State's levy on cereal malt beverages (beer and ale), however, showed the greatest increase, rising nearly 80 per cent over a year ago. April 1947 collections of this tax totaled \$84,561, compared with \$47,050 in the same month of 1946, but State tax officials attributed most of the increase to heavy buying on the part of wholesalers and dealers in anticipation of the coming rise in the levy. The State beer tax will be doubled effective July 1.

## Calendar for Coinmen

May 11-13.—National Peanut Council, annual convention, Galvez Hotel, Galveston, Texas.

May 11-16.—Radio Parts and Electronic Equipment Show, Stevens Hotel, Chicago.

May 12.—National Automatic Merchandising Association, Region VI, Palmer House, Chicago.

May 14-15.—Retail Tobacco Dealers of America, annual convention, Stevens Hotel, Chicago.

May 25-28.—Flavoring Extract Manufacturers' Association, annual convention, Hotel Traymore, Atlantic City.

May 25-29.—National Confectioners' Association, annual convention and exposition, Stevens Hotel, Chicago.

May 25-29.—Associated Retail Confectioners annual convention, Drake Hotel, Chicago.

June 15-18.—National Candy Wholesalers' Association, annual convention, Hotel Sherman, Chicago.

# State Tax Collections Up In Five Southern States

NASHVILLE, May 10.—Monthly reports on tax collections in five Southern States this week indicated continuation of an upward trend which began several months ago and which was brought about by increased tax rates as well as increased production of manufactured products.

Reports, most of which were for April, all showed increases in collections over the same period last year. They were issued by Tennessee, Texas, South Carolina, Arkansas and Louisiana.

Report from South Carolina showed an increase of almost \$11,000,000 for the first 10 months of the current fiscal year. April revenue of \$4,971,806, which was about \$400,000 more than the same month last year, brought the 10-month total to \$57,583,864.

## Cigarettes Off

In spite of the increase in the total volume of receipts, revenues from cigarette and liquor taxes were off and legislative leaders warned that lower collections could be expected in succeeding months and certainly by next year.

Altho still running ahead of last year's totals in the 10-month period, tobacco tax receipts showed a drop during April. A total of \$421,291 was collected this April, as compared with the \$428,598 collected in the same month last year. Liquor revenues also showed a drop in April altho the total for the fiscal year still is more than \$2,000,000 ahead of last year.

In Tennessee, total collections for the first 10 months of the fiscal period were \$61,071,273, an increase of \$9,375,657, or 19 per cent, over the same period last year. Total collections during April were \$9,726,922, an increase of 5 per cent over the same month last year.

## New Registration Fees

One item accounting for a large share of the increase was \$32,339 collected in sales registration fees under the State's new 2 per cent general sales tax which goes into effect July 1. All businesses are required to pay a \$1 registration fee within a prescribed period before the effective date of the tax.

Beer and liquor taxes were doubled by the 1947 session of the Legislature, reflecting a one-third gain in liquor receipts for the year and slightly less in beer receipts. Beer receipts for April, however, showed a gain of 105 per cent.

Ten-month collections in Arkansas showed an increase of \$8,832,612, amounting to a total of \$48,809,770 for the period ending April 30. Collections for April alone totaled \$5,011,525.

## All Divisions Increase

Increases were noted in nearly every major tax division in the State government, one of the principal ones of which was the more than one-third increase in liquor tax collections during April. The total of \$292,622 for the month was more than \$100,000 higher than the same month a year ago.

Louisiana report, issued for March, showed increases in tobacco taxes but a drop in liquor revenues. March collections of \$7,738,627 brought the total for the first nine months of the fiscal year to \$81,456,438, an increase of \$9,418,425 over the same period a year ago.

Tobacco takes climbed to \$938,279 in March, bringing the fiscal period total to \$8,539,619, an increase for the year of \$993,303. At the same time, sales taxes continued to climb, hitting \$12,026,587 for the nine months, an increase of \$2,961,649.

Two reports were issued in Texas: One from the treasurer covering

stamp taxes collected during March, and another from the comptroller covering receipts for the seven months of the fiscal period ending February 28.

Total receipts for the seven months were \$203,076,534, an increase of nearly \$35,000,000 over the corresponding period a year ago. The report predicted that, since the fiscal period has five months to run, total receipts for the year will hit \$400,000,000 or more. Cigarette collections totaled \$11,863,913, as compared with \$10,222,974 a year ago.

Collections on stamp taxes during April amounted to \$2,642,414, a decrease of \$18,698 from March totals but an increase of \$87,729 over the previous April. Cigarette collections were \$1,648,024, an increase of \$68,514.

## Name Three Distributors To Handle Grunig's New Test Quest Game

CHICAGO, May 10.—Grunig Novelty Company has appointed three distributors for Test Quest, a new grip scale, firm head, Bernhard C. Grunig, announced May 8.

Grunig, who flew to St. Louis last week to contact one of the firms, Baum Distributing Company said the machine, which is a combination grip-question-answer unit, is being readied for quantity production. By June, he said, 250 a month will be manufactured, with the goal being 100 a week shortly thereafter.

Other distributors are United Coin Machine Company, Milwaukee, and Hawk-Eye Novelty Company, Des Moines.

## The Big Bite

MOOSE JAW, Sask., May 10.—No lover of parking meters, a horse here took a bite at one and put it out of commission.

## Mutoscope Corp., Navy Show Machines At N. Y. Travel Show

NEW YORK, May 10.—Four Photomatics and two Voice-o-Graphs composed the International Mutoscope Corporation's exhibit at the International Travel Exposition, which opened here Monday (5) at Grand Central Palace and closed tonight. Al W. Blendow, firm sales manager, and Larry Ascher and Larry Galante, aids, took turns running the booth.

The U. S. Navy showed four models of its Automatic Rater, which it proclaims "is designed to catch the pinball appeal and turn it into constructive learning channels." With the addition of a coin slot the machine would fit in arcades and taverns.

## Western Distributors Hold Open House For Jennings Line

PORTLAND, Ore., May 10.—An estimated 200 persons attended a three-day open house at Western Distributors to introduce the 1947 Jennings line. Guests were from the Portland area, mostly operators, with some private club representatives.

Affair was hosted by Budge Wright, Portland manager for Western, and members of his staff. A feature was the showing of a film depicting Oregon hunting and fishing attractions and skiing on Mount Hood. Five new Jennings items were on display.

## Trade Directory

Following tabulation of trade reports received during the week of May 3 and May 10 is made for the convenience of the industry. Tho the listings may be incomplete because of omissions, they are offered as an aid in revising trade files:

### New Machines

Test Quest (combination question and answer game with Grip Scale). Grunig Novelty Company, 817 North Hamlin Avenue, Chicago.

Brush Up (shoe shine machine). Siros Manufacturing Company, 1001 Louisiana, Houston.

Advance Roll (rolldown game). Genco, 2621 North Ashland Avenue, Chicago 14.

Columbia Twin Falls (console). Groetchen Tool & Manufacturing Corporation, 126 North Union Avenue, Chicago 6.

Cyclone (pinball game). Williams Manufacturing Company, 161 West Huron Street, Chicago 10.

Pokerino (rolldown poker game). Scientific Machine Corporation, 229 West 28th Street, New York 1.

### Distributors Appointed

Esquire Games Company, Chicago, has appointed the following distributors:

Cliff Wilson Distributing Company, Tulsa, for Oklahoma.

Paul Layman Distributing Company, Los Angeles, for Southern California and Arizona.

United Distributors, Wichita, for Kansas.

Golden Gate Novelty Company, San Francisco, for Northern California.

Vendi-Freeze Corporation, Birmingham, has appointed the following firm as distributor for its ice cream vender:

Vendi-Freeze Sales Company of California, for State of California.

Marvel Manufacturing Company, Chicago, has appointed the following distributors:

C. M. McDaniel Distributing Company, San Antonio, for Texas.

Taran Distributing Company, Miami and Jacksonville, for these two cities.

Golden Gate Novelty Company, San Francisco, for Northern California.

Roanoke Vending Machine Exchange, Roanoke, for Virginia.

Central Amusement Company, Memphis, for Western Tennessee and Mississippi.

Hy Branson Distributing Company, Louisville, for this city.

Coin Amusement Games, Chicago, has appointed the following firms as distributors:

Mike Munves Corporation, for New York City.

Jackson Automatic Music, for Detroit and Jackson, Mich.

J. H. Winfield & Company, for Buffalo territory.

### New Firms

Hartford Vending Company, Hartford, Conn.

Musical Sales Company, 2632 Olive Street, St. Louis. (Operating firm.)

## Louis Boasberg Backs New Mart In New Orleans

NEW ORLEANS, May 10.—The coin machine industry here is greatly interested in the possibilities offered for foreign trade, especially with South America, by the construction of the International Trade Mart which began this week.

Louis Boasberg, New Orleans Novelty Company, is listed as one of the financial backers of the enterprise and has been doing considerable export business in pinball games and other machines. His company is located just around the corner from the site of the Merchandise Mart.

Funds for the construction of the building were raised thru public subscription, amounting to a total of \$1,200,000. Mart will be located at the intersection of Camp and Common streets in the wholesale district near the famous international house. It will be windowless and air-conditioned. It will provide modern space for offices and displays.

Boasberg is of the opinion that opening of the Mart will bring added business on coin machines to New Orleans. He expressed the hope this week that manufacturers will be cognizant of this fact and will try to give all distributors in the territory "a break on deliveries."

Boasberg does not contemplate putting up an exhibit in the Mart at present, but will have representation thru circulars and advertising matter.

"Being so close to the Mart, it wouldn't pay to have a large display," he declared, "but we will see that all customers who come in are informed that the New Orleans Novelty Company is close by and has all kinds of pin games and arcade equipment for sale."

## Britishers Exhibit New Food Venders

(Continued from page 3)

tion is located at Birmingham. Some 3,000 firms are exhibiting (250 in London), and of the 3,500 trade buyers expected from overseas more than 3,000 were at the two exhibition halls on opening day.

The fair is of paramount importance to Britain, for its outcome will show the extent to which the export drive will succeed and on which the whole country's economy depends.

### New Food Venders

Several types of new food venders have made their appearance, but after the fair these will disappear again and not be available to the general public for many months to come. The two exhibition halls are studded with icebar venders. This is a British automat gadget and sells choc-bars and the ordinary ice cream blocks. The cooling apparatus in each vender is constantly under control by a resident staff.

Also for the first time since 1939 sandwich venders have come out, neatly packed, on one variety only.

All exhibitors warn overseas potential buyers that delivery of almost anything will take a minimum of three months, most cases longer. The first day's inquiries came mainly from South American visitors, Scandinavians and Portuguese.

## Parking Meter Earnings Up

LAKE WORTH, Fla., May 10.—Parking meters here collected \$1,858.86 for five weeks in April compared with \$1,788.19 for four weeks in March, monthly reports show.

# NICKEL BAR ON WAY BACK?

## Tampax Vender Machine Due In Two Weeks

### By Hospital Specialty

CLEVELAND, May 10.—Hospital Specialty Company here is in production on a Tampax vender which will be ready for deliveries within two weeks, it was announced this week by Irving Kane, firm president.

At the same time, Ellery W. Mann, president of Tampax, Inc., in Palmer, Mass., announced that Hospital Specialty has been given exclusive rights to the use of the Tampax name on its vending machines.

#### Sold to Locations

Hospital Specialty, which has been a sanitary napkin vending machine distributor for nearly 30 years, will sell the new machines directly to locations such as women's rest rooms in industrial plants, department stores, office buildings, schools, theaters and similar locations.

"Entry of the Hospital Specialty Company into this field," Kane declared, "marks the first time internally worn sanitary protection has been available in women's rest rooms on a nationwide scale."

New vender, finished in white baked enamel with chrome trim, is 25 inches high, 6½ inches wide and 4½ inches deep. It has a total capacity of 25 individually sealed cylindrical tubes, each containing one Tampax and instructions for use. It will also be available with either nickel or dime coin chutes which return coins when machine is empty. Separate keys are required for the coin compartment: one for opening the machine and another for getting into the actual coin box.

## Queen Anne Co. Has Chi Sales Meet

CHICAGO, May 10.—Queen Anne Candy Company's factory sales representatives and brokers convened recently at a two-a-day sales conference at the Del Prado Hotel here, with W. H. Foote, sales manager, and H. L. Baker, assistant sales manager, on hand to conduct the meeting.

Foote, in outlining the company's sales objectives, emphasized the importance of close contact and co-operation with jobbers and dealers. Rising sales problems now confronting all types of industry were focused in an address by Lionel B. Moses, vice-president of *Parade* magazine, who spoke on *Competition Is Back—the Honeymoon Is Over*. Major remaining portion of the first afternoon's session was devoted to discussion of progress of the firm's expanded production program.

#### Testing Chamber

Frank Buese, production manager, spoke in detail of the company's testing chamber wherein, in a matter of a few days, the action of long periods of extreme weather conditions on candy bars is duplicated. This makes it possible for the firm's laboratory to predict in advance of seasonal weather changes the effect of weather conditions on any proposed improvements in candy formulas, Buese said.

Second day of the meeting was devoted to advertising activities, highlighting discussions on the most effective methods of selling and merchandising "in the competitive era ahead."

## Canadian Theaters Planning For Wider Use of Venders

CHICAGO, May 3.—Canadian theaters are ripe for wide-scale introduction of vending machines as revenue stimulators, according to N. L. Sandler, Toronto theater man here to survey possibilities in soft drink, milk and coffee machines. Tests of new coin-operated popcorn venders in a few Toronto theaters have been so successful that theater men now are exhibiting great interest in other types of machines.

Sandler's theater operations have grown out of activities of his Toronto firm, Trans-Canada Trading Company, which before the war specialized in importing dishes, silverware and other items for theater premiums.

In the States on a general business trip, Sandler said that he expected to get as much information

as possible regarding soft drink, milk and coffee vending machines particularly. The new coffee venders, he believes, might prove especially popular with Canadians. Milk dispensers probably would come second.

Sandler also voiced the opinion that Canadian drugstores—many of which do not have soda fountains—would offer a bright future for any of the three types of beverage venders. He said that one drug chain is considering installation of 300 milk venders in its outlets when equipment becomes available.

## Popcorn Vender Operation Plan Bared by Chain

HALIFAX, N. S., May 10.—Affiliated Theaters chain this week announced plans to install electric coin-operated popcorn vending machines in the lobbies of all its theaters.

One such vender already has been installed in the Gaiety Theater here and other installations will follow in Sackville, N. B.; Spryfield, N. S.; Shubenacadie, N. S.; Whitney Pier, N. S., and in a second Halifax theater when it is opened in June.

This is the beginning of what is expected to be a marked trend toward installation of venders for candy, nuts, popcorn, potato chips and gum in theaters thruout the maritime provinces. At present there is a municipal ban against candy venders in Halifax but nowhere else.

Since the price of candy bars has been lifted to 8 cents generally, there has been an increased demand for other vended products such as nuts, gum, popcorn, etc. For the first time since the beginning of the war, there is now a plentiful supply of candy bars in stores and venders.

## Ill. Mechanical Gets New Office

CHICAGO, May 10.—Illinois Mechanical Candy Sales, nickel candy vending machine operator here, has moved to larger quarters on West Van Buren Street.

Sam Kogen, partner in the firm, said the move was the first step in a long-range expansion program contemplated by the company. Present quarters, he added, contain some 4,000 square feet of floor space or approximately twice as much as old quarters on North Western Avenue. New offices were opened May 1.

## Jane Horne Candy Company Announces New Nickel Bar

EVANSTON, Ill., May 10.—Jane Horne Candy Company, which recently moved into new quarters here, announced a new nickel candy bar called Jane Horne. It is a one-ounce, chocolate covered caramel bar packaged in a yellow and blue wrapper with red and brown lettering.

## Wrigley Halts Experiment With Six-Stick Gum Pack

CHICAGO, May 10. — William Wrigley Jr., Company has discontinued production of Privateer, a six-stick package of gum which retailed for 6 cents.

"We discontinued the line because we found that the price situation is such that there was no need to go on with it," a company spokesman declared this week.

According to the official, distribution of Privateer was started in February as an experiment to demonstrate to retailers that there was no need to charge 6 cents for a package of five sticks.

#### Calls Nickel Fair Price

"We have been of the opinion all the time that a nickel is a fair enough price for five sticks of gum and we have maintained the wholesale price of our 5-cent lines at 55 cents for a box of 20 packages. We have constantly urged retailers to sell our products for a nickel."

A total of 1,500 boxes of Privateer was manufactured and all of it was distributed in New York and Los An-

geles. The Wrigley name appeared only in small letters on the side of the pack and few consumers were aware of the fact that it was a Wrigley product. Wholesale price was 77 cents a box, comparable to the wholesale price of the nickel items.

In addition to being an effort to bring prices on nickel packages into line, distribution of the six-stick pack also would have constituted a toe-hold on the 6-cent market in the event of a continuation of the 6-cent trend.

#### Survey Results

"However," the official declared, "during the time the six-stick pack was being distributed, we conducted a survey and discovered that 90 per cent of our nickel products were being sold at a nickel all over the country."

"We don't say that production of Privateer was entirely responsible for this trend back to a nickel but, after all, that is the main thing we were looking for. Therefore, we saw no reason to continue Privateer distribution."

## First Price Slash Made

### Isolated moves may point to rebirth of nickel item despite high cost problem

CHICAGO, May 10.—Evidence that a back-to-the-nickel movement is starting in candy bars mounted during the first 10 days of May, despite the obstacle of increasing prices of cocoa and other ingredients. Admittedly slender straws in the wind, but good news to vending men if they foretell greater supplies at possible prices, were the following developments:

(1) Announcement of price cut of 5 cents per box, without weight reduction, by Peter Paul, Inc., for its Mounds, Walnettos, Choclettos and Walnut Caramels.

(2) Return to nickel bar production by several firms, including Holloway, which cut its dime A to Z Bar to 5 cents, offering a nickel bar for the first time since last December.

(3) Sharply increasing number of reports that some candy lines are backing up on shelves of dealers selling at the six-cent price or higher.

#### Now Is the Time

C. H. Flint, vice-president of Peter Paul, declared that this is the time for candy manufacturers to make every possible sacrifice to bring the retail price back to a nickel, adding:

"With this in mind, we are leading the way . . . by reducing our prices to all distributors. It is our firm belief that if a few more manufacturers will follow suit and substantially reduce prices, it won't be long before nickel candy bars will be again selling for five cents on all candy counters thruout America, which should lead the way to an all-time, record breaking volume of sales of candy bars everywhere."

Frank Bartsch, sales manager for Holloway, explained that switch of the A to Z Bar to the nickel bracket was made primarily with the vending trade in mind. Bar is packed for operators in 100 count boxes, and wholesales at \$2.95 in this count, or 80 cents per 24-count box, giving the large-count buyer a price advantage.

#### Sold at Loss

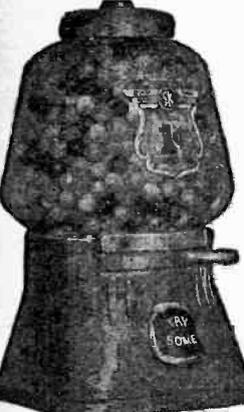
Bartsch said that the firm had been forced to discontinue its previous nickel seller last December, after supplying it to the vending trade at a loss for almost six months.

Candy wholesalers and vending machine operators pointed out that signs of a returning competitive market in the bar field are growing, and (See Nickel Candy on page 111)

## Mack Says Vending Business Will Grow

WILMINGTON, Del., May 10.—The vending machine business will grow, but the development will be slow because of shortages of materials, Walter S. Mack Jr., president of the Pepsi-Cola Company, said at the annual meeting of the firm's stockholders here this week.

Nine directors were elected. They are: Walter W. Colpitts, Mortimer Hays, Bryan Houston, Walter S. Mack Jr., Herbert M. Singer, Herral S. Tenney, Arthur T. Vanderbilt and Albert E. Winger.



**PRICE SAMPLE, \$13.95**

**WRITE FOR QUANTITY PRICES**

Penny or Nickel Ball Gum, **\$18.75**

Case, 3500 to 3700 CWT.



Sample, \$13.75; two to eleven, \$11.25; twelve to forty-nine, \$10.75; fifty and up, \$10.50.

10 #11 Advance Peanut Machines, \$112.50. 2 cases 80 lbs. of Peanuts, \$19.20; total \$131.70. Special deal of 10 Peanut Machines with 80 lbs. of Peanuts for \$112.50. Limit one deal per customer. Cash with order.

**Stands, \$3.90** (Export business handled through International Expeditors.)

**THOMAS NOVELTY CO.**  
1572 Jefferson St. Paducah, Ky.

**GOLDEN STATE VENDOR**  
ASSURES "GOLDEN FLOOD" OF PROFIT



An all-purpose, all-product Vender of unsurpassed beauty. Ruggedly constructed to give years of service.

Hammerloid Enamel Finish. Trimmed in Stainless Steel. Aluminum Mechanism.

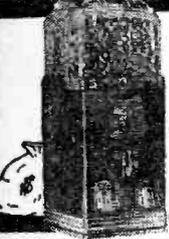
**1c or 5c Sample \$12.95**

Quantity Price ... Write.

**Distributors, Contact Us**  
Some Territories Still Open.

**BADGER SALES CO., INC.**  
2251 W. Pico Blvd. Los Angeles 6, Calif.

**Northwestern**



Your Assurance of Postwar Security

Time and time again Northwestern bulk venders have proved their worth as steady, dependable money-makers under any and all conditions. That's why so many operators, and others interested in a permanent income, are looking forward to the time when these machines will again be available. To make sure of your postwar success, plan now to invest in Northwesterns—venders built for operating. In the meantime, keep in touch with activities through our free monthly paper The Northwesterner.

**THE NORTHWESTERN CORPORATION**  
5 EAST ARMSTRONG STREET, MORRIS, ILLINOIS

# Juice Vender Seen Greatly Under-Rated

## Field Revival Seen

WICHITA, Kan., May 10.—Greatest undeveloped field for vending lies in the dispensing of fruit and vegetable juices, according to John S. Stevens, Wichita candy machine operator who had a number of juice-venders on location in factories here before war-time scarcity halted the operation.

He also reported that the American Can Company has been making inquiries about this type of vending, indicating that the big tin-can maker is interested in the possibility of reviving the business. Stevens said that a high official of the can company inquired particularly as to Stevens views on the prospect of vending a 10-cent can of juice and on improvements that might be made in pre-war venders of canned juice.

Stevens, who is president of the U-Select-It Candy Service, Inc., of Wichita, said he believes that nickel vending is just as essential in juices as in candy.

"Until the armed forces took over all our supplies of canned juices, we sold a six-ounce can of juice for 5 cents," he recalled. "I think that even today you will have to stick to a nickel to get the volume of business you have to have to make this vending profitable."

Stevens formerly operated eight-column venders manufactured by the Can-O-Juice Company of Cleveland, thru which he vended seven flavors of juice. Stevens still has a number of the venders, which stand more than six feet high, have a refrigeration system. Machine also has mechanism for punching a hole in the can, into which a straw can be inserted. The straws are kept in a recessed container on the upper right hand side of machine. After sipping the drink, the customers could dispose of the empty can in a bin built into the vender.

Stevens said "there were a good many bugs in the machine," but added that he felt a completely satisfactory selective vender of fruit juices could easily be developed. He said, however, that his pre-war operation of the Can-O-Juice machines proved profitable and that the "bugs" in the machine could be remedied.

Stevens added that he felt there is no necessity for the development of juice venders to be delayed until a vender of fresh juice is put on the market, for he explained: "We never had any complaints about the juice being in cans. The grocery stores sell great quantities of canned juice and many restaurants also use it."

Flavor of citrus juices, such as orange and grapefruit, are affected somewhat by canning, but flavor of tomato, apple and pineapple are very little affected by the process.

Stevens, who also has operated a number of ice cream venders, offered the further opinion that one of the great fields for development of the industry is in the refrigerated vender.



WALTER SINGER

## Statler Mfg. Names Walter Singer Sales Mgr. for Vender

NEW YORK, May 10.—Walter O. Singer was announced this week as national sales manager of Statler Manufacturing Corporation, manufacturers of a biscuit vending machine, by Lawrence Reiss, vice-president. Reiss said that increased production, now making possible delivery of machines within 30 days, necessitated the new position.

Statler has been operating its own machines in the city for seven years as a model operation for other cities thruout the country. The firm, the only announced manufacturer of a biscuit vending machine, has an exclusive arrangement with Sunshine Biscuits, Inc., to allot exclusive U. S. franchises for the sale of Niks, the nickel biscuit package made by Sunshine.

### Singer Known to Trade

Singer is known to the vending machine trade thru his past connections with the Holcomb & Hoke Manufacturing Company, the Mills Novelty Company, and the Doughnut Corporation of America. He is a member of the Sales Executive Club of New York and the National Federation of Sales Executives.

Singer says an extensive sales force to handle exclusive Nik vending machine franchise is now being built up.

## Lehigh PX Vender Showing Set for May 19-23 in N. Y.

NEW YORK, May 10.—First official showing of the Lehigh PX cigarette vender will be held in Hotel New Yorker here May 19-23, it was announced by Neill Mitchell, sales manager of the Standard Venders Division of Lehigh Foundries, Inc.

Present to greet operators will be Mitchell, and Julius Levy, newly appointed New York representative for Lehigh.



**GROETCHEN'S IMPS** 1¢ or 5¢

Fruit or Cigarette Reels.

Brand New! Immediate Delivery!

**\$13.75**

Lots of 6. Single—\$14.75.

**RUSH ORDER HARD TO GET STANDS** for Merchandise Vendors

Solid Steel Base Total Weight 40 Lbs.

PRICE **\$4.00** Will Support Any Type Vendor.

F.O.B. Phila., Pa.

**VEEDCO**  
2113 Market St., Phila., Pa.

**NEW 5 CENT BULK VENDOR**  
FOR ALMONDS, PECANS AND MIXED NUTS. VENDS A GOOD PORTION AT HIGH PERCENTAGE OF PROFIT.



FLAT GLASS METAL CORNERS

SLUG EJECTOR TYPE COIN CHUTE

TRAY IN FRONT

**IMMEDIATE DELIVERY \$26.50**

1/3 cash with order—balance C. O. D.

**Dallas Enterprises Co.**  
905 West Jefferson St. Dallas, Texas

**ATLAS ACE** (Pat. Pending)



**1c VENDOR**

**NEW LOW PRICES**

**Write for Details**

**Atlas Mfg. & Sales Corp.**  
12220 Triskett Rd. Cleveland 11, Ohio  
Established 1928

Fresh Roasted and Salted **PISTACHIOS**

**52¢ PER LB. TO DISTRIBUTORS**

"SUN BRAND" Standard Size count about 45 per ounce.

**AMERICAN PISTACHIO CORP.**  
Importers, Packers at this address for over 15 yrs.  
111 Reade St., Dept. 15, New York 13, N. Y.

**BALL GUM**

5/8" Size, Premium Quality. Special consideration to quantity buyers.

**JOHN HORN**  
BOX 1155 ABILENE, TEXAS

**ALERT! PROGRESSIVE DISTRIBUTORS**

**The AMER-CAN Corp.**  
Can offer you an exceptional money-making opportunity with a

**COIN OPERATED RADIO FRANCHISE**

Get in line for a real profitable venture, proven without a doubt the best operating opportunity today. Write or wire

**AMER-CAN INDUSTRIES, INCORPORATED**  
608 S. Dearborn St., Chicago 5, Ill.  
In Canada: E. C. WEAVER, Fergus, Ontario

**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.

## Telecoin Contest Offers \$10,000 in Cash, Merchandise

CHICAGO, May 10.—Telecoin Corporation's Launderette Store Contest, sponsored to increase public interest in and knowledge of automatic laundries, which began March 25 and closes midnight May 15, offers \$10,000 in cash prizes and "bonus" merchandise awards, Elmer C. Hill, Telecoin's Midwestern manager, said yesterday.

Contest requires the entrant to answer in 50 words or less the question "What I like about the Launderette store." First prize is \$5,000. In addition to the national awards, individual Launderettes will give three merchandise prizes to entrants who have patronized the store and included a receipt from that store with their entry. Entry blanks are available from local Launderettes and from Telecoin in New York.

### Firms Participating

Every Launderette has been issued contest streamers for window and wall display, Hill stated. He added that mention of the contest is being made during the spot announcements, which began May 6, contracted for by Telecoin for 13 weeks over the air on WGN during the June Baker program. Announcements during the half-hour program (10 to 10:30 a.m. daily) are two in number and of one-minute duration each. Similar radio spot announcements are soon to be aired in the New York area, he said.

Contest advertising, in conjunction with regular Launderette display ads, have appeared in daily newspapers throught the country and similar ads appear in current issues of *Life* and *Saturday Evening Post*.

Hill claims Bendix equipped laundries are now located in 43 States and additional stores are being opened as equipment becomes available.

## Lorillard Names O'Hara Manhattan Area Head

NEW YORK, May 10.—P. Lorillard Company announced last week the appointment of J. I. O'Hara as division manager in charge of Manhattan. O'Hara, a veteran member of the Metropolitan New York sales staff, succeeds George Gross, who was recently named New York field manager by the company.

O'Hara's assistant in Northern New Jersey, R. A. McGinn, has also been named as division manager in that area.

**ASCO**  
STANDARD ALL-PURPOSE  
**5c VENDOR**

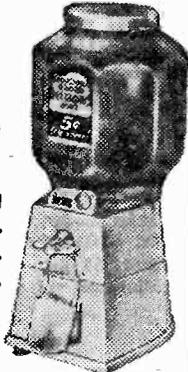
Built To Bring You  
Big Profits With  
**PISTACHIO NUTS**

Salted Peanuts,  
Mixed Nuts,  
Cashews,  
Panned Confections.

**IMMEDIATE DELIVERY**

Write for Special  
Operators' Quantity  
Prices on Machines  
and Merchandise.

**DISTRIBUTOR TERRITORIES AVAILABLE**



**ASCO VENDING MACHINE EXCHANGE**  
55-57-59 Branford Street Newark 5, N. J.  
Bigelow 3-7742-5

**EXHIBIT'S COUNTER CARD VENDER**

- All Steel Cabinet
- A.B.T. Coin Chute
- Separate Cash Box Key
- No Federal Tax

**\$29.50**

With 1000 Cards  
**WRITE FOR CIRCULARS.**

**COLUMBUS VENDERS**  
Immediate Delivery—4 Models.

**ARISTO & MIRO-SCALES.**  
Cash Trays—5¢ Almond Machine.

Terms: 1/3 Deposit, Balance C. O. D.  
**MARKEPP SALES CO.**  
4310 Carnegie Ave. CLEVELAND, OHIO

**A ROUTE OF OUR Sanitary Vendors**

for Rest Rooms will give you a secure, permanent income. Write for details.

**Modern Sanitary Sales**  
620 West Saratoga Ferndale 20, Mich.

**FRANTZ SCALES**

WE HAVE THEM!  
The Original Pace Scale with greater improvements.

Aristo Scale \$115.00  
Mirror Scale \$125.00

**Thomas Novelty Co.**  
1572 Jefferson St. Paducah, Ky.

**SALE! SALE! SALE!**

<p><b>CIGARETTE MACHINES</b></p> <p>9-30 NATIONAL, 270 Cap., \$65.00 7-50 NATIONAL, 270 Cap., \$72.50</p> <p><b>A REAL BARGAIN PRICE DU CRENIER "W", 270 Cap., \$45.00</b></p> <p>All Machines Fully Reconditioned and Painted Like New—Ready for Location. One-third deposit—balance C. O. D.</p> <p style="text-align: center;"><b>NATIONAL VENDING SERVICE CO.</b> 512 GRAND ST. BROOKLYN, N. Y.</p>	<p><b>CANDY MACHINES</b></p> <p>In Lots of Five or More <b>SPECIAL SALE PRICE</b></p> <p>9-18 NATIONAL, 162 Cap., \$87.50 ROWE, 120 Cap., \$67.50</p>
---	---

**3 Reel Counter Game**

**NEW IMPS**

Immediate Delivery

- Cigarette or Fruit
- Either 1¢ or 5¢

**\$13.75 EA.**

LOTS OF 6

**SAMPLE \$14.50**



**SHIPMAN**

Triplex Stamp Machine. Brand new! Vends 1¢, 3¢ and new 5¢ airmail postage stamps.

sluggproof, compact, foolproof. Immediate delivery. Operator's Price

**\$39.50**

Distributors interested in selling our Shipman Stamp Machine, write for details.



**FRANTZ SCALES**

Your Best Buy! The Original Pace Scale with greater improvements.

Aristo Scale \$115.00  
Mirror Scale \$125.00

Write for Catalog on Bulk Vendors, Games, Etc.

**1/3 Deposit on All Orders**



## PARKWAY MACHINE CORPORATION

623 W. NORTH AVE., DEPT B      PHONE MADISON 1447      BALTIMORE 17, MD.

NEW MACHINES	
Model V 1 1/2 Bulk Vendors	\$ 11.75
Model V 5 1/2 Bulk Vendors	14.75
Silver King Grip-Vue	49.50
Basketball Counter Game	39.50
Metropolitan Card Vendor	24.50
Baker Kicker & Catcher	49.50
Baker's Lucky Strike	24.95
Marvel Pop-Up	49.50
Daval Free Play	WRITE
Daval's American Flags	24.95
Skill Games Bouncer	44.50
Columbia Twin Jackpot, 1-5-10-25¢	145.00
Columbia DeLuxe Bell, 5-10-25¢	209.50
A.B.T. Challenger	49.50

**SUPPLIES**

M. & M. Mixed Color Candies, 25 lb. \$ 11.75  
RED PISTACHIO NUTS, 5 lb. bags. Lb. .55  
Plastic Charms, flat, mixed, 1,000 .2.75  
Plastic Charms, Series #1, 1,000 .3.50  
Plastic Charms, Series #2, 1,000 .4.50  
Sassy Wise Crack Buttons, 1,000 .6.00

**ALL CHARMS AND BUTTONS SHIPPED PREPAID. CASHIER'S CHECK OR MONEY ORDER ON NUTS AND CHARMS. NO C. O. D.'S.**

**VICTORY**

Duplex Stamp Machines. Brand new! Vends 1¢ and 3¢ postage stamps. Can be used inside or outside. Guaranteed weather proof. Returns slugs and foolproof. Immediate delivery.

**\$19.95 Lots of Ten**  
Single, \$24.95



**A NEW NAME FOR A GREAT PRODUCT**

**ZALOOM'S 3 STAR PISTACHIO NUTS NOW CALLED 3 STAR "BUDS"**

chuck full of kernels — no empties or shrivels

**ZALOOM'S 3 STAR BUDS PISTACHIO NUTS**

DELICIOUSLY ROASTED AND SALTED

**DAILY QUANTITY SHIPMENTS AVAILABLE THROUGH DISTRIBUTORS**

"WHITE BUDS"—with the pure, thin white salt coating  
"ROSE BUDS"—with the pure, certified attractive red color

**ZALOOM "BUDS" ARE THE FASTEST SELLING GRADE OF PISTACHIO NUTS**

- Packed in 5-lb. moisture-proof bags.
- Fresh, distinct pistachio flavor full of the real green meats.

**"BUDS" ARE MEDIUM SIZE AND GIVE A GREATER COUNT IN EACH DELIVERY!**

**USE "BUDS" FOR GREATER PROFIT IN VENDING MACHINES AND PACKAGES.**

**IMPORTANT: RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES—PLEASE CONTACT US AT ONCE.**

WRITE FOR FREE LITERATURE

**ZALOOM & COMPANY**

AMERICA'S ORIGINAL MASTERS IN IMPORTING ROASTING AND SALTING OF PISTACHIO NUTS

122 HUDSON STREET      NEW YORK 13, N. Y.

# SPIN-IT

5c ALMOND VENDER



**HAMMER-TONE FINISH**  
**STAINLESS STEEL INTERIOR**  
**ADJUSTABLE NUT TRAY**  
**ASSORTED COLORS**  
**CAPACITY, 2 1/2 LBS.**

**\$25.00**

**A NATURAL FOR**  
**COCKTAIL LOUNGES & BEER TAVERNS**  
 The Spinning Reel with 6-horse Race Track gets the play.

**Legal Everywhere—No Prizes or Awards**  
 Deposit 5¢, press down plunger, horses spin by and winner stops at window. Pull out tray for nuts. Customers Play HI-LO for treats or "What Have You". 5¢ worth of Nuts with every Spin.

**1/3 cash with order—balance C. O. D.**  
**DISTRIBUTOR OPPORTUNITIES AVAILABLE**

**DALLAS ENTERPRISES CO.**  
 905 West Jefferson St. Dallas, Texas

# Graphic Picture of Trend In Cigarette Vending Can Be Traced in Mass. Study

**Tax Report Shows Fall and Rise of Vender Stops**

BOSTON, May 10.—Decline of the number of cigarette vending machine operators and machines on location during the war years, and subsequent rise after supplies became more plentiful at war's end, is graphically illustrated in a report for the Massachusetts Department of Corporation and Taxation.

Altho there are no figures for the actual number of operators in business during the fiscal year 1940-'41, that was the peak year for machines on location. During that period, there were 10,604 machines doing business thruout the State.

**Low Reached '44-'45**

After reaching that peak, the number of machines on location gradually declined from year to year to a low of 7,877 during the fiscal period 1944-'45. At the present, the trend again is upward, with 8,098 machines reported licensed in the fiscal year 1945-'46, and a total of 9,137 thus far in the 1946-'47 period.

As for operators licensed, the first figures available are for the fiscal year 1941-'42, when 137 were doing business. Following the same trend as the total number of machines on location, the number of vender operators dropped off from year to year until it hit a low of 99 in 1944-'45. The following year, however, was almost as bad, with a total of only 100 operators licensed, and so far in the 1946-'47 period only 105 have been issued licenses. However, this figure can be expected to increase before the end of the fiscal year on June 30.

**Taxes Receipts Gain Steady**

Tax collections, on the other hand, present a different picture because they have increased, with the exception of one year, ever since cigarette taxes were first levied in September, 1939.

First State tax on cigarettes went

into effect September 1, 1939, at the rate of one mill per cigarette, or 2 cents a pack. Total collections for the last four months of the calendar year were \$2,213,274.

Collections from that point increased every year to a total of \$8,611,253 during the calendar year of 1943. There was a slight drop the following year to \$8,014,180, the only year in which the upward trend was broken.

**Two Increases in '45**

In 1945 there were two increases in the tax rate: going to 3 cents a pack on July 1, and up to 4 cents a pack on August 1. As a result, total collections for the year showed an increase of more than \$4,000,000 over the previous year.

It was not until last year, however, that the full impact of the increase in cigarette taxes was felt. Collections nearly every month of the year amounted to more than \$1,500,000 and the total for the year was \$20,388,999.

**Stress Nut, Stamp Vender Sales in Maritime Country**

ST. JOHN, N. B., May 10.—Two outside firms are devoting special attention to promoting sales of new and used venders thru the maritime provinces.

Based at Vancouver, B. C., on the Pacific Coast, Charles Korsch Agencies have been accenting postage stamp vending machines. Quebec Vending Machine Company, with headquarters in Montreal, has been emphasizing hot nut venders.

Distributors working within the province include Boudreau Brothers, Halifax and Yarmouth, N. S.; D. H. Duff, Currie & Jones, Mintz Brothers and F. Hanlon, all of Halifax; J. B. Jones and J. Stephens, St. John, N. B., and L. Reid, Moncton, N. B.

# THE ACME ELECTRIC SHOCK



Price of Machine..... \$25.00  
 2 to 11 Machines..... 18.75  
 Bracket (if desired)..... .50  
 Floorstand (if desired)..... 4.00

**ORDER TODAY**

1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

## J. SCHOENBACH

Distributor of Advance Vending Machines  
 1647 Bedford Ave. Brooklyn 25, N. Y.

**BETTER EVERY WAY!**

**THE IDEAL ARISTOCRAT SCALE**

IDEAL size—only 4 1/2" high, 12" at base!

IDEAL finish—weatherproof PORCELAIN enamel!

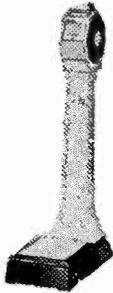
IDEAL design—appeals to any location!

IDEAL mechanism—better than pre-war model!

IDEAL protection—strong cash box!

IDEAL PRICE—only \$130.00 each, F. O. B. here!

★ APPROVED BY DEPT. OF WEIGHTS & MEASURES ★



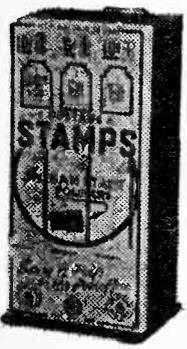
**BRAND NEW**

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 \$16.75 for 25,000 which return gross profit of \$250.00 when sold thru the machines!

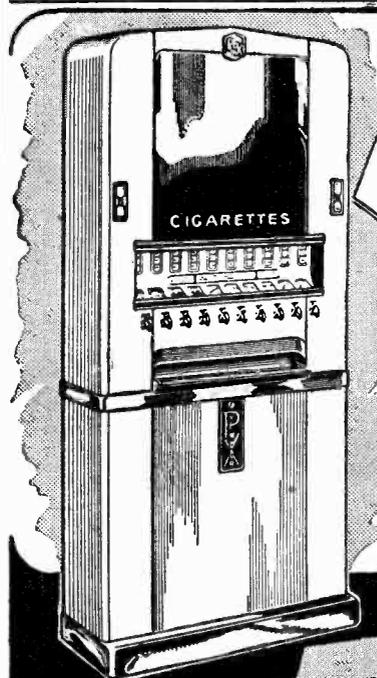


**FOR SALE**

3-Story Brick Building, located near Loop in Chicago, with additional lot to build. Facing two streets. First floor completely equipped with office furniture and new and used Vending Machines. Second and third floors can be used for light mfg. or storage. Also Distributorship of New Vendor.

**PRICE ONLY \$18,000.00 Complete**

Write BOX 836, Billboard Pub. 155 N. Clark St. Chicago 1, Ill.



**"Cream Spots Get PX"**

**Say PX Operators**

Naturally! **PX** has the sales appeal that gets the most out of the best spots. **PX** is smart looking—clean, trim, brightly illuminated. And it works with efficient, trouble-free smoothness—because it is designed and made properly by people who know how. Are you interested? Drop us a line—

STANDARD VENDORS DIVISION  
**Lehigh Foundries, Inc.**  
 EASTON, PENNA.

**Lehigh PX Vendor**  
 CIGARETTE  
 —the name that means  
**AUTOMATIC VENDING**  
 to millions

# "BUBBLE" BALL GUM

50c per 100 Balls

PERFECT—FIRST GRADE—FINEST QUALITY. IMMEDIATE DELIVERY—3/8" 140 count, 25 lbs. carton \$17.25 — 69¢ lb. (Minimum order accepted— one carton.)

"We are one of the nation's largest distributors!"

**DIRECT FACTORY DISTRIBUTORS FOR**

<b>SILVER KING</b>	<b>ADVANCE</b>
1¢ Peanut ... \$13.95	1¢ Peanut ... \$13.75
1¢ Gum ... 13.95	1¢ Gum ... 13.25
5¢ Nut ... 13.95	25 or more 10% off
25 or more 10% off	5¢ Pistachio ... 13.75
<b>VICTOR V</b>	<b>MASTERS</b>
1¢ Globe ... \$11.75	1¢ Peanut ... \$14.95
1¢ Cabinet ... 13.75	1¢ Gum ... 14.95
5¢ Cabinet ... 14.75	1¢-5¢ Comb. ... 15.95
Prices Not	Prices Not

**WRITE! WIRE! PHONE!**

TERMS: 1/2 Dep. with all orders, bal. C. O. D.

**CLEVELAND COIN MACHINE EXCHANGE**

2021 Prospect Avenue Cleveland, Ohio  
 Phones: PRospect 6317-18

# SALESMEN

Salesmen, to sell complete line of 1c and 5c Bulk Vending Machines for established manufacturer. Experience necessary. Send complete information in first letter.

**BOX D-494**

**THE BILLBOARD**  
 Cincinnati 22, O.

**BALL GUM—CANDIES**

5/8" Ball Gum ... cs. 5M	\$22.50
Boston Baked Beans ... cs. 32 lbs.	9.80
RED Rainbow Peanuts ... cs. 32 lbs.	9.95
Venders Baked Beans ... cs. 35 lbs.	11.25
Burnt Peanuts, small ... cs. 30 lbs.	9.00
Boston Beans, large ... cs. 35 lbs.	10.75
Asst. Rainbow Peanuts ... cs. 32 lbs.	10.10
Sugar Roasted Peanuts ... cs. 32 lbs.	9.85
2% off on ANY 5 C's order. No C. O. D.'s, Please.	
<b>McBRIDE WHOLESALE COMPANY</b>	
P. O. Box 6212	Memphis, Tenn.

## BULK CANDIES FOR VENDING MACHINES

Rainbow Peanuts, Pee Wee Size, 42 lb. Carton	33¢ lb.
Rainbow Peanuts, Medium Size, 42 lb. Carton	30¢ lb.
Licorice Lozenges, 42 lb. Carton	38¢ lb.
Boston Baked Beans, Medium Size, 42 lb. Carton	30¢ lb.
M. & M., Assorted Colors, 25 lb. Carton	49¢ lb.
Red Pistachio, Large Size (12 1/2 lb. bags per carton)	65¢ lb.
Red Pistachio, Small Size	60¢ lb.
Plastic Charms, Assorted Per M	\$3.50
Jumbo Salted Virginia Peanuts	30¢ lb.

IMMEDIATE DELIVERY ON ALL ORDERS

1/3 Deposit With Order, Balance C. O. D.

**Asco Packing Company**

55-57-59 Branford St. Newark 5, N. J. Phone: Bigelow 3-7744

Special!

## BOSTON BAKED BEANS

ONLY 26¢ LB.

Delicious premium quality candy covered peanuts, including Rainbow Mix. Packed in 40 lb. containers. Stick-proof, moisture-proof, fade-proof.

**BUBBLE GUM.** All you like at a price that's right.

**5/8 BALL GUM.** Overloaded stock at a give-away price.

IMMEDIATE DELIVERY

1/3 Cash with order—balance C. O. D.

## LEON "Hi-Ho" SILVER

760 Hayes Street San Francisco, Calif.

## CIGARETTE OPERATORS!

AUTOMATIC ELECTRIC PENNY INSERTER

Essential to Every Operation.

Price \$79.50

Write for circulars and full details.

National Distributors

**American Distributors**

1349 Fifth Ave. Pittsburgh 19, Pa. At. 6478-9

Item	BALL GUM	Per 25 Lb. Net Case
975 "TOT" PREMIUM grade (Avg. 145 to lb.)		\$18.75
20 or more cases		17.50
977 REGULAR grade (140 to lb.)		17.75
20 or more cases		16.50
<b>BUBBLE GUM</b>		
979 "BLO" PREMIUM grade (Avg. 145 to lb.)		\$18.75
20 or more cases		17.50
980 MEDIUM size bubble (Avg. 173 to lb.)		22.75
20 or more cases		21.50
981 INDIVIDUALLY WRAPPED 1/2 seller, 120 pcs. to box, 38 boxes to case. (4560 Pcs.)		33.00
5 or more cases		32.50

Write for OPERATORS' prices on Advance, Victor, Columbus, Master and Silver-King Vendors, ARISTO Penny Scales.  
Via Express, 1/3 deposit, bal. C. O. D.  
Via Freight, full remittance with order.  
**THOMAS NOVELTY COMPANY**  
1572 JEFFERSON ST. PADUCAH, KY.

# Operator Sponsors Radio Quiz Broadcast in Kansas

WICHITA, Kan., May 10.—What is believed to be the first regular radio program sponsored by a vending machine operator is scheduled to go on the air over station KANS here Saturday, May 17.

Program, titled *U-Select-It and Win*, is being sponsored by U-Select-It Candy Service, Inc., headed by John S. Stevens. A quiz program for children, it will be tied in closely with the semi-pro baseball team sponsored by Stevens' firm in the Wichita Victory League. The team is scheduled to play its first game May 13, against Boeing Aircraft Corporation's team. There are eight teams in the league.

The radio quiz will be heard at 10 a.m. on Saturday mornings, and Stevens said it is aimed chiefly at school children, who next to factory workers are the best customers of candy venders.

### Children Participate

Format of the program will be a 30-minute quiz of 12 children picked from the studio audience. The quizzing will be interspersed with two commercials for U-Select-It in addition to opening and closing announcements. Prizes will be a candy bar for the losing contestant in each round, a box of bars for the winner and a pass to the Kansas State Semi-Pro Baseball tournament for the champion of each program. Later, passes to the National Semi-Pro Tournament held in Wichita, will be used as grand prizes. The passes are being supplied by Ray Dumont, of the National Baseball Congress, since the show will plug baseball as well as candy and vending machines. Tom Leahy, KANS staffer, will emcee the show, which was planned by Stevens, with the aid of station programmers.

Program is slated to run 16 weeks, and cost of the show is estimated at more than \$1,500 for the season, undoubtedly one of the biggest single pieces of cash ever laid out by a vending machine operator in this country for radio time. Stevens said that his firm is handling costs of the show alone without any assistance from manufacturers.

### Recently Incorporated

His company, operated since 1940 as partnership of the four Stevens brothers, was recently incorporated with John Stevens assuming the presidency and complete stock control. One brother, Nick S. Stevens, remains as treasurer of the firm and trustee of the stock held by John Stevens' four-year-old son, John Jr., but he is reported to have no other interest in the company. The stock

is owned by Stevens, his wife and his son.

Other officers are John's wife, Vera Mae Stevens, first vice-president and director; William Jacobs, second vice-president and assistant manager, and Anna K. Mohr, secretary. John Stevens also is general manager of the company, and Miss Mohr handles the clerical and bookkeeping departments.

The three other Stevens brothers, Nick, Arthur S., and Kenney S., are associated in a number of candy and tobacco wholesaling firms in the Midwest. Companies which they operate include the M. S. White Candy and Tobacco Company, Independence, Mo.; Brooks Wholesale Company, Great Bend, Kan.; McGee Candy and Tobacco Company, Newton, Kan.; D. Stevens Tobacco Company, Wichita, Kan., and Stevens Candy Company, St. Joseph, Mo. Father of the Stevens brothers also was in the candy and tobacco wholesaling business, and their uncle was founder of the D. Stevens Company at Wichita.

### Has Branch Offices

John Stevens' firm now has branch offices in Topeka and Hutchinson, Kan., and at Tulsa and Newkirk, Okla. F. Conner Tucker is manager of the Topeka branch, which recently established two sub offices at Lawrence and Manhattan, Kan. Sub offices are both operated by veterans going to State colleges. Jack Schneider, Kansas State College student, is in charge of the Manhattan office, and William Bergman, University of Kansas student, has charge of the Lawrence office, Stevens said. Both of the operations center mainly on the college campuses.

Hutchinson operation of the firm is directed by Kay Krake while Lloyd Creekmore has charge of the Tulsa division and Dale Rouse handles the business at Newkirk, Okla.

Stevens, an army veteran of nearly three years in New Guinea, is proud of the fact that all of the men on his staff except Lee Jones, maintenance foreman, are veterans of World War II, and Jones is a World War I veteran.

Stevens last year gained national musical notice when Perry Como, on his *Chesterfield Supper Club* program, played a song Stevens had written while he was in New Guinea, which was titled *Skinny in New Guinea*. Stevens admits that the publicity he and his firm gained from that song had something to do with his launching the new radio program. The song, however, is still unpublished despite some very nice offers from music publishers, he reports.



SEND FOR PRICES AND DEALS ON CHINESE BUBBLE GUM.

**VICTOR MODEL V**

FAMOUS PRE-WAR VENDORS

De Luxe Cab. ne. Type. Model V capacity: 6 1/2 to 8 lbs. of bulk merchandise or 1250 to 1800 balls of 1 1/2" gum. Model V Glob. Type. Each.

Plastic Globes for Model V, \$3.25. Complete 1/4 and 5/8 Coin Counter, Plus Postage. Each \$ .65

Orders Filled in Rotation. 1.25

Order, Certified Check or Money Order, Balance C. O. D.

**Model V Globe Type With Plastic Globe \$14.75**

M & M Ass. Candy Coated Chocolates, 18-Lb. Ctn. 45¢ lb.

Pistachio Nuts, 60-Lb. Ctn. 57¢ lb.

Salted Almonds, 25-Lb. Ctn. 85¢ lb.

Virginia Peanuts, 30-Lb. Ctn. 27¢ lb.

Spanish Peanuts, 30-Lb. Ctn. 27¢ lb.

Boston Baked Beans, 45-Lb. Ctn. 31¢ lb.

Candy Coated Licorice, 30-Lb. Ctn. 40¢ lb.

**PIONEER VENDING SERVICE**

Exclusive Victor Distributor in N. Y. 461 Sackman St., Brooklyn 22, N. Y. Phone: Dickens 2-7592

## REGAL

KING OF THEM ALL



- Vends nuts or candies
- Plastic Globe
- Beautifully Colored
- Suction cups prevent tipping
- Pick proof lock

All this and many other fine features make the Regal machine the operator's dream come true.

One to ten mach. \$13.50  
11 to 25 ..... 13.00  
26 to 50 ..... 12.50  
50 & up ..... 11.50

Exclusive distributors for the States of New York and New Jersey.

Apricot Kernels, 30 lb. ctn. ... @ .68 lb.  
Sm. Cal. Almonds, 30 lb. ctn. ... @ .80 lb.  
Red Afagan Pist., 60 lb. ctn. ... @ .59 lb.  
M & M Assorted Colors, 25 lb. ctn. .... @ .45 lb.  
Cashews, 30 lb. ctn ..... @ .52 lb.

Write for additional prices on merchandise. All orders F. O. B. Corona, N. Y. 1/3 deposit required with each order, balance C. O. D.

**SAN FILIPPO & CO.**  
104-14 37TH AVE. CORONA, L. I.  
Tel.: HA 9-8946

## WANTED

Jobbers — Distributors  
**NEW "MOON VENDER"**  
is HERE

Vends Various Types of Nuts and

## BALL GUM

Offering Air-Freight Service to EASTERN POINTS comparable to Regular FREIGHT rates.

Heavy felt pad completely covers bottom for protection of fine surfaces (BARS).

Popular Price

## JOBBERS WANTED

WRITE OR WIRE

**L. A. Penn Manufacturers**

2126 So. Granville St.  
West Los Angeles, Calif.

## CIGARETTE MACHINES

NEW ROWE CRUSADER, 8 Col.	Write
NEW UNEEDA, 8 Col., 510 Pack Cap.	\$159.50
NEW UNEEDA, 6 Col., 380 Pack Cap.	149.50
Rowe President, 10 Col.	\$127.50
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 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 \$60.00**

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

## CANDY MACHINES

Rowe, 120 Bar Cap.	\$ 89.50
Rowe De Luxe Model With Lights, 120 Bar Cap.	110.00
Uneeda, 102 Bar Cap.	70.00
National 9-18 Standard, 162 Bar Cap.	110.00
Advance 64 Bar Cap.	37.50

PENNY INSERTING MACHINES ... \$35.00 and up



**"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

# Coan To Make Nickel Gum, Candy Vender

## New Machine Full Size

MADISON, Wis., May 10.—Coan Manufacturing Company has developed a full-size, selective gum and candy bar vending machine, according to an announcement this week by J. W. Coan, president of the company.

Production of the machine, which will be known as the U-Select-It 111, will begin as soon as tooling is completed, he said. "It is expected to be ready for general distribution before the seasonal summer slowdown of the candy business," Coan stated.

Machine is the same size and of the same general appearance as the U-Select-It Model 74 and has the same chain and cup conveyor system, altho the cups are smaller. It is 48 inches tall, 9 inches wide and 9 3/4 inches deep. It is finished in white enamel and has a capacity of 111 items. It is equipped with a 5-cent coin chute.

"Millions of dollars have been spent during the past 20 years to sell John Q. Public on packaged gum," Coan declared. "Wrigley, Beech-Nut, American Chicle and others have plastered billboards across the nation, bought thousands of pages in national magazines, used eons of radio time, dressed up windows, put up decals, did sampling and hundreds of other things to sell and publicize the 5-cent package of gum.

"In spite of all this, the vender has gone blithely on his way, swimming against the tide, selling penny gum in second-rate locations to children and passing up the great adult demand built during these many years of costly promotion. This shortsightedness on the part of venders generally has cost the vending industry thousands of dollars in vending sales.

"The results of wartime experiences in industry and the United States Air Force use of gum to relieve nervous tension on combat and all other air missions has finally waked venders across the nation to the potentiality in a packaged gum vender.

"Our new Model 111 will handle every variety of packaged gum made and, in addition, will handle such chocolate bars as Hershey, Rockwood, Heath, Ambrosia, Nestles and others." Coan said the vender is fully selective and displays 35 packages of gum or candy directly up against the glass in the front of the machine.

## Launderette in Savannah

SAVANNAH, Ga., May 10.—A new automatic laundry, the Bull Street Launderette, was opened here this week. Store, at 3711 Bull Street, plans addition of more Bendix machines as business expands, the owners stated.

# Wichita Boasts 10 Coin Laundries

WICHITA, Kan., May 10.—The newly issued Wichita telephone directory lists no less than 10 self-service laundries within this city of approximately 130,000 population. The laundries are scattered thruout the residential section of the city. In addition, the directory lists four washing machine rental services.

The book also lists six vending machine operators, and 11 operators and distributors of juke boxes and coin-operated amusement games and one arcade.

# Florida Drink Tax Proposed

TALLAHASSEE, Fla., May 10.—A 1-cent tax on each 5-cent retail value of a soft drink sold in Florida was proposed in the State Legislature by Senator Ray, of Brandenton, May 2. Ray said most of the proceeds would go to cities, latter being authorized to make the same levy, altho it was a State tax. Tax would be collected by the State and returned to the cities imposing a similar levy. Measure stipulates that the State could not collect a tax in addition to that imposed by the cities.

State beverage collector would collect tax by means of stamps sold for bottled drinks, it was stated. Each gallon of sirup would also be taxed 76 cents. Ray stated the tax would bring more revenue than Florida's present 4-cent cigarette tax.

Unfermented fruit and vegetable juices, whether or not they had sugar added, would be exempt from the proposed levy. Tax, however, would apply against fruit and vegetable juices which were artificially colored or flavored and to which carbonic gas had been added.

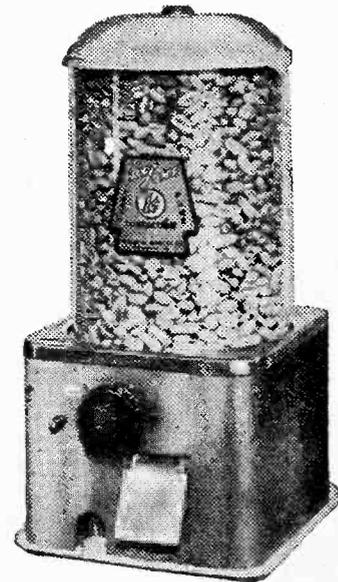
As a companion measure to the proposed tax plan, the State league of municipalities has asked that the Legislature further assist the cities financially by partially withdrawing the State from the cigarette tax field.

# Chi Confectioners Adopt NCA Program

CHICAGO, May 10.—At the April Chicago Wholesale Confectioners Association (CWCA) monthly meeting, held at the Hamilton Hotel here, National Confectioners Association's (NCA) merchandising director, James F. MulCahy, appearing as guest speaker, spoke on NCA's Balanced Selling training program. MulCahy stressed importance of giving aid and counsel to candy retailers along merchandising lines as a method of improving candy sales.

CWCA members, after hearing of NCA's Balanced Selling classes already in progress in the New England trading area, expressed a desire to institute similar classes within their own organization. These classes, it was announced, will be formed when the illustrated training manuals are ready for distribution.

# NEW HAWKEYE MODEL "C" DELUXE



Built in 2 Models  
1 and 5 Cent  
Modern Vender with Slug Ejection.  
Contact your nearest distributor or us direct.

**HAWKEYE NOVELTY CO.**  
1754 East Grand Des Moines, Iowa

**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.

Item	BALL GUM	Per 25# Net Case
975	"TOT" PREMIUM Grade (Avg. 145 to Lb.)	\$18.75
	20 or More Cases	17.50
977	REGULAR Grade (140 to Lb.)	17.75
	20 or More Cases	16.50
	<b>BUBBLE GUM</b>	
979	"BLO" PREMIUM Grade (Avg. 145 to Lb.)	\$18.75
	20 or More Cases	17.50
980	MEDIUM Size Bubble (Avg. 173 to Lb.)	22.75
	20 or More Cases	21.50
981	INDIVIDUALLY WRAPPED, 1/4 Sales, 120 Pcs. to Box, 38 Boxes to Case, (4560 Pcs.)	33.00
	5 or More Cases	32.50
990	#1 Spanish Peanuts (30# Net to Case)	6.98
	5 or More Cases	6.73
991	Boston Baked Beans (32# Net to Case)	10.25
	5 or More Cases	10.00

Write for OPERATORS' prices on Advance, Wator, Columbus, Master and Silver-King Vendors. ARISTO Penny Scales.  
Via Express, 1/3 Deposit, Balance C. O. D.  
Via Freight, Full Remittance With Order.

**RUSS THOMAS CO.**  
Vending Machines & Supplies  
3285 Overland Pl. Tol. 4-7187  
MEMPHIS 11, TENN.

**NORTHWESTERN VENDORS**

DeLuxe Merchandisers ... \$25.00  
Model "33" ... 10.95  
Model "40" ... 10.95  
Model "33" Ball Gum ... 9.65

1/3 Deposit, Balance C. O. D.  
Subject to change without notice.  
Liberal credit terms.  
**CARL TRIPPE**

**IDEAL NOVELTY CO.**  
"Authorized Northwestern Distributor"  
2823 LOCUST ST.  
ST. LOUIS 3, MO.

**BUBBLE BALL GUM**

70c lb.

PACKED IN 25 LB. CARTONS

**IMMEDIATE DELIVERY**

Terms: One-third Cash with Order—Balance C. O. D.

**ADAMS-FAIRFAX CORPORATION**

5721 West Jefferson Boulevard Los Angeles 16, California

**CANDY MIX**

FOR VENDING MACHINE USE

35c lb.

PACKED IN 50 LB. CARTONS

Be first in your territory to offer this item.

**THIS IS "IT"**

**"GOLDEN STATE" VENDORS**

This beautiful new multi purpose machine will vend all bulk merchandise; easily adjustable.

1c or 5c  
SAMPLE \$12.95  
Write for quantity price.

**DANCO COIN MACHINE CO.**  
3209 Sequoia Ave. Baltimore 15, Md.

**BUBBLE BALL GUM**

1/2 Inch size  
Mfd. by Leaf Gum Company

ONLY 50¢ per 100 BALLS

1 case (5250 balls) \$26.25

5 Model V Cabinet Machines and 24,000 balls 1/2 Inch Bubble Gum, all for \$158.75

When gum is sold deal brings in \$210.00. After paying 20% commission you have a clear profit of \$188.00 on the deal. Full cash with order for shipment by truck, otherwise 1/3 deposit.

F. O. B. Brillion.

**L. M. BECKER VENDING SERVICE**  
105 Dewey St. BRILLION, WIS.

**FAMOUS EPPY CHARMS**

Series #1

\$3.50 per M

**SAMUEL EPPY & CO., INC.**  
113-08 101ST AVENUE  
RICHMOND HILL 19, L. I., N. Y.

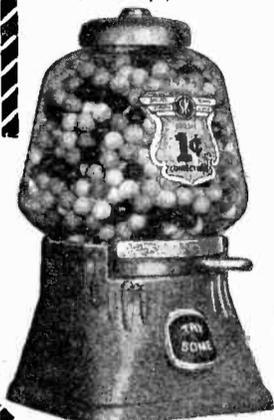
**ABT CHALLENGERS \$45.00 EACH**

Less in Quantity  
Brand New in Original Cartons.  
**CHALLENGER STANDS, \$7.50.**



**"SILVER KING" VENDORS NOW \$13.95 EA.**  
1¢ or 5¢ Model.  
**10 or More \$12.50 EA.**

**NEW ASCO HOT NUT VENDOR, \$39.50, 5 or More, \$37.50.**



**NEW VENDING MACHINES**

- NEW 5¢ CASH TRAYS \$ 6.95
- Advance #11, 1¢ or 5¢ 13.75
- Col. Mod. 46, 1¢ 11.50
- Col. Mod. 46, Ball Gum, 1¢ 12.50
- Col. Mod. 46Z, 1¢, All Purpose 11.95
- Col. Mod. 46ZB, 5¢, All Purpose 12.95
- Master Novelty, 1¢ 15.00
- Master #2, 1¢ and 5¢ Comb. 16.50
- Master #6, 5¢, All Purpose 16.50
- Mod. V, 1¢, Any Quantity 11.75
- Mod. V, Cab. Type, 1¢, Any Quantity 13.75
- Mod. V, Cab. Type, 5¢, Any Quantity 14.75

Send for Literature and Quantity Prices.  
**1/3 DEPOSIT REQUIRED WITH ORDERS**

**FRANK DIST. CO.** 535 N. 8th St. Phila. 23, Pa.

**Nickel Candy On Way Back**

(Continued from page 105)

some predicted that a general price break might not be too far off. Some of the large bar houses, of course, have stayed around the 72 cents per 24-count box level but medium-sized houses have risen to 85 and 90 cents, because they have not had the buying power or financial resources of larger firms. It is in this field that price drops will come first, they agree.

One large Chicago wholesaler said that his firm is turning down shipments from manufacturers who continue to ship anything available without specific orders. The time already has come, he said, when dealers simply can't move just any kind or quality of bar. This source flatly opined that the dime bar is out.

**Costs Still Rising**

Despite these attitudes and actions, the bulk of the confectionery industry was still highly concerned over rising costs which would hold off indefinitely a mass return to nickel goods.

Biggest single cost problem is cocoa, which has skyrocketed from 9 cents a pound last October to 30 cents a pound today, a 233 per cent increase. Much of this added cost has already hit the candy bar maker, but he will be hit harder in months to come, because current inventories were purchased at a lower than 30 cent price.

There is uncertainty also over what may happen to sugar prices—already high—come fall when controls enacted this spring will expire. If rationing and price control terminate, radical increases in price may result.

Problem amounts to a clash between consumer resistance and irreducible manufacturing costs. And until these costs can be adjusted, the only way to get nickel bars is to reduce weight—a solution not popular with the consumer.

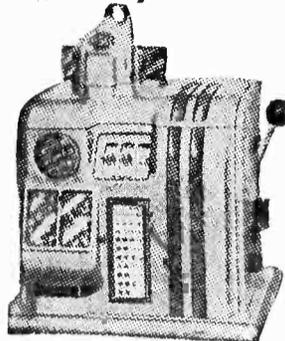
**Harrison Candy Co., Vend Firm, Gets Ark. Charter**

LITTLE ROCK, May 10. — The secretary of state has issued a charter to Harrison Candy Company, Inc., organized as a wholesale candy distributor and to operate coin-operated vending machine in Arkadelphia.

Incorporators were listed as John R. Goff, Cecil Cupp Jr., and Robin Wrightman, with paid-in capital of \$7,500.

**YOU GET THE SERVICE OF 4 MACHINES FOR \$145.00**

with **COLUMBIA BELLS TWIN JACKPOT**



**COLUMBIA BELLS** is changeable right on location in a few moments time to 1-5-10-25¢ play. Only **COLUMBIA** has this exclusive feature. Get the best in Bells. **COLUMBIA** is smartly styled in dazzling, durable Hammerloid; its operation is silent and its mechanism trouble-free.

**COLUMBIA BELLS** offer quicker returns and profits to the operator in terms of original investment.

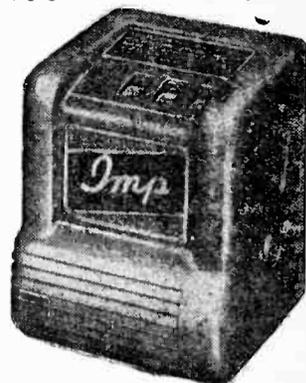
**COLUMBIA** has two flashy jackpots side by side. Jackpots alternatingly left to right; reload automatically.

**COLUMBIA BELLS** can be installed in locations where regular size bells are not wanted due to size. Ht. 18 1/2". Takes space 11 1/2"x14 1/2".

**\$145.00** Each | **\$137.50** Each  
IN SINGLE LOTS | IN LOTS OF FIVE

**LARGE QUANTITY BUYERS AND JOBBERS, WRITE FOR PRICES**  
ALL ORDERS MUST BE ACCOMPANIED BY 1/3 DEPOSIT.  
SEND FOR COMPLETE LIST OF MACHINES, SUPPLIES AND ACCESSORIES.  
WE ACCEPT TRADE-INS.

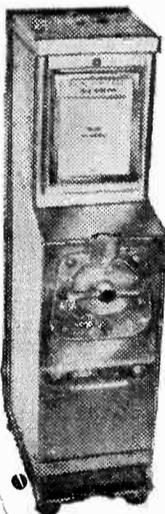
**A MONEY-MAKER ON THOUSANDS OF LOCATIONS**  
**IMP COUNTER REEL GAME**



The most profitable counter game in a generation. Operators who know value when they see it have bought the **IMP** in the biggest buying wave the industry has ever known. This popular game is again being put back in production by popular demand. Whenever you install the **IMP** on a location, crowds gather to play it, coins go into the cash box to spin the attractive reels which click into place with precision. **IMP** is equipped with the famous **ROTO-MATIC** coin chute, takes up to four coins for consecutive play. Available in straight penny play, or straight nickel play, either bell fruit reels or the popular cigarette strips. Be first in your territory with this tried and proven money-maker.

**THE WORLD'S SMALLEST 3 REEL COUNTER GAME**

Size: 5 1/2"x5 1/2"x6". Weight: 6 lbs.  
**\$14.50** Each | **\$13.75** Each  
IN SINGLE LOTS | IN LOTS OF FIVE



**Sells any combination of stamps—5c or 10c**

Gold finish, all metal. An ornament to any store; guaranteed in every way. Immediate delivery. Sample machine **\$18.00**; sample combination as one unit 5 & 10¢ machine **\$36.85**. Single machine **\$18.00**, two or more **\$13.50**. Combination unit, two or more **\$36.85**.

(Export business handled through International Exporters of Chicago).

**THOMAS NOVELTY CO.**

1572 Jefferson St. Paducah, Ky.

**1947 REGALS ARE READY!**

1c Bulk Merchandisers of Quality



**Heavy Plastic Globes!**

1-9..... \$14.35  
10-49..... \$12.75

**F. O. B. Whitewater, Wis.**

1/3 certified deposit, balance C. O. D.

"King of them all!"

Distributors—exclusive territories available

**Regal Manufacturing Co. WHITEWATER, WIS.**



**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**  
1/3 cash with order—balance C. O. D.  
**STAMP FOLDERS**  
10,000..... \$ 5.75  
25,000..... 13.95  
Distributors interested in selling our **Shipman** Stamp Machine, write for details.

**Dallas Enterprises Co.**  
905 West Jefferson St. Dallas, Texas.

**A MONEY MAKING COMBINATION! BUBBLE BALL GUM WITH**

**Northwestern**

**VENDERS**

- Bubble Gum, 5/8", 140 Count, 25 lbs. \$17.25
- Northwestern 33 Ball Gum Vendors. 9.65
- Northwestern Model 40 8.60
- Northwestern DeLuxe Merchandiser, Plastic 28.20

**AMERICAN DISTRIBUTORS**

1349 Fifth Avenue Pittsburgh 19, Pa. At. 6478-9 | 13815 12th St. Detroit, Michigan Townsend 96818

**RAKE COIN MACHINE EXCHANGE**

609 SPRING GARDEN STREET | Lombard 3-2676 | PHILADELPHIA 23, PA.



**NEW DE LUXE BLADE VENDER**

**VENDS POPULAR BRANDS — GILLETTE, STAR, MARLIN, BERKELEY, ETC.**

**THOUSANDS OF LOCATIONS WAITING. TROUBLE FREE — EASY TO SERVICE. IN A CLASS BY ITSELF**

**SALESMEN, DISTRIBUTORS, WRITE GEM VENDING MACHINE CO.**

1276 W. 3RD ST. | CLEVELAND 13, OHIO

**LOW PRICED CIGARETTE MACHINES**

- National 630, 150 Pack Cap. \$32.50
- DuGrenier 9 Col. 150 Pack Cap. 32.50
- Rowe 6 Col., 150 Pack Cap. 32.50
- Stewart-McGuire 8 Col. 35.00

1/3 Deposit With Order, Balance C. O. D.  
**UNEEDA VENDING SERVICE**  
"The Nation's Leading Distributor of Vending Machines"  
166 Clymer Street Brooklyn 11, N. Y.

**SPECIAL**  
Brand New "Hot Nut" Silver Kings \$29.95 Ea. | 10 1¢ ABT Challenger Guns \$27.50 Ea.  
50 5¢ New Advance #11 Pistachio 12.50 Ea. | 10 1¢ Bingo Counter Games 10.00 Ea.  
10 9-Col. Cigarette Machines 90.00 Ea. | 10 5¢ Rowe Candy, without floor stands 70.00 Ea.  
4 5¢ DuGrenier Candy Man, with stands 50.00 Ea.  
**ALSO BALL GUM, PISTACHIOS, CASHEWS, M & M'S, ETC.**  
**CAMEO VENDING SERVICE**  
432 WEST 42ND STREET | NEW YORK 18, N. Y.

# OPS DISCUSS JUKE PRICES

## 800 Attend In Cleveland

Jack Cohen elected head of association—Copeland, Ross, Levine also named

CLEVELAND, May 10.—Prices and replacement of music machine equipment were prime topics when the Ohio State Automatic Phonograph Owners' Association (OSAPOA) held its eighth annual convention in the Hotel Carter here Monday (5). Before the day was out, approximately 800 trade members had registered, and these included music men from Philadelphia, Madison and Milwaukee, Chicago and several other distant cities.

New officers of the State association, elected at the morning meeting of the executive board are Jack Cohen, Cleveland, president; Harold Copeland, Youngstown, vice-president; James S. (Jimmy) Ross, Cleveland, secretary-treasurer, and Sanford Levine, Cleveland, assistant secretary-treasurer. Executive board is composed of Gary Weber, Robert Pinn and Robert Edward.

### Dixon Retiring President

Retiring officers were Leo J. Dixon, president, who headed the OSAPOA from its inception in 1939, and Harry Lief, who held the post as secretary-treasurer for two years. Cohen, who moved into the presidency, was formerly vice-president of the association, and the post of assistant secretary-treasurer is a newly created one.

OSAPOA has two affiliated chapters, one in Cleveland, the other the Youngstown-Warren, O., chapter. Officers of the Cleveland chapter are Jack Cohen, president; James Ross, vice-president, and Sanford Levine, secretary-treasurer. Ed Martz is president, and Robert Edward, secretary-treasurer of the Youngstown-Warren Chapter.

### Closed Session

Board meeting held at 10 a.m. in the Dutch Room was a closed session, and there were no official reports on business transacted other than the announcement of new officers. No announcement was made on progress to form a national operators' association, a matter which got the lion's share of attention at the 1946 convention. But the idea of a national association of music machine operators is not dead, even though the formation of such an association was (See *Juke Prices Talked*, page 114)

## Mills Sales Co. To Handle Coin Radios

OAKLAND, Calif., May 10.—Mills Sales Company, Ltd., was announced this week as distributor for RCA-Victor coin operated radios in Northern California, Northern Nevada, Oregon, Washington, Idaho and Alaska. Mills has headquarters here.

Mills Sales, in an expansion move, has opened a new sales office in Las Vegas, Nev. Firm's general sales manager, Warren H. Taylor, was there May 3-4 to assist in setting up the office. Office manager is Tom Hayes, who will be permanently in charge of sales and service.

Taylor is planning a sales trip to Portland, Seattle and the Pacific Northwest.

## Music Ops at Cleveland Meet Attend Monthly Hit Review

CLEVELAND, May 10.—Music operators attending the eighth annual convention of the Ohio State Automatic Phonograph Owners' Association here Monday (5), had an opportunity to witness the second monthly Hit Tune Party, held under the auspices of the Cleveland Music Operators' Association in co-operation with *The Cleveland Press* at the Public Auditorium. Hit tune for June will be *I Wonder, I Wonder, I Wonder*.

Party, usually scheduled for evening, was staged at 4 p.m. for the visiting operators' benefit. Despite the hour, and damp weather, the second party drew nearly 2,000 teenagers, mostly feminine. On hand to stimulate interest were disk jockeys from Cleveland's radio stations and recording artists who were to appear later in the evening at the association's banquet.

### Schneider Conducts Party

Conducting the preview party was Charles Schneider, promotion director for *The Cleveland Press*. Prior to the party, record distributors had submitted advance releases which Schneider and association executives used to make a final selection of 11 tunes which were to be played at the party.

Center of attraction on the Auditorium stage was a new Aireon juke box, on which the tunes were played. Association officials draw the name of the juke box to be used from a hat, eliminating names drawn for previous hit tune parties until every make has been used. Juke was tuned to low level, with a mike planted before its speaker to pick up the tune and send it out over the auditorium's public address system.

Each disk jockey present introduced a number of tunes, and the teen-agers present were furnished with ballot slips on which to write

their favorite of the tunes played at the party. Ballots have spaces for second and third choices if the audience wishes to list those selections, and the teen-agers are asked to write in their name, address, age and the name of the school they attend, if they are students.

Back of the ballot, which is deposited in any one of a dozen conveniently located receptacles at the auditorium exits, has an explanation of the Hit-Tune idea. Votes are tallied the following day, and the winning tune is then scheduled as the Hit Tune of the Month in Cleveland for the following month. As the Hit Tune, this record, under various labels, is given the number one spot on the area's 3,000 juke boxes.

Schneider said that his newspaper looks on the Hit Tune Party as part of its city-wide promotion of youth activities. The association regards the party merely as a public relations activity designed to benefit the music machine industry.

## Packard Names Two New Region Sales Managers

INDIANAPOLIS, May 10.—Packard Manufacturing Corporation this week announced the appointment of two new regional managers for the Packard Pla-Mor, one for the East-Central territory and the other for the Arizona-New Mexico territory.

William H. Krieg, president and general counsel of the company, announced the appointment of Everett H. Borough, Hollywood, Calif., as manager in Arizona and New Mexico, and Herbert E. Wedewen, Cleveland, O., as manager in the East-Central section.

Wedewen will be in direct charge of transactions with distributors and operators in Southern New Jersey, Eastern Pennsylvania, Delaware, Maryland, Washington, Eastern West Virginia and Northern Virginia.

Wedewen started his career in the music business here in Indianapolis where the Packard plant is located.

## Cincinnati Ops Hold Monthly Meet At Gibson May 13

CINCINNATI, May 10.—Automatic Phonograph Owners' Association, of this city, will hold its regular board meeting Tuesday afternoon (13) in the association offices and follow this with its monthly meeting at 9 p.m. that evening at the Hotel Gibson.

Board members are Ray Rigner, Jonh Nicholas, Morris Kleinman and Nat Bartfield. Officers are Sam Chester, Charles Kanter and Harry Hester.

A committee appointed at the April meeting, consisting of Ray Bigner, Al Lieverman, John Nicholas and Harry Hester, had a luncheon discussion at the Cuvier Press Club May 8, during which plans and important matters to come up at the May meeting were discussed.

Several guests have been invited to attend the May monthly meet.

## Aireon Tells Output Plans For New Juke

### Schedule Showings

KANSAS CITY, Kan., May 10.—A series of 44 distributor showings of the Aireon Manufacturing Corporation's Fiesta De Luxe phonograph will be conducted thruout the United States, as well as in Canada and Mexico, during the three weeks beginning May 16, Rudy Greenbaum, vice-president and sales manager, announced this week.

Greenbaum also announced that production of the Fiesta will be limited to 8,000 machines during 1947 and that they will be distributed on an allocation basis. Production on the Super De Luxe model will be limited to 2,000 machines, he added, and distribution will be handled on the same basis.

### Production Rationed

For purposes of distribution, he stated, the company has divided the country into 10 districts. Each district will get a certain percentage of production and each distributor in the district will get a percentage of the district allocation. Distributors, in turn, will handle allotments to individual operators.

Greenbaum said peak production will be reached in June and that 60 per cent of the peak will be reached during May. Display models already are being shipped to distributors over the country for the showings which begin next week, he declared.

### Colorful Showings

Showings, which will provide the first sight of the Fiesta for most operators and location owners, will be Latin in style, with colored streamers and other decorations. Spanish-garbed senioritas and waiters will serve refreshments and the juke itself will feature rumbas and other Latin music.

Greenbaum said a number of improvements have been made on the model since it was first shown at the CMI convention last February. These improvements, he added, include a new audio reproducing structure, a patented acoustical structure in the cabinet designed to provide a more mellow tone and other mechanical and electrical improvements, including fluorescent lighting.

In general appearance, however, the model remains virtually the same as the one displayed at the CMI show. The cabinet was designed by Raymond Loewy, industrial designer who was recently cited by *Life* magazine for outstanding work.

## Tampa Resident Will Ask Fla. Salons for Juke Tax

TAMPA, May 10.—Local resident has published notice that he will apply to the Florida Legislature for the passage of a special bill to authorize the city of Tampa to levy a privilege or occupational license tax on phonographs of not more than \$10 per machine.

Florida law requires persons seeking special bills, for specific localities, to advertise at least 30 days before their introduction in the Legislature. Only the title is necessary in the legal advertisement.

## AMI Ad Wins Chi Federated Ad Club Award

CHICAGO, May 10.—An advertisement prepared by Mangan & Eckland, public relations counselors for AMI, Inc., was given a divisional award in a competition conducted by the Chicago Federated Advertising Club.

Award, which was made at a luncheon at the Hotel Continental here Thursday (8), was in the form of a certificate made out to AMI for "an outstanding achievement in advertising produced by Chicago talent." Award was made in the business and trade magazine divisions under the sub-division of "Black and White, Single Ad, Product Selling."

Certificate was accepted by Everett Eckland for AMI. It was signed by Wesley J. Nunn, president of the club, and Douglas Smith, committee chairman.

Advertisement on which the award was made was entitled "Wing Nuts" and appeared in the May 11, 1946 issue of *The Billboard*. It consisted of a full-page photograph of two wing nuts with a bare minimum of reading matter concerning AMI phonographs.



# Check These Personal Music Features...



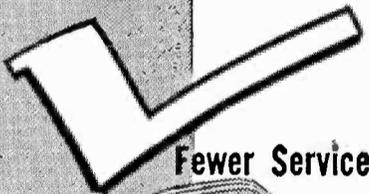
**Higher Income.** Multiple music units, small, modern-styled Personal Music boxes—more revenue from every spot because every location has many boxes, one at each table, booth and counter space.



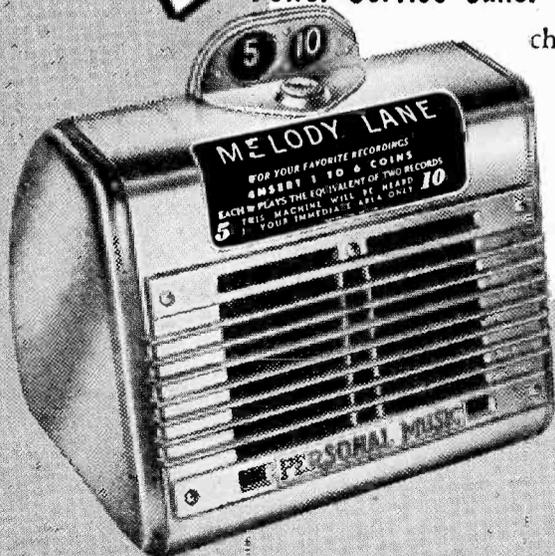
**Customer Appeal.** Smart, shiny Personal Music boxes attract attention and encourage plays; their convenience makes for repeated play.



**Easier Operation.** Personal Music Systems are automatic, round-the-clock performers. Grooved records and amplifier disturbances are automatically overcome.



**Fewer Service Calls.** Minimum equipment at locations, no title strips to change. One man can service many stops.



You'll make more money, please more location owners, have fewer service worries with a Personal Music System. Let us show you. Write us for details and the name of your local distributor.

## PERSONAL MUSIC CORPORATION

P. O. Box 720, Highway No. 1, Newark, New Jersey Telephone Bigelow 8-2204

# OHIO JUKE OPERATORS GATHER

## Juke Prices Talked By Operators at Cleveland Meeting

(Continued from page 112)

not publicly discussed during the eighth annual meeting.

Immediately following the board meeting, delegates to the convention witnessed the first Ohio showing of *Convention Newsreel*, a sound movie produced by *The Billboard* during the February Coin Machine Industries' convention and show. Luncheon followed the movie, and immediately following the luncheon, operators split into two groups, one group to discuss the problems of manufacturers and operators of juke boxes, the other to discuss record problems with representatives of recording firms.

### Operator-Manufacturer Meet

As might be expected, the largest crowd filled the hotel's Spanish Room to attend the panel discussion in which operators and juke box manufacturers' representatives participated. William Rosenfeld, the association's legal counsel, acted as moderator for the panel. James Burke, Robert Pinn and Harold Copeland were operator members, with William Krieg, Charles Schlicht, Art Wynant and Thomas Callaghan representing the manufacturers.

The operators immediately agreed that the biggest problem facing the automatic music business, from their point of view, is the price of new equipment. Burke said he felt that the high price of new juke boxes could be justified if the equipment offered more earning capacity, and on this point all three operators were agreed.

William Krieg, president of the Packard Manufacturing Corporation, opened the panel for the manufacturers present by remarking that he felt operators' problems are manufacturers' problems and that phonograph manufacturers, like operators, would like to see prices fall. Krieg pointed out, however, that the price of materials and other manufacturing costs make a reduction impossible at this time.

### No Price Reductions

Even tho they cannot effect price reductions, Krieg said, manufacturers should help operators in every way to stimulate play on their equipment. Krieg said he felt it was important for manufacturers to stress point-of-contact sales, making it easier for the patron to play the jukes on location thru wall box installations and the like. He mentioned incidentally that a survey recently conducted by his firm indicates that there will be between 600-650,000 jukes on location by 1956.

Charley Schlicht, sales manager of the phonograph division for Mills Industries, traced the pattern of costs from the removal of OPA controls to the present, pointing out that cost estimates were scrapped by fast-rising prices on parts. Art Wynant, sales manager for Rock-Ola Manufacturing Corporation, added that all phonograph manufacturers faced serious expenses when they went to convert from wartime activities to peacetime production.

### Helping the Operator

Wynant said that every manufacturer is working on new developments in the hope of helping the operator boost play. This work, he said, was at a near-standstill during the war when the manufacturers were allowed to set up only a very restricted budget and devote a small amount of time to new developments in their regular lines. Thomas Callaghan, special sales representative for Bally, bore out the other manufacturers' findings on production costs. Manufacturers then pointed out

(See *Juke Prices Talked*, page 118)



BANQUET CLIMAXES eighth annual Ohio State Phonograph Owners' Association convention held in Rainbow Room of Hotel Carter, Cleveland. Pictured above are the more than 800 guests who attended the banquet, were entertained by Eddy Howard and Gene Krupa and their orchestras, the Murphy Sisters, Rex Allen and Jack Fina.



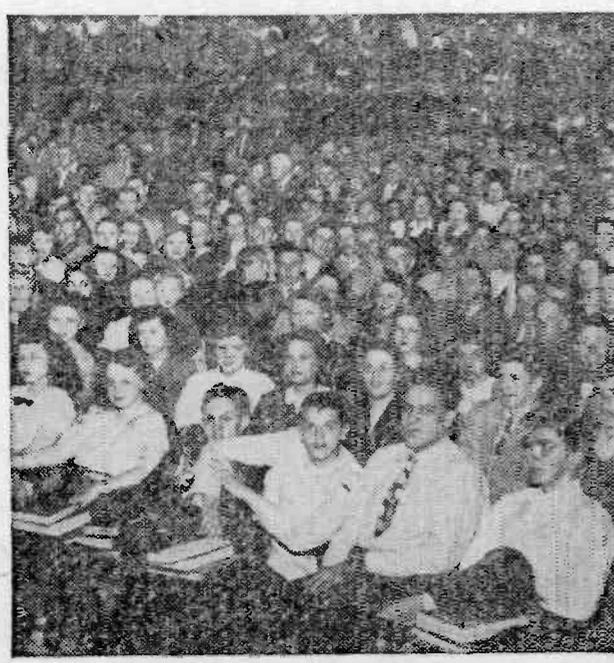
RETIRING OFFICERS Harry Lief and Leo Dixon receive scrolls from William Rosenfeld for association work.



CPMA OFFICIALS James Ross and Jack Cohen present Hit Tune Party quiz winner, Jim Hood, with prize.



EDDY HOWARD and his orchestra as they appeared at Ohio State Phonograph Owners' Association convention.



HIT TUNE PARTY sponsored by Cleveland Phonograph Merchants' Association and Cleveland Press draws 1,800 fans.

complete your music  
profit picture with

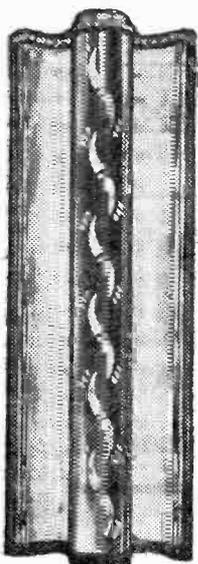
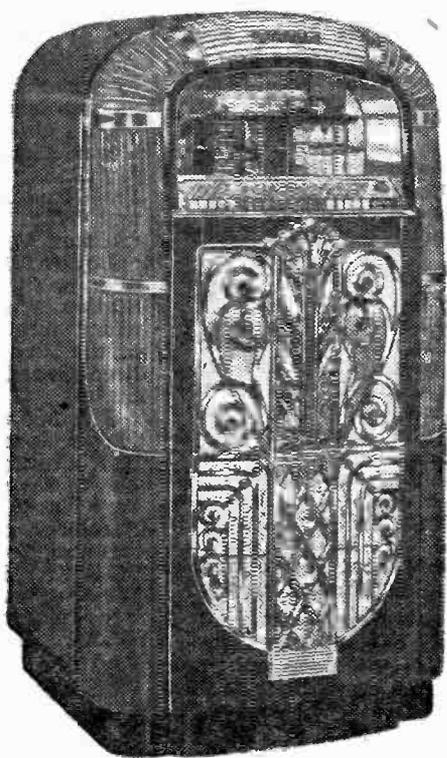
ROCK-OLA



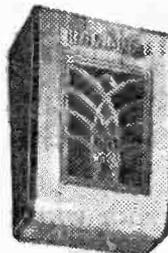
UNIVERSAL

Music

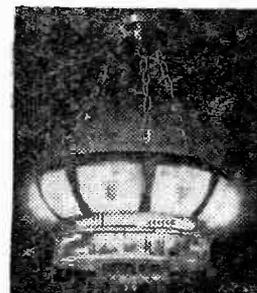
SYSTEM



MODEL 1603  
WALL SPEAKER

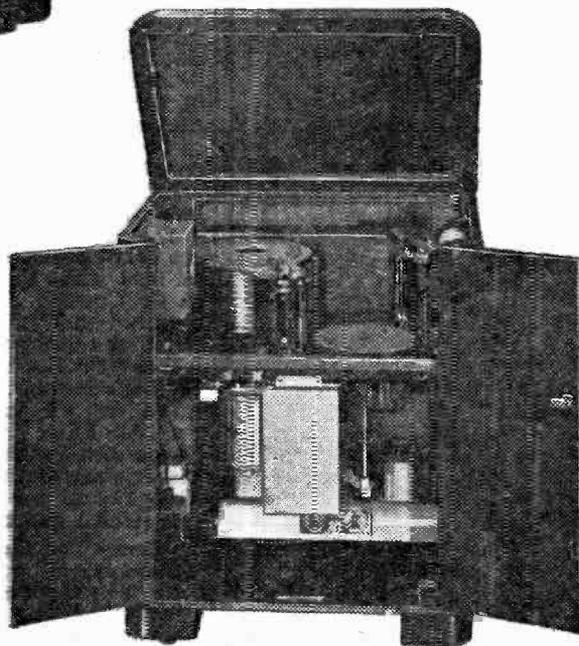


MODEL 1606  
TONETTE SPEAKER



MODEL 1604  
TONE-O-LIT  
SPEAKER

THE PHONOGRAPH  
THAT SELLS — MUSIC



MODEL 1424  
PLAYMASTER

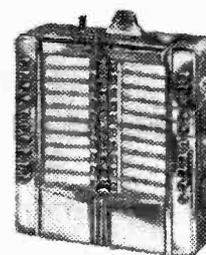
MODEL 1906  
REMOTE VOLUME  
CONTROL



MODEL 1531  
DELUXE BAR  
BRACKET



MODEL 1533  
UNIVERSAL  
BAR BRACKET



MODEL 1530  
WALL BOX

ROCK-OLA Manufacturing Corporation • 800 N. Kedzie Ave. • Chicago 51, Ill.



# "ATTENTION" "TELEPHONE" AND MUSIC OPERATORS!

150 MUSICAL TELEPHONE BOXES .....	\$ 25.00 Ea.
12 LOCATION AMPLIFIERS (Small) .....	125.00 Ea.
2 LOCATION AMPLIFIERS (Large) .....	175.00 Ea.
1 Type BJ-20 — STUDIO CONTROL .....	700.00
1 Type BJ-1 — STUDIO CONSOLE .....	285.00
1 Complete Single Channel BACKGROUND MUSIC SYSTEM .....	400.00
100 MISC. BRACKETS (Bar and Wall) .....	1.00 Up
SEEBURG CLASSIC .....	\$200.00
SEEBURG COLONEL .....	225.00
SEEBURG MAYFAIR .....	150.00
ROCK-OLA STANDARD .....	150.00
MILLS EMPRESS .....	150.00
WURLITZER 500 .....	195.00
WURLITZER 600 .....	225.00
WURLITZER 750-E .....	375.00
SEEBURG 9800, R.C. ....	350.00
SEEBURG 8800 .....	325.00
SEEBURG VOGUE .....	150.00
4 MILLS ORIGINAL BLACK CHERRY BELLS, 25c.....	\$175.00 Ea.
MUSIC ROUTE — 25 Pieces, Including 11 New Seeburgs ('47) — Outskirts of Seattle. Total Price.....	\$20,000.00
Bally Entrys — Special Entrys — Double Barrel — Rocket — New!	SEEBURG MUSIC SYSTEMS

## JACK R. MOORE CO.

100 ELLIOTT AVE. W. SEATTLE 99, WASH.  
TERMS: 1/3 DEPOSIT WITH ORDER — BALANCE C. O. D.

### TOP LOCATIONS SAFE

with

# AMI



**FIRST** in number of selections

**FIRST** in tone quality

**FIRST** in beauty

**FIRST** in trouble-free operation

### H. W. DOLPH DISTRIBUTING COMPANY

222 East 4th Street  
TULSA, OKLAHOMA

OKLAHOMA CITY BRANCH  
625 North Broadway, Oklahoma City  
T. J. DEAN—Manager

LITTLE ROCK BRANCH  
18 Arcade Building, Little Rock  
ROY BANGS—Manager

## AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

Blondie Force, popular cowboy singer and songwriter, known as The Driftin' Cowboy, will leave Hollywood June 1 for another p.a. tour of the South and East that will take him as far as New York. He will make appearances at theaters, radio stations and school auditoriums, and will also entertain the veterans at army and naval hospitals.

Blondie, stage, radio and recording singing star, is the composer and writer of the new Western hit song, *Goin' Back to Texas*. He has just written two new Western songs, *Lonesome Prairie* and *You're Wastin' My Time*, which will soon be published at Albany, N. Y. He will visit Michael Corcoran, well-known composer and music publisher. On his return to Hollywood Blondie will be featured in a singing role in a Western picture.

Eugene Wellman has several new songs which are going on records. The first one, a new novelty called *I Wanna Go Fishin'*, was written with Ray Marcell and has already been released on *Bullet* by Pappy Howard and His Connecticut Kernels. It was originally introduced on the ABC network over the *Coast to Coast on a Bus* program. His *When It's Dim on the Rim of the Prairie* (by Wellman, Matt Pelkonen & Famous Lashua) has been featured several times by Carol Wynne on the ABC program, *Hayloft Hoedown*.

Bill Boyd has promised to record it soon for RCA Victor. Billy Caswell, Canadian yodeler, has also been using it and has promised to record it as soon as possible. The 101 Ranch Boys of York, Pa., will wax *I Wanna Go Fishin'* soon for Rich Records. Both the *Fishin'* number and the *Prairie* song are published by Country Music Publishers, of Chicago. His newest *Stella With Her Red Umbrella* (Wellman, Pelkonen and John Paul Szabo) will be cut on Blue Ribbon Records soon. It is published by Joe McDaniels Music Company.

#### Heath's New Songs

Hy Heath, writer of *The Covered Wagon Rolled Right Along* and *Uncle Remus Said* from Walt Disney's *Song of the South*, has just completed three Western songs for the color short, *West of the Great Divide: I'll Sing You a Song of the Trail, West of the Great Divide* and *From the Rim of the Canyon*. Ken Carson, last of the Sons of the Pioneers and now on NBC *Coast-to-Coast*, did the vocals, while Spade Cooley and his boys furnished the music.

J. E. Mainer and His Moutaineers are heard every Saturday at 6:00 a.m. to 6:30 a.m. on WAYS, Charlotte, N. C. Cowboy Jack Derrick is now featured on WJOB, Baton Rouge, La. His first release for King Records is *I Want To Be Loved*, backed by A Mother's Prayer. The Fiddlin' Lincolns do all the fiddling on the records of Tex Ritter, Wesley Tuttle, Texas Jim Lewis, Cliff Stone, Shug Fisher, Jack Guthrie and Fred Rose. They record for King Records with Don Welch as male vocalist.

Kenny Roberts, of WOWO, has joined several artists thruout the country featuring *Sombreros in the Sun* by Lew Mel and George Calder, published by Kelly Music Company, and recorded on Process Records with vocal by the well-known Cowboy Jack Hunt.

Bud Bailey's *Radio Jamboree* is now playing at the Rialto Theater in St. Joseph, Mo., every Monday night with a sponsored broadcast from the stage from 9:15 to 9:45. Those appearing on the show are Alice and Helen, the Miller Sisters; Ray, Ken and Elda, the Harmony Folks; Zeke Clawson, the Arkansaw Traveler; Steve Carson, accordion; Harold Carter, old-time fiddler; Jeanie Andrews, dancer and singer; Dick Autry, sing-

ing cowboy; and Bud Bailey, emcee and vocalist. This unit is being featured at several of the Midwestern fairs.

#### Something New

Country Music Publishers, Chicago, have just released the Bonner-Khoury old-time waltz *Country Music*. This is the first time a publishing company has brought out a number bearing the same title as the company itself.

*Pepper Pot Polka* is fast becoming a standard instrumental with the folk units. Lawrence Duchow's Victor disk is out this week, and the Korn Kobbler just did it on a Ziv e.t.

The words of the folk novelty *Catnip Tea* were found in the attic of the Zane family in Zanesville. Apparently this number was widely used in Lincoln's era. Song has been re-edited by Larry French and Russ Hull and published by Country Music.

BMI is now releasing a monthly list of folk tune leaders. The May sheet lists 24 leading songs published by various BMI affiliates, all available on leading record labels. A few on the May list include *I Wish We'd Never Met* (Peer), *Have You Seen My Daddy Here?* (Country Music), *I'm Gonna Be Boss* (Hill and Range) and *What Is Life Without Love?* (Adams, Vee & Abbott).

Roy Acuff, veteran hillbilly bandman on the *Grand Ole Opry* over Station WSM, Nashville, is getting added publicity thruout the South, as the Roy Acuff brand of flour has been placed on the market in several States.

Bob Manning, of Dallas, who once played bass for Spade Cooley and Ray Whitley, and has been a member of several well-known Western bands such as Bill Boyd's Cowboy Ramblers, of WRR, Dallas, has just returned from a three months' tour of California, Nevada, Oregon and Washington. While in Dallas, Bob will work in the band department of Whittle Music Company's store, teaching guitar and bass. Bob plans on a radio program of his own soon.

#### ATTENTION

Seeburg and Wurlitzer Operators!

**50% OFF LIST PRICE**

All Types Brand New Tubes Available. Standard Brands — Individually Boxed.

RCA, SYLVANIA, G. E. 3-Month Guarantee

Also Available for IMMEDIATE DELIVERY

NEW 12-INCH PM SPEAKERS, Famous Make—Individually Boxed

Specially Priced at **\$8.90**

Standard make condensers and all other Coin Machine accessories at Manufacturer's Prices.

Please Write To

PAUL'S RADIO ACCESSORIES

4425 Drexel Blvd. Chicago 15, Ill.

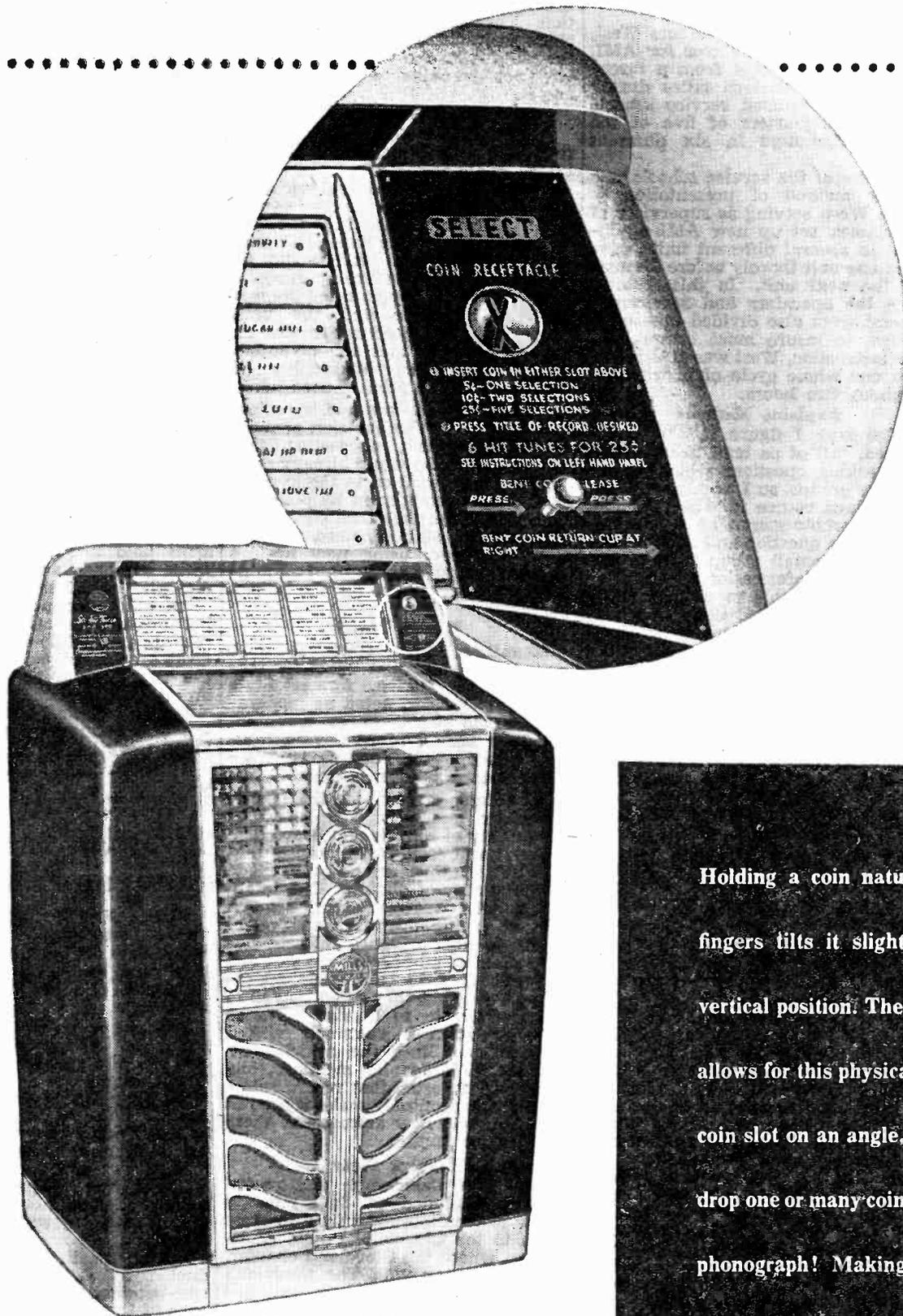
### RECORD TRAYS

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

# "X" marks the slot



**The Standard:** featuring the Mills Wide Range Tone Cabinet Speaker

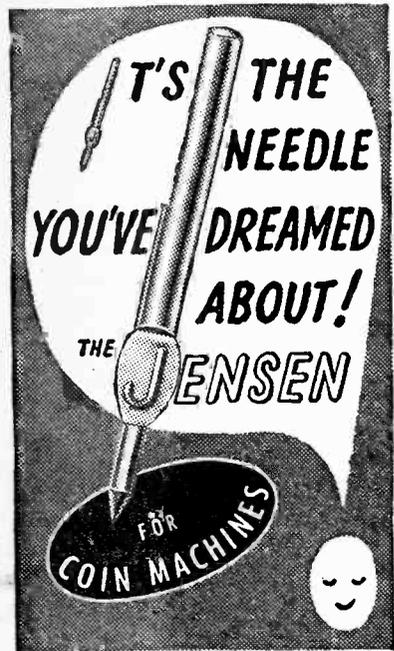
Holding a coin naturally between your fingers tilts it slightly from an exactly vertical position. The Mills Constellation allows for this physical fact by having the coin slot on an angle, making it easier to drop one or many coins into this X-cellent phonograph! Making it easy to insert coins in the Constellation saves time— which means more money in the box— seconds saved mean more silver for you.

Mills Industries, Incorporated, 4100 Fullerton Avenue, Chicago 39, Illinois.

the **MILLS**  
Constellation

## Lyon & Healy To Push Tavern Tele

CHICAGO, May 10.—Lyon & Healy, retailers in the music field, maintains the sale of television sets to taverns is such that they will place ads for these sets in *Tavern News*, liquor trade paper, beginning this week.



It's DURABLE and LONGER LASTING than any needle yet designed for coin machine phonographs. It's the straight-line, Jensen Coin Machine Needle with the brand new locked-in precious metal tip. Operators tell us it is a profit-builder . . . because it assures fewer changes, greater economy. Get a supply of the new Jensens from your jobber today.

**JENSEN INDUSTRIES, INC.**  
329 S. Wood St., Chicago 12, Ill.

National Distribution  
Jobber's Name on Request

### SAVE YOUR RECORDS!

Modernize your old phonographs with Black Crystal Conversion Kits. Reduce record wear 50%, improve tone, save needles, reduce service calls. Complete instructions with each kit.

Kit No. 1—For SEEBURG Round Head Tone Arms.  
Kit No. 2—For SEEBURG Flat Head Tone Arms.  
Kit No. 3L—For WURLITZER Models 24 to 616A.  
Kit No. 3S—For WURLITZER Models 700 to 1015.

Kit No. 3L

ANY KIT ABOVE, \$4.00 EACH  
LARGEST PARTS SUPPLIERS IN THE U. S. A.

**Black MARBLE CO.**  
1425 HO. ROAD ST., PHILA. 22, PA.  
PHONE: STEVENSON 4-8975

GET IT FROM BLACK—THEY HAVE IT IN STOCK.

**We Will Pay 8c Each for Your Used Records**  
Spot Cash—Any Quantity. Free Pick-Up Service on Large Quantities Within New York City Limits.

**LEWIN RECORD OUTLET**  
45-53 45th Street Woodside L. I., N. Y.  
Telephone: Ironsides 6-8681

## FOR IMMEDIATE DELIVERY

Model 1422 Rock-Ola Phonographs — WRITE  
4 Model 1526 Rock-Ola Bar Boxes, 5c-10c-25c Play, \$30.00 Each  
All prices F. O. B. Columbus, Ohio. Terms: 1/3 Deposit with order, balance C. O. D.

### SUPERIOR COIN MACHINE CO.

319 SOUTH FIFTH ST. COLUMBUS, OHIO

## New Service Instruction Method Used

### AMI Sponsors Series

CHICAGO, May 10.—Monte West, sales and service engineer for AMI, Inc., returned May 4 from a three-week tour of Eastern cities during which he conducted service schools at the headquarters of five of the firm's distributors in six different cities.

Feature of the service schools was a new method of presentation in which West, serving as supervisor of the classes, set up new AMI equipment in several different units, covering one unit thoroly before discussing the next unit. In this fashion, since the operators and servicemen present were also divided into small groups, to insure more comprehensive instruction, West was able to run thru one whole cycle of instructions in about two hours.

### Explains Methods

"The way I figure it," West explained, "all of us tend to shy away from asking questions when we are in large groups, so I decided to try a streamlined course in which I could run the whole gamut of instruction, including a question and answer period with a small group without bypassing any information that I knew would be valuable to operators and servicemen. I tested the idea out at my first stop on my trip, at the Marston Distributing Company in Detroit, and the results clearly showed that the operators and servicemen present were obviously getting more out of it than previous methods used."

Another advantage in the way West conducted the classes was that in the event anyone attending happened to arrive while instruction was already in progress the individual could pick it up from whatever unit West was then explaining, knowing that he could later come back to the units he had missed when the complete cycle of instruction started again a short time later.

### Good Students

West stated that it was quite obvious that the type of student he worked with during the various schools were eager to learn all they could in the allotted time. "Their purpose," he said, "in attending the instructive classes was not because they were ignorant of the subject but had a genuinely keen desire to brush up on a few pointers that had puzzled them. I most cases this amounted to a single pointer or two."

Besides the previously mentioned school in Detroit, West also held classes at the following AMI distributors: E. & W. Distributing Company, Cleveland; Coinomatic Distributors, Pittsburgh; Runyon Sales, two separate schools, one in Runyon's Newark, N. J., offices, the other at the firm's New York office, and at the David Rosen Company, Philadelphia.

## Wichita Coin Machine Firm Moves to New Headquarters

WICHITA, Kan., May 10.—Wichita Coin Machine Company, music and pinball operating firm, has moved to a new location on South Washington, W. G. Anderson, announced. Anderson is partner with Harry Baum in the company.

## Juke Prices Talked By Operators at Cleveland Meeting

(Continued from page 114)

that the 10 per cent excise tax, in effect on automatic phonographs since 1941, is an additional burden to which the industry should give its attention. They said that the music machine manufacturers have petitioned for relief from the tax, but that they have not had action on their petitions as yet.

### Scrap Machines?

At this point the moderator, Rosenfeld, suggested that the manufacturers might consider adoption of a policy to take in used equipment on trades and then scrap the used equipment. Wynant, speaking for the manufacturers on the panel, said that a program of this kind would be difficult to institute since operators—most of whom operate equipment other than music—find the used music machines good for trades on games. He said that the manufacturer would then conceivably be competing on the price of used juke.

Both manufacturers and operators took up briefly the question of merchandising music, suggesting that operators who have not already done so pay more attention to the appearance of their equipment by polishing the cabinet, keeping glass clean, typing out title strips instead of penciling them in, using new needles and in general making music equipment more attractive for the patron to play.

### Record Panel

Meantime, other operators were sitting in on a similar panel for records. Peter Lukich, former State association officer, acted as moderator for the panel. Other operator-members were Sanford Levine, Robert Edward, of the Youngstown-Warren chapter, and James Ross.

Operators present at this panel discussion generally complained of the quality of records and heard disk makers' representatives advise that constant improvement is being made in the quality of platters. One interesting point was made on the question of giving operators an opportunity to hear advance releases before making purchases.

Speaking of the Ohio trade, operators agreed that they often had little time to devote to hearing advance releases when a salesman visited their office. Since the association's chapters hold regular meetings, one operator suggested that record salesmen might profitably make it a point to play their new releases at these regular meetings.

### Preview Party

Both the phonograph and record panels concluded at 3:30 p.m. to allow convention-goers time to cross town to the Cleveland Public Auditorium where the Cleveland chapter, in co-operation with *The Cleveland Press*, staged its second monthly Hit Tune Preview Party before nearly 2,000 teen-agers. (For additional details of the Hit Tune Party promotion, see separate story on the first Music Machine page.)

With business meetings concluded, operators and their families gathered in the evening for the annual banquet and floorshow. Featured event at the banquet was the presentation of a certificate of appreciation to Leo Dixon and Harry Lief. Floorshow was emceed by Charles Schneider, director of promotion for *The Cleveland Press*. On the program was a memory act by George Bailey, Sal Bucchiere, Cleveland accordionist, the Murphy Sisters, Apollo Record artists, and Jack Fina and Rex Allen, Mercury artists. Two bands—Gene Krupa's and Eddy Howard's—played for the show and for dancing which followed.

## Darwin Leaves Packard; Plans New Music Idea

EAST ORANGE, N. J., May 10.—J. A. Darwin, one of the pioneers of the modern automatic phonograph industry, announced to *The Billboard* Monday (5) that he has cancelled his contract with the Packard Manufacturing Company. Darwin said that this move was necessary to devote all of his time to a new development for the music industry which he hopes to have ready for the market this fall. Darwin has been Eastern regional manager for Packard Manufacturing Corporation.

Last September Darwin revealed that he had patented a new kind of record changer for automatic phonographs. Changer holds the disk horizontally, rather than vertically, while they are being played, and is capable of playing 100 or more selections.

### Formerly With Wurlitzer

Prior to his association with Packard, Darwin was for 10 years associated with the Rudolph Wurlitzer Company.

At the time Darwin announced his new patent (*The Billboard*, September 14, 1946), it aroused considerable trade and public interest. Design for the changer, as registered with the U. S. Patent Office, provides for two tone arms, instead of one, with oppositely placed needles. Pivot-bearing arms hold and rotate the records, while left-hand and right-hand needles play either side.

An automatic push-button selecting mechanism selects the desired recording, or, if no selection is made, disks are played consecutively down the row, then replayed in reverse order.

Darwin worked out the details of the new changer mechanism in his home workshop in East Orange.

## Permo's Chi Meeting First in Series for Company's Retailers

CHICAGO, May 10.—First in a series of some 75 meetings to be held for dealers all over the country was conducted by Permo, Inc., Wednesday night (7) at the Edgewater Beach Hotel here.

Meeting, which was held for the benefit of all dealers handling Permo's Fidelitone phonograph needles on Chicago's North Side, was attended by about 250 dealers and clerks. Also attending were the firm's 12 factory representatives from various parts of the nation. The factory representatives were here for a four-day annual meeting which began Tuesday and ended with a banquet at the Edgewater Beach Friday night.

Dealer meeting, which was conducted by E. C. (Gene) Steffens, vice-president and general sales manager of the firm, featured the showing of the Permo sound movie, *Points of Distinction*; quiz contests, door prizes and refreshments.

Steffens said 75 such meetings already have been scheduled in cities from coast to coast and that additional ones may be added afterward.

The "mystery shopper," a man who appears in the Permo movie, will visit each section after the meetings are held to check the efforts of dealers to sell Permo needles.

CHICAGO, May 10.—National Container Corporation is planning a three for one split of the company's stock, according to Samuel Kipnis, firm president. A resolution to increase common stock from 1,500,000 to 5,000,000 shares will be presented to stockholders at the annual meeting June 23.

See the  
New 1947 Models Today



**SOLOTONE CORPORATION**  
2781 West Pico Blvd., Los Angeles 6, Calif.

**WE BUY  
USED RECORDS**  
WE PAY HIGHEST PRICE  
CASH FOR ANY QUANTITY

WE PAY FREIGHT  
CALL, WRITE OR WIRE

**SEYMOUR SCHWARTZ & CO.**  
2117 S. Loomis St. Chicago, Illinois  
Phone: MONroe 3064

**P. M. SPEAKERS**  
Brand New—8"—6-8 Ohm V. C. P. M. Speakers with wood baffles for only \$9.50 each. Write for Distributor's Quantity Price.

4 MILLS PANORAMS, Ea.	\$250.00
4 1940 ROCK-OLA SUPERS, Ea.	225.00
3 ROCK-OLA STANDARD DIAL, Ea.	179.00
1 WURLITZER 600-R	180.00
2 WURLITZER 616, Ea.	98.00
2 WURLITZER 412, Ea.	75.00
1 SEEBURG MAJOR, R.C., E.S.	210.00

Above prices F. O. B. Richmond, Va. Add \$5.00 crating charge for each machine.  
1/3 deposit—balance C. O. D.

**WERTZ MUSIC SUPPLY CO.**  
819 W. BROAD ST. RICHMOND 20, VA.

**WE BUY  
USED  
PHONO RECORDS**



**MERVIS TRUCKING COMPANY**  
7026 LEXINGTON AVENUE  
CLEVELAND 3, OHIO

**WIRED MUSIC EQUIPMENT  
FOR SALE**

STUDIO CONSOLES, manually operated, used, from \$2,150.00  
New 2, 3 and 4-Channel Studios, built to your specifications, from 2,350.00  
TEL-O-MATIC Studio, new, at sacrifice. (Or best offer.) 1,700.00  
Personal Music Boxes, 5¢. New 24.00  
Used 19.00  
Personal Music Location Amplifiers. Used 100.00

Phone, wire or write your needs  
WE WILL NOT BE UNDERSOLD!  
**ADVANCE MUSIC, INC.**  
34 W. KIRK AVE. ROANOKE, VA.  
Ph.: 8234

**FOR SALE**

All or part, JUKE BOX and PIN BALL ROUTE in Hazard, Kentucky Coal Field. 18 Juke Boxes, Pin Balls, Records, Tools, and several other coin operated machines all in first class condition. Several new machines and complete assortment of parts. Have several Theaters to look after. First \$10,000.00 Takes All. Cash and terms to suit. Contact

**DON REDA**  
LONDON, KY., or ERNIE REDA, VIGO, KY.

# Record Reviews

(Continued from page 32)  
**JOSE CURBELO** (Victor 26-9016)  
*Rumba-Bomba*—FT; VC.  
*Maracas*—FT; VC.

His large band packing plenty of the spirited Latin rhythms and with full body for the playing, maestro Curbelo makes it all the more inviting for the hip-swinging with both of these lively below-the-border rumba items from the pen of Ernesto Lecuona. And just as spirited is the singing of Bobby Ramos, who also adds Harry Ruby's English adaptation as well as the Spanish lyrics. Both sides spin with the same spirit, but the dance rhythms and singing are more intoxicating for *Rumba-Bomba*. Rumba addicts will lean to *Rumba-Bomba*.

**SAM MANNING** (Disc 20601)  
*Banana Walk*—FT; V.  
*Poor Me*—FT; V.

Sam Manning sings it in the calypso style for both of these originals. But there is more spark in the lively rhythms of Adolph Thenstead's Caribbean-American ork, small combo with a clary rider, than in the songs or their singing. At a moderate tempo, Manning sings of romance blooming along *Banana Walk*. And at a faster clip, *Poor Me* is a lyrical complaint that someone is always picking on him. Neither ditty sustains interest either in words or in music.

Not enough substance here to snag coins.

**FRANK YANKOVIC** (Continental 417)  
*Summer Night Waltz*—W.  
*I Know of a Sweet Little Girl*—W.

This is music of the old country Slovaks for the dancing played in mill-run fashion by Frank Yankovic's orchestra that takes in accordion, banjo and organ. No polish to their playing, nor are the selections particularly tuneful. Both taken at a lively waltz tempo and the spinning solely for the nationality dancing.

For the nationality dancing.

**SOFIA VEMBO** (Victor 26-8022)  
*New Life*—FT; V.  
*Always Together*—FT; V.

Singing it soft and sweetly, and with dramatic force in his phrasings, Sofia Vembo falls easy on the ears for these two Greek melodies, both highly tuneful. With K. Giannidi's ork providing full musical support, Vembo brings out all of the bitter sweet qualities of *New Life*, taken in the slow tango tempo. For the flip, with M. Sougioul's music in full support, Vembo is the friendly troubador as he sings it in more spirited fashion for *Always Together*.

For the nationality spots.

**WALTER DOMBKOWSKI** (Victor 25-9173)  
*Jolly Fellows Polka*—FT.  
*Happy Times Polka*—FT.

The Polish polka dance music played in authentic style by a full band paced by the accordion squeezer. And while the melodies are not particularly tuneful, the music is entirely toe-tapping.

For the dancing at the nationality spots.

**COUSIN JOE** (De Luxe 1067 and 1065)  
*Little Woman Blues*—FT; V.  
*Phony Woman Blues*—FT; V.  
*It's Dangerous To Be a Husband*—FT; V.  
*Just as Soon as I Go Home*—FT; V.

The vigorous blues shouts and moans of Cousin Joe (Pleasant Joseph), in earthy and low-down manner, serves best for his slow race sagas as in his story about how dangerous it may become unless one remains faithful to a wife. *It's Dangerous To Be a Husband*, and his song about a two-timing woman, *Phony Woman Blues*. The blues piano pounding of Paul Gayten, along with

# MAPE'S BETTER BUYS!

Save Record Wear  
**CRYSTAL PICKUP  
CONVERSION KITS**

For all Seeburg  
Phonographs

Tone Arm and Crystal  
Elec. Cut-off Switch  
Elec. Cancel Coil  
24 Volt Transformer  
Cancel Button  
Volume Control  
Wire Leads

Modernize Your Old  
Equipment in 20 Minutes

COMPLETE PACKAGE \$19.95

**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... 15.00

**FEATURE ITEMS**

PICKUP COILS (for all Seeburgs, including Hitnes) \$ 1.50  
FIBRE INSERTS (for Seeburg Wall Boxes). Sets Each, 25¢—Minimum Order 10 Sets 2.50  
B-3 CRYSTAL PICKUPS, Dated, Rock. or Mills 2.75

Electric Cancels and Cut-Off for All Seeburg Phonographs (Complete) \$ 7.95

**REPLACEMENT MOTORS**

For Wurlitzer, Seeburg Phonos. Ea. \$19.50  
110V, 60-Cycle, Reconditioned Motors. Will Give Excellent Service—30-Day Guarantee.

**PLASTIC SHEETS**

20"x50" (Red), 60 Gauge. Each \$ 9.50  
20"x50" (Red), 30 Gauge. Each 6.50

Quantity Discounts to  
Jobbers and Distributors

All Merchandise TRIPLE-WARRANTED by Pacific Coast's largest distributor of coin operated equipment.

**TERMS:** 1/3 deposit with order, balance C.O.D. F.O.B. Los Angeles or San Francisco.  
**SAN FRANCISCO, General Office:** 284 Turk Street • Phone PRespect 2700  
**STOCKTON:** 21 No. Aurora Street • Phone 7-7903  
**LOS ANGELES:** 1701 W. Pico Boulevard • Phone DR. 2314

**E. T. MAPE Distributing Co.**  
SAN FRANCISCO  
STOCKTON  
LOS ANGELES

**SPRING SPECIALS**

**WURLITZERS**

600K, Walnut	\$200.00	900R	\$175.00
Victory 42/900	140.00	850, Walnut	350.00
500K, Walnut	200.00	780M Colonial	300.00
61 Counter	85.00	Twin 12-16 Steel Cab.	125.00
71 Counter	135.00	24 Remote Steel Cabinet	150.00

**ROCK-OLAS**

Like New	\$575.00	'39 De Luxe, Walnut	\$185.00
Commando	175.00		

**SEEBURGS**

8800, RC	\$245.00	Colonel	\$225.00
Classics	180.00	Remote, Complete	100.00
Commanders	225.00	8800, R.C., Low Tone, Ref.	325.00
Vogue	175.00	Mills Empress	\$175.00
Regal	135.00		

25% Deposit — Balance C. O. D.

**ANGOTT SALES CO., Inc.**  
MICHIGAN DISTRIBUTORS FOR PACKARD  
2616 PURITAN Phone: UNiversity 4-0773 DETROIT 21, MICH.

**PACKARD  
(PLA-MOR)**  
HAS THE PLAY-APPEAL

**PACKARD MANUFACTURING CORPORATION**  
2900 COLUMBIA AVENUE INDIANAPOLIS 7, INDIANA

the trumpet and alto sax that help to make up the accompanying sextet, provides him with solid rhythm support. Mated sides are in the jump tempo, telling about the woman he loves, *Little Woman Blues*, and how he's going to tell everybody his gal is doing him wrong, *Just as Soon as I Go Home*.  
For the back-rooms at the Harlem locations.  
(Continued on page 127)

ADVANCE RECORD RELEASES

POPULAR

(Continued from page 33)

- MARSHALL YOUNG SINGS "A LOVE LETTER" ALBUM ..... Marshall Young-The Toon Timers ..... Rainbow DM-306
- Goodnight, My Love..... Rainbow 30603
- I'm in the Mood for Love..... Rainbow 30602
- Love in Bloom..... Rainbow 30603
- Love Is the Sweetest Thing..... Rainbow 30602
- Love Locked Out..... Rainbow 30601
- Love Walked In..... Rainbow 30601
- YOU'RE A REAL SWEETHEART..... Tiny Hill Ork (PLEASE DON'T) ..... Mercury 6044
- YOU'RE BREAKING IN A NEW HEART (While You're Breaking Mine) ..... Murphy Sisters (Jerry Jerome Ork) (MAH-ZEL) ..... Apollo 1059
- YOU'RE DRIVING ME CRAZY ..... Art Shackelford (GUITAR STOMP) ..... Modern Music 20-515

FOLK

- AIRMAIL SPECIAL ON THE FLY..... Riley Shepard (Briarhoppers) (SWEET CORRINA) ..... Sterling 206
- AM I TO BLAME? ..... Al Dexter and His Troopers (WHO'S GONNA) ..... Columbia 37352
- AS LONG AS YOU HAVE THAT SMILE ..... Jimmy Hall and His Radio Rangers (RAINBOW AT) ..... Rich-R-Tone 402
- BESSIE JAMES ..... Slim Bryant and His Wildcats (I LOVE) ..... Majestic 11010
- BILL BAILEY ..... Homer and Jethro (MANAGUA, NICARAGUA) ..... King 620
- BLUE EYES CRYING IN THE RAIN..... Sleepy Hollow Ranch Gang (KEEP ON) ..... Majestic 11011
- BLUE RAILROAD TRAIN ..... Mulkey Bros. (RENO TO) ..... Rich-R-Tone 404
- BREEZE ..... Cowboy Copas (DOLLY DEAR) ..... King 618
- BY THE RUSHING WATERFALL ..... The Prairie Pirates (PORCUPINE SERENADE) ..... Wrightman 1015-W
- CIELITO LINDO ..... Homer and Jethro (FOR SENTIMENTAL) ..... King 615
- DOLLY DEAR ..... Cowboy Copas (BREEZE) ..... King 618
- FOGGY RIVER ..... Louie and the Innis Clan (Louis Innis) (TENNESSEE CENTRAL) ..... Sterling 209
- (I Love You) FOR SENTIMENTAL REASONS ..... Homer and Jethro (CIELITO LINDO) ..... King 615
- HOME IN TENNESSEE ..... Speed Coley & His Hillbilly Ramblers (LITTLE SOD) ..... Wrightman 1011-W
- HONKY TONKIN' ..... Hank Williams and His Drifting Cowboys (PAN AMERICAN) ..... Sterling 210
- I LOVE YOU TRUE, LOU ..... Slim Bryant and His Wildcats (BESSIE JAMES) ..... Majestic 11010
- I'LL CLOSE MY EYES ..... Homer and Jethro (SYMPHONY) ..... King 623
- I'M GONNA DRY UP MY TEARS ..... Jack Day-Santa Fe Rangers (WHEN I) ..... Cowboy CR-204
- I'M GONNA MARRY MARY ..... Jimmy Wakely (TOO MANY) ..... Capitol 414
- KEEP ON THE SUNNYSIDE ..... Sleepy Hollow Ranch Gang (BLUE EYES) ..... Majestic 11011
- LEMME OUT OF HERE ..... Ken Curtis (YOU'LL LIVE) ..... Mercury 6045
- LET ME PLAY WITH YOUR POODLE ..... Hank Penny (THE FRECKLE) ..... King 614
- LITTLE SOD HOUSE ON THE PLAINS ..... Speed Coley & His Hillbilly Ramblers (HOME IN) ..... Wrightman 1011-W
- MANAGUA, NICARAGUA ..... Homer and Jethro (BILL BAILEY) ..... King 620
- MY BEAUTY FROM BUTTE ..... Billy Wilson (Blue Rangers) (THE COWBOY'S) ..... Cowboy CR-401
- PAN AMERICAN ..... Hank Williams and His Drifting Cowboys (HONKY TONKIN') ..... Sterling 210
- PORCUPINE SERENADE ..... The Prairie Pirates (BY THE) ..... Wrightman 1015-W
- RAINBOW AT MIDNIGHT ..... Jimmy Hall and His Radio Rangers (AS LONG) ..... Rich-R-Tone 402
- RENO TO RIO ..... Mulkey Bros. (BLUE RAILROAD) ..... Rich-R-Tone 404
- SEVEN COME ELEVEN ..... The Prairie Pirates (YUKON MOON) ..... Wrightman 1014-W
- SING OF AMERICA ALBUM..... Tom Scott ..... Signature S-5
- 1. Billy Boy; 2. The Riddle Song..... Signature 15099
- Foggy, Foggy Dew..... Signature 15099
- Froggie Went a Courtin'..... Signature 15098
- Haul Away, Joe..... Signature 15097
- 1. John Henry; 2. Scudda Hoo, Scudda Hay..... Signature 15097
- 1. Set Down, Servant; 2. Two Wings..... Signature 15100
- 1. Soldier, Soldier, Will You Marry Me?; 2. Sourwood Mountain..... Signature 15098
- The Story of Twelve..... Signature 15100
- SWEET CORRINA BLUES ..... Riley Shepard (Briarhoppers) (AIR-MAIL SPECIAL) ..... Sterling 206
- SYMPHONY ..... Homer and Jethro (I'LL CLOSE) ..... King 623
- TEARDROPS IN MY HEART ..... Sons of the Pioneers (YOU DON'T) ..... Victor 20-2276
- TEN GALLON STETSON ..... Ray Whitley (Santa Fe Rangers) (WITH- IN THIS) ..... Cowboy CR-302
- TENNESSEE CENTRAL ..... Louie and the Innis Clan (Louis Innis) (FOGGY RIVER) ..... Sterling 209
- TEXAS MEMORIES ..... Speed Coley & His Hillbilly Ramblers (THERE'S A) ..... Wrightman 1010-W
- THAT PRETTY LITTLE FACE ..... Karl and Harty (THE B-I-B-L-E) ..... Capitol 415
- THE COWBOY'S LAMENT ..... Billy Wilson (Blue Rangers) (MY BEAUTY) ..... Cowboy CR-401
- THE FRECKLE SONG ..... Hank Penny (LET ME) ..... King 614
- THE B-I-B-L-E ..... Karl and Harty (THAT PRETTY) ..... Capitol 415
- THERE'S A CABIN IN THE ROCK-IES ..... Speed Coley & His Hillbilly Ramblers (TEXAS MEMORIES) ..... Wrightman 1010-W
- TOO MANY SWEETHEARTS ..... Jimmy Wakely (I'M GONNA) ..... Capitol 414
- TWO EYES, TWO LIPS ..... Doye O'Dell (OLD SHEP) ..... Exclusive 15x
- UP THE RIVER ..... Doye O'Dell (WEARING MY) ..... Exclusive 14x
- WEARING MY HEART ON MY SLEEVE ..... Doye O'Dell (UP THE) ..... Exclusive 14x
- WHEN I HOLD A BIT OF HEAVEN ..... Jack Day-Santa Fe Rangers (I'M GONNA) ..... Cowboy CR-204
- WHO'S GONNA LOVE YOU WHEN I'M GONE ..... Al Dexter and His Troopers (Al Dexter) (AM I) ..... Columbia 37352
- WITHIN THIS BROKEN HEART ..... Ray Whitley (Santa Fe Rangers) (TEN GALLON) ..... Cowboy CR-302
- YOU DON'T KNOW WHAT LONE-SOME IS ..... Sons of the Pioneers (TEARDROPS IN) ..... Victor 20-2276
- YOU'LL LIVE TO SEE THE DAY ..... Ken Curtis (LEMME OUT) ..... Mercury 6045
- YUKON MOON ..... The Prairie Pirates (SEVEN COME) ..... Wrightman 1014-W

RACE

- BIG HEADED WOMAN ..... Sonny Boy and Lonnie (I'LL WATER) ..... Continental C-6054
- BIG MOOSE BLUES ..... Sonny Boy and Lonnie (MY BABY) ..... Continental C-6053
- BLUE BECAUSE OF YOU ..... Johnny Moore Three Blazers (SAIL ON) ..... Modern Music 151
- BONUS BLUES ..... The Bob Carter Trio (Bob Carter) (TOO LAZY) ..... Sunbeam 107
- BONUS PAY ..... Eddie "Cleanhead" Vinson (LAZY GAL) ..... Mercury 8039

- DIT DOT DIT ..... Sy Oliver Ork (Sy Oliver) (I WANT) ..... MGM 10030
- GASLIGHT ..... Leslie Scott-Billy Moore Ork (YOU GO) ..... Victor 20-2277
- HUMORESQUE BOOGIE ..... Hadda Brooks Trio (THAT'S MY) ..... Modern Music 147
- I SURRENDER, DEAR ..... Johnny Moore's Three Blazers (Charles Brown) (NEW ORLEANS) ..... Exclusive 240
- I WANT TO BE LOVED (But Only By You) ..... Sy Oliver Ork (Henry Wells-Sy Oliver) (DIT DOT) ..... MGM 10030
- I'LL WATER YOU EVERY DAY ..... Sonny Boy and Lonnie (BIG HEADED) ..... Continental C-6054
- JACK OF DIAMOND BOOGIE ..... Sylvester Scott Ork (YOU'RE A) ..... Juke Box JB-518
- JIMMY'S JUMP ..... Memphis Jimmy (J. T. Brown's Boogie Band) (WHERE SHALL) ..... Victor 20-2278
- LAZY GAL ..... Eddie "Cleanhead" Vinson Ork (BONUS PAY) ..... Mercury 8039
- LOVE DOCTOR BLUES ..... Gatemouth Moore (Tiny Grimes Swingtet) (THEY CAN'T) ..... National 4015
- MY BABY BLUES ..... Sonny Boy and Lonnie (BIG MOOSE) ..... Continental C-6053
- NEW ORLEANS BLUES ..... Johnny Moore's Three Blazers (Charles Brown) (I SURRENDER) ..... Exclusive 240
- ROCK O' GIBRALTAR ..... Joe Turner and His Boogie Woogie Boys (SALLY ZU-ZAZ) ..... National 4016
- SAIL ON BLUES ..... Johnny Moore Three Blazers (BLUE BE-CAUSE) ..... Modern Music 151
- SALLY ZU-ZAZ ..... Joe Turner and His Boogie Woogie Boys (ROCK O') ..... National 4016
- SOME OF THESE DAYS ..... Joe Liggins and His Honeydrippers (WALKIN') ..... Exclusive 242
- TALKIN' BOOGIE ..... Sonny Boy and Lonnie (THE WIDE) ..... Continental C-6052
- THAT'S MY DESIRE ..... Hadda Brooks (HUMORESQUE BOOGIE) ..... Modern Music 147
- THE WIDE BOOGIE ..... Sonny Boy and Lonnie (TALKIN' BOOGIE) ..... Continental C-6052
- THEY CAN'T DO THIS TO YOU ..... Gatemouth Moore (Budd Johnson Ork) (LOVE DOCTOR) ..... National 4015
- TOO LAZY TO WORK (And Too Nerv-ous To Steal) ..... The Bob Carter Trio (Bob Carter) (BONUS BLUES) ..... Sunbeam 107
- WALKIN' ..... Joe Liggins and His Honeydrippers (SOME OF) ..... Exclusive 242
- WHERE SHALL I GO? ..... Memphis Jimmy (J. T. Brown's Boogie Band) (JIMMY'S JUMP) ..... Victor 20-2278
- YOU GO TO MY HEAD ..... Leslie Scott-Billy Moore Ork (GASLIGHT) ..... Victor 20-227
- YOU'RE A GLORIOUS SIGHT ..... Wilbert Baranco (JACK OF) ..... Juke Box JB 518

LATIN-AMERICAN

- AMOR DEL ALMA ..... Trio Begabajeno (LO NUCSTRO) ..... Victor 23-0502
- BESAME MAS (KISS ME SOME MORE) ..... Quarteto Mayari (EL FLAMBOYAN) ..... Victor 23-0581
- COMO PICA ..... Gloria Matancera-Florencia Fernandez (SACHUMBA) ..... Victor 23-0582
- DESDICHADMENTE ..... Maria Luisa Landin (Rafael Hernandez Ork) (IN JUSTICIA) ..... Victor 70-7490
- EL FLAMBOYAN (THE ROYAL POINCIANA) ..... Quarteto Mayari (BESAME MAS) ..... Victor 23-0581
- EL TORRERO SE FUE (The Torrero Is Gone) ..... Francisco and His Cuban Boys (ESPERANZA) ..... Standard International T-1007
- ESPERANZA (Hope) ..... Francisco and His Cuban Boys (EL TORRERO) ..... Standard International T-1007
- FACUNDO ..... Lecuona Cuban Boys (NO ME) ..... Majestic 1129
- HAS DE VOLVER (You Will Return) ..... Luis (Lija) Ortiz Grupo (Yayo y Alvarado) (PARA QUE?) ..... Standard International F-4025
- IN JUSTICIA ..... Marie Luisa Landin (Rafael Hernandez Ork) (DESDICHADMENTE) ..... Victor 70-7490
- LO NUCSTRO TERMINO ..... Trio Begabajeno (AMOR DEL) ..... Victor 23-0502
- NO ME VAS A ENGANAR ..... Lecuona Cuban Boys (FACUNDO) ..... Majestic 1129
- PARA QUE LLORAR? (Why Should I Cry?) ..... Luis (Lija) Ortiz Grupo (Yayo y Alvarado) (HAS DE) ..... Standard International F-4025
- PO-PO ..... Fred Mendelsohn (SAMOA) ..... Standard International T-126
- PRINCISTA ..... Nester Phayres (Isidor Handler Ork) (TODO MI) ..... Victor 90-0595
- SACHUMBA ..... Gloria Matancera-Florencia Fernandez (COMO PICA) ..... Victor 23-0582
- SAMBA POLKA ..... Pancho Ork (WALTER WINCHELL) ..... Apollo 1062
- SAMOA ..... Fred Mendelsohn (PO-PO) ..... Standard International T-126
- TODO MI SER ..... Nester Phayres (Isidor Handler Ork) (PRINCISTA) ..... Victor 90-0595
- WALTER WINCHELL RHUMBA ..... Pancho Ork (SAMBA POLKA) ..... Apollo 1062

HOT JAZZ

- ALLIGATOR HOP ..... King Oliver Creole Jazz Band (KROOKED BLUES) ..... Century 3008
- ARABIAN BOOGIE ..... Slim Gaillard Trio (Slim Gaillard) (TIP LIGHT) ..... MGM 10017
- BARREL HOUSE FLAT BLUES ..... Mary Johnson (KEY TO) ..... Century 3016
- BLIND BOY BLUES ..... Ike Rodgers-Henry Brown (BLUES STOMP) ..... Century 3020
- BLUES STOMP ..... Ike Rodgers-Henry Brown (BLIND BOY) ..... Century 3020
- BUDDY BOLDEN'S BLUES ..... All Star Trio (TOO BUSY) ..... Jazz Record JR-1010
- CHAIN 'EM DOWN ..... Blind Leroy Garnett (LOUISIANA GLIDE) ..... Century 3025
- CHARLESTON MAD ..... Lovie Austin's Serenaders (TRAVELING BLUES) ..... Century 3012
- CHIMES BLUES ..... Cow Cow Davenport (SLOW DRAG) ..... Century 3019
- CUDDLE UP ..... Bob Perkins Trio (FREE &) ..... Wrightman 1013-P
- DARDANELLA ..... Herbie Fields Quintet (RAINBOW MOOD) ..... Victor 20-2274
- DEAD MAN BLUES ..... Jelly-Roll Morton (HOCK SHOP) ..... Century 4000
- DEEP MORGAN BLUES ..... Henry Brown (EASTERN CHIMES) ..... Century 3013
- DROPPIN' SHUCKS ..... All Star Trio (SWANEE) ..... Jazz Record JR-1011
- EASTERN CHIMES BLUES ..... Henry Brown (DEEP MORGAN) ..... Century 3013
- 18TH STREET STRUT ..... Fats Waller (MAKE ME) ..... Century 4001
- EXACTLY LIKE YOU ..... Johnnie Guarnieri (NICE WORK) ..... Majestic 1135
- FIVE O'CLOCK STOMP ..... Dixie Four (SOUTH SIDE) ..... Century 3024
- FREE AND EASY ..... Bob Perkins Trio (CUDDLE UP) ..... Wrightman 1013-P
- GOOD CHIB BLUES ..... Edith Johnson (JIM CROW) ..... Century 3021
- HALF TIME BOOGIE ..... Doles Dickens Quartet (I CRIED) ..... Super Disc 1034
- HARMONY BLUES ..... Preston Jackson Uptown Band (IT'S TIGHT) ..... Century 3014

**New York:**

Lou Fenichel, Keystone Enterprises, has enlarged his quarters. . . . John Corrieoi, music op, left for Harrisburg, Pa., to visit a sick aunt. . . . Sal Trella, secretary of the Automatic Music Operators' Association, is expected back this week from his winter home in Florida to take over his duties. . . . Bill Fried, up-State New York, and Sidney Pearlman, Boston, were several late comers to the avenue last week.

Mac Grantz and Hubert Beers, of Mac-Hub Melody Company, have their new sideline under way—an amphibian plane service. First flight is scheduled for May 30, with special rates to juke box operators. Plane will fly to fishing spot and land in the water. All that ops will have to do is adjust the seats and fish right from the plane. Both Mac and Hubert are former U. S. army pilots.

Bill Goetz, Capitol Music Company, has returned to Florida after a week in New York. . . . Frederick Hunter, president of the American Time Corporation, announces that the firm will introduce a new industrial timer about May 15. . . . Al Blendow, International Mutoscope sales manager, was in charge of the firm's exhibit at the International Travel Exposition last week at the Grand Central Palace. Larry Ascher and Larry Galante assisted Al. . . . Jake Breidt, U-Need-A Vendors, Inc., reports firm has completed a nickel-plating department in its new Newark, N. J., headquarters.

Stanley Gersh, Perfect Games Company executive, reports that his new Mardi Gras 50 poker table location, near 50th Street and Seventh Avenue, will include some arcade machines. Stanley has the basement, mezzanine and a second floor, besides the main floor, in the location. . . . Mac Smith, Smith's Gameland, Atlantic City, reports biz slow now because of the weather. . . . Charlie Weissman, Dal- (See NEW YORK on page 126)

**Indianapolis:**

Brandt Distributing Company is now equipped with complete projection and sound equipment which will be used in various locations for exploitation and promotional purposes. . . . Banister & Banister Distributing Company added another truck to its service department. Firm's Frank Banister spent several days in Chicago, buying new equipment. . . . Coin Machine Exchange, operated by Tex Holly, is planning a change in its location.

Robert McDuff, operator, reports an expansion program, including games and concessions at Long Acre swim pool. . . . Dave Wiley, Columbus pinball operator, was on coin row buying new equipment. . . . William (Red) Booth, Anderson, Ind., operator, spent several days here buying new pinballs.

**New Orleans:**

J. H. Peres Distributing Company is moving back to 922 Poydras Street from the Canal Street location. Peres says plans for remodeling the Poydras Street building, which is also occupied by New Orleans Coin Machine Exchange, are being completed. A preview showing of the Aireon Fiesta model is scheduled there for the near future. Peres says that altho play is off in New Orleans, demand for new equipment is holding up well.

O. C. Marshall, of the Exchange, has been traveling the Louisiana territory. Out-of-town operators visiting here included George Cerise, Sulphur, La.; Ces Young, Mamou, and Donnaud & Babin, of Luling.

Andrew Monte, A. & M. Amusement, asserts that business is not (See NEW ORLEANS on page 125)

**COINMEN YOU KNOW**

**Los Angeles:**

Louis Marshall and Bob Reust blossomed out with a new popcorn vending company, Merchandisers, Inc. Marshall has been elected president and general manager of the company, which will take over the operation. Marshall and Reust had just incorporated as Merco, Inc. New firm also will distribute the T. & C. Vender in Missouri and Kansas.

Florence B. Anderson, chief engineer for a Chicago parking meter manufacturer, got quite a piece in the local gazette when she came here to oversee installation of K. C.'s 335 new penny parking meters. In her talk with reporters, she mentioned she had worked for coin machine companies in Chicago until a couple of years ago. . . . George Goll, production manager of Fred Johnson's Selectivend Corporation, which makes bottle venders for Dr. Pepper, reports that the toughest scarcity his company has run into yet is the shortage of galvanized iron for the metal box which holds the dispensing mechanism. E. F. Weaver, assembly manager at Selectivend, is another camera and darkroom enthusiast.

It was a son, Stanford Allen, for the Nathan Weiners. Father operates the Uneeda Vending Service, postage stamp machine route, and he reports that the business is expanding steadily. He recently closed a deal to advertise a local ice cream on his stamp folders. . . . Mark Y. Blum, of United Distributors at Wichita, was in town looking for some new music equipment.

Clyde Jordan, field representative for Solutone, was here last week to (See LOS ANGELES on page 125)

**Milwaukee:**

Morry Zenoff, of the Plankinton Arcade, has just added another chore to his many present duties, which include guidance of his Victory Sports Club. Latest task Morry has taken upon his shoulders is that of radio announcing! He is now an announcer and sports commentator over Milwaukee's newest station, WMLO. He may be heard daily at 6 p.m.

**Cincinnati:**

Ray Bigner, of Wesco Novelty Company, moved his family into its new home last week. . . . Jerry Levy, confined in Jewish Hospital for 10 days, is convalescing at his home.

**Detroit:**

Thomas C. Wolvin, Earl C. Blaklee and Jesse Parks, of Lansing, are incorporating the Modern Coin Machine firm with a capitalization of \$50,000. . . . Leonard Rudkin, stock manager of Canteen Candy Company, found the safe in the firm's offices here broken into Tuesday (13) morning. Approximately \$3,300, chiefly in coins from the firm's vending machines, were stolen.

Moe Rosenthal, of Confection Cabinet Corporation, has been elected first chaplain of the new Cinema Lodge of B'nai B'rith, Jewish charity organization. . . . Phil Brown, who has the Inferno Show in the Playland Amusement Center, is developing a new type of view machine which shows all types of freaks. It is on the order of a coin-controlled 10-in-1 show—adapting a standard arcade feature to coin devices for the first time.

John Paris, 72, died April 20. He was founder of the J. Paris & Sons Tobacco Company, which has become one of the city's largest cigarette machine operators. His sons, Andrew, James and George, were associated with him actively in the operation of (See DETROIT on page 124)

**Wichita, Kan.:**

Golfing Lee Cole, owner of Air Capital Music, is down in the sports books here as a good possibility to win both the city and State tournaments and even the Trans-Mississippi tourney, which is being played at Wichita Country Club in June following the city and State meets. Cole is the No. 2 ranking amateur golfer of Kansas, having finished runner-up in both city and State tournaments last year. He also went to the quarter-finals of the Broadmoor Invitational at Colorado Springs last year.

Wichita Coin Machine Company, partnership of W. G. Anderson and Harry Baum, both veteran juke and pinball operators here, has moved from North Main Street to 1006 South Washington. . . . Jack Martin, who used to have the Martin Distributing Company here, is reported to be in Albuquerque, N. M. . . . Ed Booker bought out Martin's interest in the firm, continuing the partnership with Ivan Martin under the new firm name, Automatic Coin Machine Service. . . . (See WICHITA on page 122)

**Chicago:**

Illinois Simplex Distributing Company, via Al Silvers, reports that firm's Arthur Freed is back in Chi from California. Arthur, it appears, has a home on the Coast also. He returned May 5. George Sutton, firm head, has purchased a home in Winnetka, Ill., and expects to move in shortly with his family. . . . Billy DeSelm, over at United Manufacturing Company, says that visitors this week included Joe Ash, Active Amusement Company, Philadelphia; Frank Banister, of Banister & Banister Distributing Company, Indianapolis, and Simon Berman, Sicking Company, Indianapolis.

Marvel Manufacturing Company's Bill Perry says delivery of firm's newest games have gone out to 42 distributors; sample games will also be at other distribs soon. . . . Al Meirowitz, Esquire Games Company, tells of three new distributors being added. They are Southern Automatic Music Company, Louisville; Spector Distributing Company, Philadelphia, and Music Sales Company, Memphis, Tenn. Esquire visitors were C. M. McDaniel, San Antonio, and Harold J. Speis, Evansville, Ind.

Coven Distributing Company welcomed as callers this week Earl Porter, Beloit, Wis.; Tom Walsh, Ottawa, Ill., and Barnie, of Ace Novelty Company, South Milwaukee. Ben Coven spent the week-end at his Lake Geneva home, secretary Sally Goldstein reports. Sally adds that she is looking for a m-a-n to take to a June 14 affair to which she is going formal.

Coinex Corporation is hitting on all eight these days—Murray Rosenthal is enthusing over the ray gun order, the biggest in the last four years, he says, that came in from a Florida coinman this past week. Purchaser stipulated that Coinex head serviceman, Stanley Chase, follow the guns down to Florida and set them up in final operating order. Stanley, who is an expert on guns, did not have to be (See CHICAGO on page 124)

**Atlantic City:**

Jerry Joyce and Francis Smith have opened a lead shooting gallery next to their Boardwalk amusement center, opposite Hamid's Pier. . . . George Littlot, of the original Pennyland, is still in California, but is expected back about May 15. Littlot has been on the Atlantic City Boardwalk since 1910. . . . Johnny Singer, Playland Arcade, has added 12 poker tables this season. . . . Bernie Weinstein, manager of his aunt's arcade (Mrs. Rose Friedenbergs), has had an offer to sing with the San Carlo Opera Company. He's a tenor.

F. McKim Smith, president of the National Association of Amusement Machine Owners and owner of Smith's Gameland on the Boardwalk, has his mechanics (five of them) dressed in white coveralls and his gals (about 10) dressed in swanky white suits. Mac says it's "to dazzle the customers." . . . Stanley Baker, assisted by his brothers, are repainting Spotland. Before taking over the arcade, Stanley was considered one of the best mechanics in the city.

Al Goodman has a large supply of premiums on hand waiting for the big rush. . . . Jake Friedenbergs has installed wired music in his poker table spot here. His is probably the first arcade with wired music—seems Jake's son, Bernie, is in the wired music biz in the city. . . . Meyer Wolf has three of his four arcades open now. The one on Garden Pier will open later in the season. . . . General Motors' exhibit on Steel Pier this season is expected to draw large crowds to that end of the Boardwalk. . . . National headquarters of NAAMO is now over Smith's Gameland at 1400 Boardwalk.



CLEVELAND PHONOGRAPH Merchants' Association plays host at a luncheon in honor of Carmen Cavallaro, well-known pianist and band leader, in the Bergundy Room of the Theatrical Lounge, Cleveland. Cavallaro is seated at the head of luncheon table.

Look To The **GENERAL** For **LEADERSHIP**

**FINEST RECONDITIONED EQUIPMENT**

General has all the facilities plus the "know how" to bring you the best type of reconditioned equipment available.

**MILLS FACTORY—ORIGINAL BLACK CHERRY**

5c 10c 25c  
**\$119.50 ★ \$124 ★ \$129.50**

Genuine factory originals . . . all in good clean condition

MILLS BLUE FRONT		MILLS BROWN FRONT			MILLS CHROME BELLS	
5c	10c	5c	10c	25c	5c	10c
\$109.50	\$114.50	\$114.50	\$119.50	\$124.50	\$119.50	\$124.50

Please remember . . . these are not the ordinary type of used or revamped machines. They have original factory mechanism and are in original factory cabinets. Expertly reconditioned, repainted and refinished like new with club handles, new reel strips and new award cards.

**IMMEDIATE DELIVERY**

**BRAND NEW JENNINGS BELLS**

STANDARD CHIEF (CHROME FRONT)				SUPER DELUXE CLUB CHIEF (Chrome Front With Lite-Up)			
5c	10c	25c	50c	5c	10c	25c	50c
\$269	\$279	\$289	\$399	\$324	\$334	\$344	\$454

**JENNINGS CHALLENGER**

Twin head console, one mechanism with 2 jackpots and 2 payout cups. Chrome top cabinet, mechanical action with lite-up. 5/25c comb., 5/10c comb. or 5/5c comb.

**\$595.00**



Chicago Metal Universal Box Stands, \$27.50

Established 1925

Growing Steadily Ever Since!

**GENERAL Vending Sales Corp.**

BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.

**ALL NEW MACHINES—Ready for Shipment!**

**PIN GAMES**

GOTTLIEB MAISIE	\$294.00
CHICOIN KILROY	279.50
BALLY ROCKET	279.50
WILLIAMS CYCLONE	304.50
MARVEL CARNIVAL	249.50
UNITED HAVANA	295.00
MARVEL OPPORTUNITY	185.00
EXHIBIT MYSTERY	299.00

**ONE BALLS, ETC.**

KEENEY BIG PARLAY	\$680.00
GOTTLIEB DAILY RACES	550.00
BALLY ENTRY	595.00
DAVAL FREE PLAY	WRITE
ACE COIN COUNTER	139.50
SILVER KING, 1c or 5c	13.95
VICTOR MODEL V, GLOBE	11.75
VICTOR DELUXE	13.75

**ARCADE MACHINES**

MARVEL POP UP	\$ 49.50	CHICOIN BASKETBALL CHAMP.	\$499.50
ABT CHALLENGER	55.00	GRIP-VUE	49.95
GOTTLIEB 3 WAY GRIP SCALE	39.50	BAT-A-BALL JR.	79.50
CHICAGO COIN GOALEE	329.50	METAL TYPER, 10c	462.50
ARIST-O-SCALE	115.00	GENCO ADVANCE ROLL	499.50
MIR-O-SCALE	125.00	AMUSEMATIC BOOMERANG	295.00
KICKER & CATCHER, 1c	37.50	CHAMPION BASKETBALL, 1c	39.50

Daval Best Hand, Mexican Baseball, Oomph, \$59.50 Ea.; Daval Skill Thrill, \$57.50.

**SLOTS**

MILLS 5c BLACK CHERRY	\$248.00
MILLS 25c BLACK CHERRY	258.00
MILLS 5c GOLDEN FALLS	258.00
MILLS 10c GOLDEN FALLS	263.00
MILLS 25c GOLDEN FALLS	268.00
MILLS WEST POCKET BELL	74.50
MILLS BOX STANDS	27.50
GROETCHEN COLUMBIA, J.P.	145.00
DELUXE CLUB COLUMBIA	209.50

**CONSOLES**

KEENEY 5c SUPER BONUS	\$740.00
BALLY DRAW BELL, 25c	497.50
BALLY TRIPLE BELL	895.00
BALLY DE L. DRAW BELL	512.50
EVANS BANGTAIL, 5c, J.P.	671.50
EVANS WINTERBOOK, 5c	828.00
EVANS PACES, 5c, J.P.	931.00
EVANS CASINO BELL	637.50
EVANS ONE ROL-HI	826.00

MICHIGAN DISTRIBUTORS for ABT, Chicago Coin, Daval, Exhibit, Gottlieb, Groetchen, Keeney, Marvel, Silver King, United.  
 WRITE FOR NEW PRICE LIST OF ALL RECONDITIONED MACHINES!

**Robinson SALES CO**

7525 Grand River Ave. Phone: Tyler-7-2770 Detroit, Mich.

**WHILE THEY LAST!**

WRITE!  
 WIRE!  
 CALL!

GENCO'S  
**TOTAL ROLLS \$219.50**

Will take Consoles or Slots in TRADE.

Phone: WE-8872

6407 DREXEL AVE.

**ELECTRO-MATIC**

LOS ANGELES 36, CALIF.

**COINMEN YOU KNOW**

**Wichita, Kan.:**

(Continued from page 121)

Harold R. Matheny, of Matheny Vending Machine Company was up in Independence, Kan., this week, looking after business interests. Jack Geis was looking after the shop during Matheny's absence.

Stevens is a big name in the Wichita vending machine trade. There are no less than 10 men of that name, all related, in the business here. All but one figure in the cigarette end of the industry. At E. G. Stevens Tobacco Company, there are four brothers, Roy, George, Fred and Ray, all sons of E. G. and all veterans. F. G. Stevens, brother of E. G., also is a venter operator here, and at D. Stevens Tobacco, there are three more brothers, Nick, Art S. and Kenney S., cousins of the first quartet of Stevens. Both firms operate extensive routes of cigarette venders. . . . Art Stevens reports that his company has just put on location two new electric venders, and they are doing a terrific business. Nearly double what the spots did before, he reports. . . . John Stevens, fourth brother of the D. Stevens' Stevens and president of U-Select-It Candy Service, is vacationing with his wife and J. W. Coan, Madison, Wis., president of U-Select-It Manufacturing Company, and his new bride. Quartet was last reported in Louisiana.

If it's anything about the late Glenn Miller or his treasured disks, ask Jean LaCoss, new juke routeman at Lee Cole's Air Capital Music. LaCoss is reported to have one of the most complete collections of Miller platters in the country, and many of them he got thru the late maestro himself. Story goes back to time several years ago when LaCoss was seriously injured in an accident, and Miller's band played at the Forum Dance Pavilion here. Already an ardent Miller fan, LaCoss lay in his cast longing to hear the orchestra at first-hand—a hope he had no idea of realizing. But an uncle of his fixed things up for an ambulance to take him, cast and all, to the Forum and Glenn saw to it that his wheeled cot was put right up on the bandstand, where LaCoss didn't miss a thing. Later, for Christmas, Miller sent him a specially cut platter of *Danny Boy*, which had been the special request of LaCoss at the dance. Until Miller's death, LaCoss received all the band's pressings even before release by special arrangement Miller made with MCA.

Ray Watson, field representative for United Distributors in Oklahoma and Texas, was keeping busy around United's new headquarters this week while waiting for the formal debut of Exhibit's new Crossfire in the territory. Then he'll head back South. . . . Mark Y. Blum and Melvin M. Hammer, partners in United, are making plans for putting up a new warehouse next door to their new shop on East Central. . . . John Stevens, of U-Select-It, has also been talking to the architects.

Ronald Heiner, who used to be with Automatic Canteen Company at Salt Lake City, has bought Canteen Company, of Wichita, from Norman Hall, who ran it thru most of the war years. Donald Smutz and John Burdine are the new routemen at Canteen. . . . George B. Dusenberre is probably the city's biggest operator of nut venders, and altho blind he doesn't have any trouble finding his way around either the locations or the wholesale houses.

F. R. Solomon Candy Company is reported to be the newest entry in

**"OVER 40 YEARS' EXPERIENCE"**

Manufacturing

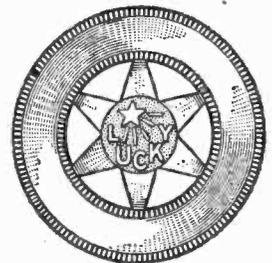
**Harvard Identification Medal Machines**

AND

**SUPER QUALITY**

**STANDARD SIZE**

**Harvard Deluxe Medals**



**\$10.00 Per 1,000**

Especially Manufactured for  
**Finest Embossed Print**

Samples Upon Request

**HARVARD AUTOMATIC MACHINE CO.**

JAMESTOWN, N. Y., U. S. A.

Est. 1905

**FIRESTONE GAMES**

Top-Flight Machines

**FIRESTONE GAMES**

Top Money Makers

**FIRESTONE ENTERPRISES, INC.**

1604 Chestnut St.  
 Brooklyn 30, N. Y.  
 ESplanade 5-5700



**BEWARE!**

"TALKING GOLD" Plastic Grille Cloth is being imitated. The genuine "Talking Gold" can be distributed by:  
 1. Full Brilliant Color. 2. No Rub Off.  
 3. No Tarnish. 4. Perfect Tone. 5. Maximum Volume.

**Speedway Products, Inc.**

502 W. 45th Street New York 19, N. Y.  
 Al Bloom, President  
 Telephone: Longacre 5-0371

★ **FILMS** ★

For All 16MM. Coin Operated Machines,  
**SOUND AND SILENT**

Approved in the States of Michigan, Ohio, Indiana, Illinois, Wisconsin, West Virginia, Kentucky, Virginia and many other States.

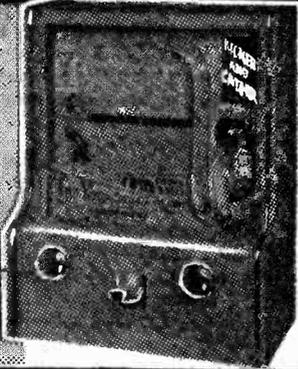
★

**SEND FOR CIRCULAR**

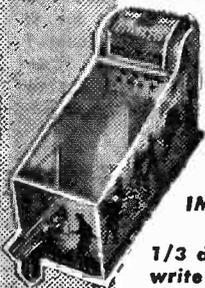
**COOPER ENTERPRISES**

3157-61 W. Roosevelt Rd., Suite 209  
 Chicago 12, Ill.

**IT TAKES TWO TO MAKE  
A BARGAIN  
HERE ARE TWO OF THE BEST**



**KICKER & CATCHER**  
kicks in the coins—catches attention  
**100% SKILL**  
Penny Play **\$37.50** plus **\$3.75**  
FOR NICKEL PLAY



**CHALLENGER**  
the best target game  
made  
**1c OR 5c PLAY**  
**\$65.00**  
IMMEDIATE DELIVERY  
on both machines  
1/3 deposit with order—  
write for quantity prices

**The VENDING  
MACHINE CO.**  
FAYETTEVILLE, NORTH CAROLINA  
U. S. A.

**SHOOT the BEAR  
RAY GUNS**

COMPLETELY RECONDITIONED  
AND REPAINTED . . .  
GUARANTEED TO **\$124.50**  
PLEASE YOU . . . . .  
CRATING—\$5 EXTRA

**SEEBURG RAY GUN**

AMPLIFIERS, MOTORS AND  
RIFLES REPAIRED . . .

COMPLETE STOCK OF SEEBURG  
RAY GUN PARTS  
WRITE FOR LIST

**COINEX CORPORATION**  
1346 ROSCOE ST.  
GRA. 0317 CHICAGO 13, ILL.

**SLOT BARGAINS**

FIRST CLASS CONDITION — READY FOR  
IMMEDIATE SHIPMENT

Face 50c 1946 Red	\$300.00
Face 50c 1946 Chrome	325.00
Face 5c 1946 Red	185.00
Face 10c 1946 Red	195.00
Mills 10c Golden Falls, H. L.	190.00
Mills 5c Blue Front	110.00
Mills 10c Blue Front	115.00
Mills 25c Blue Front	135.00

BARGAINS IN CHEAPER SLOTS — WRITE  
1/3 Deposit—Balance C. O. D.  
**MATHENY VENDING COMPANY, INC.**  
564 WEST DOUGLAS WICHITA, KANS.

**WANTED**

Two mechanics for Phonographs and Pin  
Games. No drifters, prefer family man. Give  
references and state salary expected. If you  
drink, do not apply.

**FRANK HARRIS SALES CO.**  
POPLAR BLUFF, MO.

the Wichita cig vending field, bring-  
ing the trade here up to seven oper-  
ators. F. L. Fellingham, of Sunbeam  
Products Company, candy and nut  
vender operator, also has branched  
into cigarette vending, but A. E.  
Andeel, whose Andeel Cigarette  
Service is rounding out its 10th year,  
is still on the books as the city's  
biggest operator.

Norman C. Mueller and William A.  
Smith have moved their new firm,  
Wichita Amusement Company, to 720  
West Douglas, on Wichita's coin ma-  
chine row, where the Mueller Specialty  
Company, Mueller's Solotone operat-  
ing and distributing firm, also had  
offices. Old office on North Eliza-  
beth has been converted to a work-  
shop. Smith, who used to work for  
Mueller's firm, came back from the  
field artillery to join his old boss as a  
partner in his juke and pinball op-  
erations. Mueller also is kept busy  
looking after his sportland arcades  
in Hutchinson and Pratt.

Bill Fanning is the new music  
routeman at Anderson & Baum's  
Wichita Coin Machine Company, and  
Hal Daughterty is the new marble  
table serviceman. . . . Bill Burtt,  
of the W. R. Burtt Company, so long a  
fixture in the trade here, is reported  
to have taken his company out of the  
coin machine industry. . . . Jimmy  
Williams, who has been in the trade  
here since 1939, is the new mechanic  
and routeman at Air Capital.

Merrill D. (Shorty) Yost is a slender,  
blond, unassuming youngster on the  
ground, but they say he really knows  
his way around upstairs. He flew  
as a combat pilot with the navy in  
the Pacific, and lately has been flying  
in the Sunday air shows here. . . .  
Jimmy Ptacek, Air Capital routeman,  
never has any idle time on his hands  
between keeping up with the tune  
trends for his machines and getting  
ready for year-end examinations at  
Wichita University. He is finishing his  
second year at the university. Jimmy,  
incidentally, is the nephew of Leo  
and Pete Ptacek, who operate the  
Bird Music Company at Manhattan,  
Kan. Leo Ptacek sold out his route  
here to Lee Cole, of Air Capital, some  
time back and moved to Manhattan.  
. . . . Another Wichita U. student sup-  
plementing his G.I. check at Air Cap-  
ital is Frank Jones, who is studying to  
be a petroleum engineer.

Henry Johnson, partner of Bob  
Allen in Hutchinson Vending Com-  
pany, Hutchinson, Kan., is reported  
moving to Winfield, Kan., where he  
can look after the Cowley Music  
Company in which he has an interest.  
Cowley Music also operates at Ar-  
kansas City. Johnson and Allen  
lately have been branching into tele-  
phone music, and Ray Laughlin, who  
has Laughlin Amusement Company,  
at Salina, Kan., also has put in some  
phone set-ups. . . . C. M. McDaniels,  
of the McDaniels Distributing Com-  
pany, San Antonio, was up talking  
things over with Mark Blum, of  
United, last week. He made the trip  
up here when business brought him  
to Enid, Okla.

**— MAKE US AN OFFER —**

ON THE FOLLOWING RECONDITIONED  
EQUIPMENT, READY FOR LOCATION—

- 4 Wurlitzer 950's
- 1 Wurlitzer 500 (Victory Cab.)
- 1 Wurlitzer 816 (Victory Cab.)
- 1 Wurlitzer 800R
- 3 Rock-Ola Supers
- 1 Rock-Ola Master
- 2 Rock-Ola Monarchs
- 1 Rock-Ola Commando
- 1 Mills Throne

Send for List of Reconditioned Pin Games  
and Consoles.

Factory Distributor for  
Rock-Ola Phonographs in Kentucky



**LION**

DISTRIBUTING COMPANY

Phone Wabash 7689

726 So. Fourth St. Louisville 2, Ky.

**KICKER and CATCHER**

**THE BIG HIT FOR PROFITS!  
100 PER CENT SKILL!**

**EARNS MORE PER DOLLAR INVESTED  
THAN ANY OTHER GAME MADE!**

Three Balls for One Cent—  
Automatic Score—Returns  
Goal Ball for Extra Kick.  
Takes in Pennies — You  
Count Dollars!

ONE CENT  
PLAY  
**\$37.50**  
Add \$3.75 for  
Nickel Play



Order Today — Satisfaction Guaranteed!

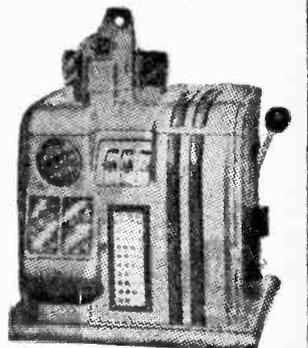
**THE NEW  
COLUMBIA BELL**

**THE OLD RELIABLE SMALL PAYOUT  
MACHINE FOR THOSE SPECIAL SPOTS**

Four Machines in One — Quickly Convertible  
to Penny, Nickel, Dime or Quarter Play

**LARGE TWIN JAK-POTS  
ABSOLUTELY SLUG PROOF!**

1/3 Deposit Required With Order



PRICE **\$145.00** F. O. B. PEORIA

**CENTRAL ILLINOIS SALES CO.**

111 NORTH WATER STREET

PEORIA, ILLINOIS

**Make MORE Money  
with Radiotel**

**The ADVANCED Coin-Operated Radio**

- RCA licensed . . . Underwriters approved
- Chassis especially engineered for coin-radio play
- Slug Rejector, with separate Return Coin chute
- Additional volume control inside chassis
- Tamper-proof tumbler locks, keyed to your pleasure
- GUARANTEED trouble-free operation
- GUARANTEED bonded delivery NOW

Write . . . wire . . . phone . . . for details to Dept. B  
To prove RADIOTEL is better, sample units  
shipped on request for 10-day inspection



Above: New Console Model No. 1700  
Fire-mar - alcohol resistant cabinet  
built by Howard Hughes Aircraft Co.  
Dark Mahogany. 6 tubes, AC - DC.



Right: New Table Model No. 1550  
Rich Walnut. 5 tubes, straight AC.  
Surpasses all legal radio standards.

National Coin **Radiotel** Company  
4487 Beverly Blvd Los Angeles 4, Calif.

**EXPORTERS AND FOREIGN BUYERS  
EXPORTADORES Y COMPRADORES EXTRANJEROS**

**FREE — JUST OFF THE PRESS!**

**OUR BIG COMPLETE ILLUSTRATED  
CATALOGUE OF "RATED" EQUIPMENT**

**SEND FOR FREE COPY TODAY**

**AUTOMATIC EQUIPMENT CO.**

Exclusive Seeburg Distributors for E. Penn., So. Jersey & Delaware  
919-921 N. BROAD STREET, PHILADELPHIA 23, PA. TELEPHONE: POPLAR 5-1333

# COINMEN YOU KNOW

## Chicago:

(Continued from page 121)

persuaded to take the trip! Visitors here during the week included C. A. Grigsby, Atlanta, from the G & S Hotel Radio Service Company.

James H. Martin & Company, thru Jimmy Martin, informs us that during April firm had the biggest month in total sales since its inception. Joe Ross is the new man on the company staff and assists in Illinois territory. Jimmy says the reconditioning service is in full swing as operators are channeling machines in for refurbishing.

Tony Gasparo returned to his desk at Williams Manufacturing Company May 5, Fulton Moore reports. Tony appears to have spent a very enjoyable, if early, vacation during which he did quite a bit of fishing. . . . Angelo Angeleri, Swing Time Music Company, maintains that the music biz is going along to his satisfaction. Angelo sees no prospect of any drastic drop-off in play—in fact, he says the juke is an American institution and as such will continue to be in demand.

Leo Lewis, of Lewis Coin Machine Service, was a busy fellow last week. Leo was shopping about for a just-right present for his daughter's birthday. Leo is rightly proud of his blond, blue-eyed girl, Myrna—who will be 11 May 13.

Nate Feinstein, Atlas Novelty Company, returned from his Mexico business trip May 6, Irv Kline tells. Nate says good things about future coin machine dealings with Mexico. Irv's brother, Joe, left May 5 for a swing thru Illinois on a good-will tour. He'll be gone about two weeks. Visitors at Atlas included A. C. Childers and his son, both of Fort Madison, Ia.; Bill Wrighey, who came with Childers; Mac Watson, Cedar Rapids, Ia., and Buck Cramer, Ottumwa, Ia.

O. D. Jennings has lost O. D. to his Mississippi plantation. Jennings left May 7. Dave Lovitz says firm's Bill Lipscomb is on an Eastern tour that will take him about two weeks. . . . American Amusement Company's Harry Brown returned from his New York trip May 3. Harry did not stay put long, however, as he left for Idaho May 11, and intends covering spots in California during this one week jaunt, too. After his return from out West another New York journey is in store.

Mike Spagnola, talking for Automatic Distributing Company, says Automatic callers last week were Ken Voeck, Kenosha, Wis., and Ott Oalmer, De Kalb, Ill. . . . Visitors at Monarch Coin Machine Company, Clayton Nemeroff says, were Charley Robinson, Los Angeles; Cecil Cole, Macon, Ill., and Gibson Bradshaw, Denver. Clayton, who just returned from a Southern jaunt, tells us there is plenty of business out on the road if it is "tracked down."

Grant Shay, Bell-o-Matic Corporation, says that among the callers here last week were Frank Averkamp, Clinton, Ia.; Tommy Douglas, an old-timer in the business from Yellow Specialty Company, Salt Lake City. Grant said firm's treasurer, John P. Ryan, and President Vince Shay were seen devouring wedding cake while attending the wedding party May 3 of local operator Joe Mahoney's daughter.

Coin amusement games welcomed Al Benton, Atlanta, as a visitor this week, Bernie Schultz says. He adds that firm's new mechanic, Howie Rosenthal, who started last week, has him considering heightening the doorways in the building—Howie is about

seven feet tall. Bernard claims the recent Eastern trip is bearing fruit in the number of mail orders for the conversion kits that have been coming in. A series of two three-day trips will be undertaken by Bernie commencing this week, covering territory in and about the Midwest.

Ted Kruse's son, William, came home for a visit from college last week, Amusematic Corporation's Vince Connors says. William is majoring in journalism. Looks like Amusematic will be having its own private professional publicist in the future. We hear Ted's boat, T 'N T, is to be launched in Montrose Harbor this week. First T is for Ted's wife, Trudy. . . . Irving Ovitz, Automatic Coin Machines & Supplies, greeted visitors Fred Gerling and son, both of Muskegon, Mich., and Russell Barker, Manteno, Ill., last week. Joe Joungrwirth, Dubuque, Ia., and his brother also visited recently.

Dave Gottlieb, of Dave Gottlieb & Company, left Thursday (8) for a week-end in New York. He scooted up there on business, brother Nate says. Nate greeted Joe Ash, Active Amusement Machine Company, Philadelphia, the other day.

Empire Coin Machine Exchange opened its doors for, among other visitors last week, George Hurwich, Seeburg Connecticut Corporation, Hartford, Conn., and Barney Frerich, Universal Distributing Company, St. Louis. It is reported that firm's Ralph Sheffield gave the home folks a peek at him the other day—Ralph has been tucked away in the new building, which, by the way, will be ready in three weeks. Paul Glaser says to list Ralph as a visitor from Milwaukee Avenue, where the new headquarters will be located.

## Detroit:

(Continued from page 121)

the business. . . . Gerhardt (Gay) Wobermin, head of Gay Coin Company, is supervising remodeling and expansion activities at the showrooms here. He is planning enlarged displays of used equipment.

Joseph Brilliant, former president of Michigan Automatic Phonograph Owners' Association (MAPOA), who recently resigned due to his health, has returned from a trip to Hot Springs much improved. . . . Charles E. Shannon, who headed the Beverly Music Company, organized about a year ago to take over the Wurlitzer franchise for the Oscoda territory, has dropped out of the business. Charles's partner, William Pawley of Saginaw, is organizing his own music route in the same territory.

John N. Germack Company, one of the largest local jobbers in the nut field servicing vending machines before the war, is keeping the plant on East Vernor Highway closed, as it has been since early in the war, but is understood to be planning ultimate reopening. . . . Max Lipin, general manager of Allied Music Sales, was in charge of a special exhibit and demonstration of their lines at the Hotel Statler in the Judge Woodward Room this past week. . . . Edward Carlson, Morris Goldman and Glenn Payne are incorporating the Coin Co-operative Corporation, with offices at 1150 National Bank Building and a capitalization of \$100,000 to deal in coin machines.

**MAR-MATIC SALES CO.**  
27 W. BIDDLE ST. BALTIMORE 1, MD.  
Eastern Seaboard Headquarters for  
Payout Consoles, Slots, Safes and  
Stands. New and Used. Write, wire  
for prices.



**Another Great New Money-Maker by United!**

# HAVANA

**FIVE-BALL NOVELTY-REPLAY GAME**

**Greater Than "RIO"!**

- New Tantalizing Ball Action
- Multiple Scoring Pockets
- Saucer Kick-Out Pockets
- HA-VA-NA Feature is Terrific Build-Up for Super-High Scores
- Cross-Ball Action
- Fourteen Ways to Score Replays

**See Your Distributor Now!**

**UNITED MANUFACTURING COMPANY**  
5737 NORTH BROADWAY CHICAGO 10, ILLINOIS

**CLEANING HOUSE—PRICES SLASHED**

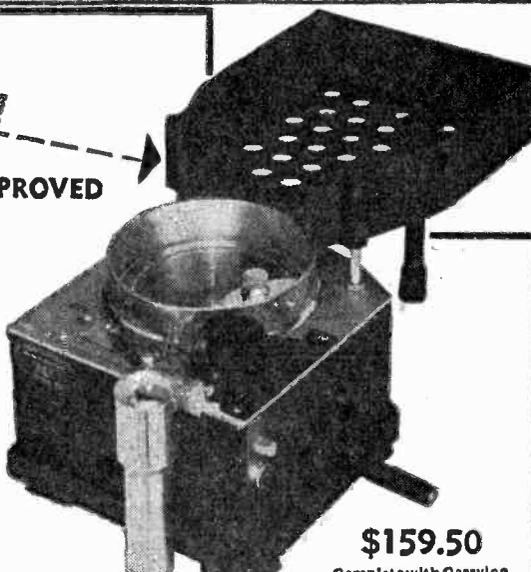
ARIZONA	\$ 47.50	RIO	\$199.50
BALLY CLUB BELL	149.50	SUPERLINER	159.50
BIG HIT	79.50	SUPERSCORE	169.50
BIG PARADE	104.50	STEP UP	169.50
FLAT TOP	79.50	STAGE DOOR CANTEEN	79.50
GRAND CANYON	62.50	SOUTH SEAS	59.50
PIN UP GIRL	15.50	WHIZZ	49.50
PYLON	15.00	VICTORY SPECIAL	325.00

**ROCK CITY AMUSEMENT CO.**  
125 Sixth Ave., N. Nashville 2, Tenn.

**THIS IS IT!**

**NEW -- GREATLY IMPROVED**

## ACE FEATHER-LITE COIN COUNTER



Incorporating the proven features of Ace Coin Counting Equipment . . . plus Improvements and added time saving features . . . plus the same low price.

**\$159.50**  
Complete with Carrying Case and Money Tubes

**ACE COIN COUNTING MACHINE CO.**  
3715 N. SOUTHPORT CHICAGO, ILLINOIS

**Los Angeles:**

(Continued from page 121)  
 confer with operators and distributors in this territory. He was confabbing with G. E. Talmage and Ray Heldstab at Fairway Distributing Company, and Norman C. Mueller, of Mueller Specialty Company, Wichita, was up to meet with Jordan and talk over the phone music situation. . . . Mueller said the telephone strike has not resulted in breakdowns or other interference on established circuits, but it has put the kibosh on the opening up of new lines.  
 Out at Automatic Coin Machine Company, Fred Lamb was greeting the visitors last week while Victor Roos was touring Western Kansas and Clarence Owens, sales and serviceman, was doing the Missouri territory. . . . Lamb's wife, Maryanne, is in St. Luke's Hospital with a broken ankle. She slipped and fell Thurs-

day (8) while running to catch a bus to go downtown with him.

G. E. Knost, of Baker-Knost Novelty Company, Pittsburg, Kan., was in last week-end to see Al Stern at the World-Wide Distributing Company office here. . . . Virginia Carson, who is in charge at World-Wide while Stern is in Chicago, says she's busy taking advance orders on the new Keeney five-ball game.

Reed Whitney, Seeburg factory representative, is expected in at W. B. Music Company this week. . . . W. B. reports that F. G. Parker, of St. Joseph, Mo., has set up a new pin game operation there.

Out-of-town operators in on coin machine business last week included R. P. Leiter, service man for Norman Stevens Music Company, at Sedalia; J. O. Whittington, of Pierce City; H. F. Olson, of Noel, and Walter Cobb, of St. Joseph. . . . John Emick, of Lawrence, and Albert Rettig, of Ideal Music Company, Topeka, were among the Kansans putting in an appearance.

**New Orleans:**

(Continued from page 121)  
 "booming." . . . Carl J. Simpson, formerly of Coin Machine Acceptance, Chicago, is managing the new Griffin Distributing Company here for Les Griffin of Jackson, Miss. It is the former Louisiana Coin Machine Service set-up. . . . Simpson says demand for AMI equipment has been fairly steady since he arrived. Company's plans to introduce Automatic Hostess here have been delayed by the phone strike.

Great Southern Novelty & Music Company reports the 3 per cent drop in play was almost made up by improvement in this line during recent months, but another decline appears to have started. Great Southern is now renting machines for parties, etc., according to Buster Clesi, and is considering handling coin-operated radios. . . . Louis Boasberg, New Orleans Novelty Company, returned from a recent trip to Chicago and expects to visit New York soon for arcade equipment. Louis has been busy getting the new Penny Arcade set up on South Rampart Street. Arcade business at the big Canal Street location is feeling the heat, as is play at the new Sportland, Boasberg says.

Sal and J. P. Rando, Acme Phonograph Rental Company, say that rentals have picked up somewhat. Firm has gone into an outside line, repairing amplifiers. . . . Mrs. John Barcelona reports good play at locations of Barcelona Radio and Amusement Service, but poor business in the radio line. The company has acquired several new Wurlitzers. . . . S. H. Lynch Company, Seeburg distributors, reports a good demand for new equipment. Ben Neubauer of Thibodeaux was a recent visitor.

Leroy Oubre is running the office of Console Distributing Company while Bob Buckley and Sam Tridico are on the road, which is almost constantly—they recently made Alexandria, Shreveport and other cities from the Texas border to the Mississippi Gulf Coast, including Bay St. Louis, Biloxi and Gulfport. Future visits will include Mobile. Biggest trouble now for the firm, Oubre says, is getting enough Buckley equipment to meet demand.

Jules Chevez, of J. & M. Music Shop record department, states that a master record by Fats Pichon, New Orleans jazzman, was cut in the J & M. studio. Titled *Cherry*, it is for De Luxe and is backed by *I'm Go'in to Move on the Outskirts of Town*. Record sales at J. & M. have been on the upgrade, but juke and pinball play at their locations is off. Lena Cerniglia, of the office, is already planning her month's vacation in New York.

**Operators Acclaim the Amazing Money Making Features of TEST QUEST**

**Two Proven Features Combined To Make One Sensational Game!**

**Legal Everywhere!**

Your Response Was Overwhelming. Orders Are Now Being Filled In Rotation—Get Your Order In Now!

**\$57.50**



Shipping Weight: 26 lbs. Size: 8 1/2" Wide, 12" Long, Back—12" High, Front, 7" High.

Fast 1¢ play in a game that would be terrific with either attraction. TEST QUEST combines the novelty of a Question and Answer Game with the Grip Scale to create a sensational moneymaker. **EVEN A CHILD CAN OPERATE IT!**

Individual coin compartment protected by Chicago Lock holds \$30.00. Comes complete with extra set of questions and answers (additional sets at low cost). Order Now! Be the first in your territory with Test Quest.

**GRUNIG NOVELTY CO.**  
 817 North Hamlin Ave. Chicago, Ill.

**NEW**

- 5c Draw Bells, Original Cases . . . . \$382.00
- 25c Draw Bells, Original Cases . . . . 398.00
- 5-5-5 Triple Bells . . . . "Write"
- 5-5-25 Triple Bells . . . . "Write"

**SLIGHTLY USED FLOOR MODELS**

- 5c Draw Bells . . . . \$367.00

**O'CONNOR VENDING MACHINE CO.**

2318-20 W. Main St. Richmond, Virginia

**FOR SALE—ARCADE MACHINES—FOR SALE**

- 25 Bally Skee Ball Alleys, 14' long . . . WRITE | Cottlieb, Single Grip . . . . \$19.50
- 5 A.B.T. Big Game Hunters, New Model \$32.50 | 5 Hollys, Single Grip . . . . 11.50

**WANT TO BUY**

Used—SEEBURG RAY GUNS and parts

EVANS TEN STRIKES and parts

**RELIABLE SKEE BALL CO.**

2512-14 IRVING PARK RD.

CHICAGO 18, ILL.

*We are now delivering*

- USED GAMES READY FOR LOCATION**
- 4 Suspense . . . . \$125.00
  - 6 Canteen . . . . 125.00
  - 3 Spellbound . . . . 159.50
  - 3 Baffle Card . . . . 189.50
  - 3 Show Girl . . . . 199.50
  - 2 Superscore . . . . 189.50
  - 2 Rios . . . . 169.50
  - 2 Seabreeze . . . . 189.50
  - 4 Superliner . . . . 159.50

**WE ARE ALSO MAKING DELIVERY OF NEW GAMES**

- Williams Cyclone
- Chi Coin Kilroy
- Bally Rocket
- Bally Double Barrel
- Bally Entry
- United Havana
- Gottlieb Maisie

Complete New 20-Station Automatic Hostess. Never uncrated.

Terms: 1/3 Certified Deposit, Bal. C.O.D.



**Sterling NOVELTY CO.**  
 669-671 S. Broadway  
 LEXINGTON 20, KY.

*It's Coming!*  
**KWIK-KOIN**

"Big Brother" of the  
**KWIK-NIKLES COIN CHANGER**

★  
**McPHERSON MANUFACTURING CO.**

1641 1/2 E. 28th St. Tacoma 4, Wash.

**FOR SALE**

NEW DU GRENIER Cigarette Machines. In Cratos. Write. Immediate Delivery.

**WANTED**

Models S. W., W. D., DuGrenier-Stuart.

Manufacturers—We are in need of Lines to Distribute. We Buy and Sell All Makes and Models of Cigarette Machines, Phonographs and Pin Ball Machines, New and Used.

**STAR NOVELTY COMPANY**  
 4151 DELMAR ST. LOUIS 8, MO.  
 Phone: Franklin 0880

EXCLUSIVE DISTRIBUTORS FOR WISCONSIN & UPPER MICHIGAN

PERSONAL MUSIC CORP.  
MEASURED MUSIC

DAVAL PRODUCTS CORP.  
COUNTER GAMES

H. C. EVANS & CO.  
CONSOLE GAMES

ELECTROMATON, INC.  
ARCADE-TYPE GAMES

UNITED  
COIN  
MACHINE  
CO.

U. S. VENDING CORP.  
SELECTIVE VENDER

FILBEN '47  
80-RECORD PHONOGRAPH

UNITED MFG. CO.  
PIN GAMES

MARVEL MFG. CO.  
COUNTER GAMES

SQUARE AMUSEMENT CO.  
ARCADE-TYPE GAMES

SEE US FOR  
EVANS NEW 1947

TEN STRIKE  
NOW DELIVERING

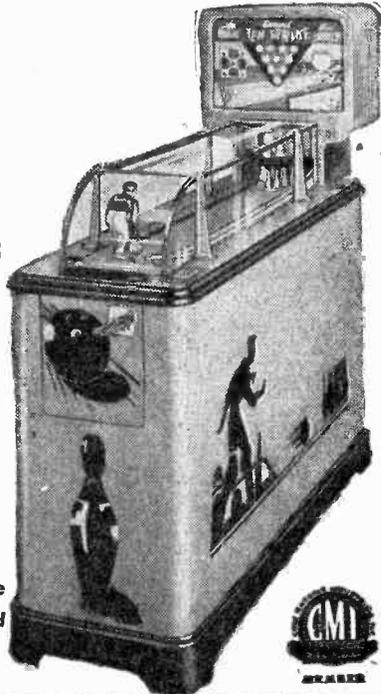
THE ORIGINAL AND STILL THE  
GREATEST MONEYMAKER OF  
ALL BOWLING GAMES

CALL US TODAY

\$392.50

Terms: 1/3 Certified Deposit

Write for Our Latest Complete Price  
List on High-Quality Reconditioned  
Equipment.



Wisconsin's Leading Distributors

UNITED COIN MACHINE COMPANY

6304 W. GREENFIELD

SPRING 8446-8447

MILWAUKEE 14, WISC

NEW GAMES — WRITE NOW!!

CARNIVAL

Un. HAVANA  
Exh. MYSTERY  
Goff. MAISIE  
Exh. BIG HIT  
Bally SURF QUEENS

Send for Price  
List of Used Games

COUNTER GAMES  
PRACTICALLY NEW

Baby Puritan, F.R. \$17.50  
1c Amer. Eagle,  
F. R. . . . . 19.50  
5c Bally Reserve  
(Cig. Reel) . . . . 10.50

1/3 DEPOSIT WITH ORDER, F. O. B. CHICAGO

MARVELS

'POP-UP'. \$49.50

BELL MACHINES

Mills Brown Ham-  
merfold, 5-10-25¢  
(Matched Set) . \$550.00  
Mills Chrome, 5¢ . 175.00

ARCADE

Periscope . . . . \$134.50  
Helicats . . . . 89.50  
Chicoin Hockey  
(2 Men) . . . . 139.50  
Score-a-Barrel,  
10 1/2 Ft. . . . . 399.50  
Score-a-Barrel, 7 Ft. Write  
Boomerang (New). Write

Mid-State Co.

2369 MILWAUKEE AVE., CHICAGO 47, ILL

Phone: Everglade 2545

BARGAINS  
FIVE BALLS

Stars . . . . . \$25.00  
Air Circus . . . . . 40.00  
2 Sunbeams. Each . . . . . 40.00  
Venus . . . . . 40.00  
2 Big Parades. Each . . . . . 40.00  
Victory . . . . . 40.00

2 Wildfires. Each . . . . . \$40.00  
Pan American . . . . . 40.00  
Monicker . . . . . 40.00  
Duplex . . . . . 40.00  
Silver Skates . . . . . 40.00  
Broadcast . . . . . 40.00

JENNINGS AND MILLS

1 10c 3-5 Jennings Chief, Serial 134448 . . . . . \$ 50.00  
1 5c 3-5 Jennings Silver Moon, Serial 149124 . . . . . 50.00  
3 5c 2-5 Mills Silver Chrome, Serials 460311, 450945, 467250. Each . . . . . 85.00  
1 5c 2-5 Mills Blue Front . . . . . 50.00  
1 5c 3-5 Mills Melon Bell, Serial 437119 . . . . . 50.00  
1 5c 3-5 Mills Bonus, Serial 457556 . . . . . 75.00  
1 25c 3-5 Mills Brown Front, Serial 447710 . . . . . 125.00  
1 25c 2-5 Mills Gold Chrome, Serial 471653 . . . . . 110.00

1/3 Deposit, Balance C. O. D. Small Charge for Crating.

LEW WOLF ENTERPRISES

1018 MAIN STREET

Phone: GARfield 7780

BUFFALO 2, N. Y.

COINMEN  
YOU KNOW

New York:

(Continued from page 121)

las operator, is reported headed to-  
ward New York City.

C. W. (Scotty) Hynd, arcade owner  
in Dundee, Scotland, is in the city.  
Scotty is one of the first to put  
arcades inside fairgrounds in Eng-  
land. . . . C. J. Fendrick, one of the  
largest coin machine operators in  
Denver, writes that he is headed for  
a two-month vacation and will enter  
the distributing end of the business  
on his return.

Nat Cohn, Modern Music Sales ex-  
ecutive, is in Chicago. . . . Tony Fer-  
rara is now in charge of vending ma-  
chine repair at Harry Berger's West  
Side Distributing Corporation. . . .  
Mrs. Alba Leona, wife of Joe Leona,  
Tradio production manager, baked a  
birthday cake the exact size of a  
Tradio coin-radio to celebrate the re-  
cent birthday of George Trad, firm  
vice-president, at a party in the Old  
Mill Inn, Spring Lake, N. J. . . . Fred  
Raymond, Buffalo coinman, was visit-  
ing in town last week.

Harold Saunders, head of the parts  
department at Atlantic New York  
Corporation, will marry Gladys  
Greenberg in September. . . . Ted  
Seidel, formerly with Dave Lowy &  
Company, has opened an office at 458  
West 57th Street under the name of  
Seidel Coin Machine Sales. Jack  
Block is his sales manager. . . . Rod  
Stern and Larry Schwartz, Florida  
operators, are here visiting coinmen  
they met last winter down south.

Alf Jordan, Capetown, South Africa,  
juke box and amusement game ma-  
chine operator, left for the United  
States May 1. Jordan will land at  
New Orleans and head for New York,  
arriving about May 22, before seeing  
coinmen friends in Chicago. . . .  
Myron Dietz, of Dietz Amusements, is  
home with the flu. . . . Many New  
York coinmen are now completing  
plans for summer resort installations  
of almost every type of coin-operated  
machine.

Bob Jacobs' Coney Island Arcade  
now has four cup-type soft drink  
vending machines. Jacobs reports  
vender biz excellent. . . . The new  
Million Dollar Playland Arcade, 47th  
Street and Seventh Avenue, is report-  
ed doing a good biz. . . . Ed Ravreby  
has changed around the machines in  
his Times Square Playland Arcade  
and added more lights. . . . The Shork  
and Schaffer Arcade at 52d Street  
and Broadway has also had a spring  
house-cleaning.

Bert Lane, Myer Parkoff and Harry  
Rosen are busy with final plans for  
the May 25 grand opening party of  
their new Atlantic and Seaboard New  
York Corporations. . . . Ed Barnett, of  
Cameo Vending Service, states that  
shipments of the new Silver King hot  
nut vendors will be made within one  
week of ordering. . . . Charlie Licht-  
man, New York Distributing, is speak-  
ing of expansion.

Howard Edleman, former New  
York Amusement operator, was visit-  
ing in the city last week. Howard is  
now operating music machines in  
Central Indiana. . . . Ben Palastrant,  
Aireon's New England sales manager,  
is reported headed for the city. . . .  
Coney Island arcade biz is up. . . .  
Sidney Warren, London coinman, is  
due to land here about May 28.

EXPERIENCED MECHANIC

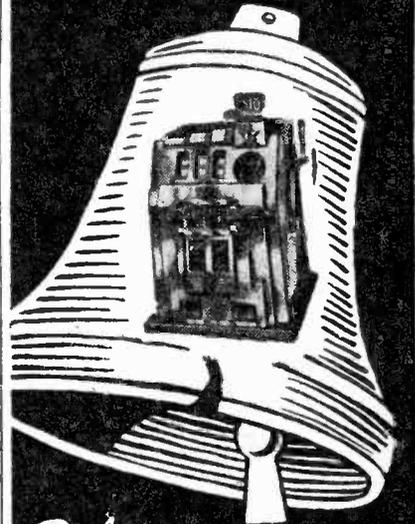
For shop and route. No other need apply.

EAST COAST MUSIC CO.

Tenth & Walnut Sts.

Chester, Pa.

PACE  
The BIGGEST  
NAME in BELLS

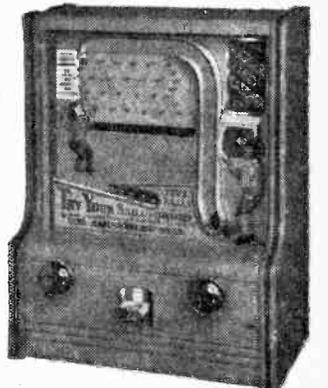


Deluxe  
Chrome Bells  
5c - 10c - 25c - 50c - \$1.00

PACE  
MFG. CO. INC.

2909 INDIANA AVE. CHICAGO, ILL.

KICKER and CATCHER



100% Skill! Takes in more  
money per dollar invested than  
any Game made!

1¢ Play

\$37.50

5¢ Play

Add \$3.75

TERMS: 1/3 Deposit, Balance C. O. D.

Birmingham Vending Co.

2117 Third Ave., No., Birmingham 3, Ala.

Practically  
NEW

Keeney Super Bells—Bally Draw Bells—Jen-  
nings Challengers—Bally Victory Derbys—  
Mills and Jennings slots—CALL OR WRITE  
FOR CLOSE-OUT PRICE!

5c Big Games, P.O. . . . . \$85.00  
5c Jennings Silver Moons,  
P.O. . . . .  
5c Jumbo Parades, P.O. . . . .  
Ref. LIKE NEW

4 Pace 54" Aut. Bowling Alleys . . . \$600.00  
Keeney Anti-Aircraft Guns . . . . . 25.00  
Evans Tommy Guns . . . . . 75.00  
Bally Rapid Fires . . . . . 100.00  
5c-10c-25c-50c Black Cherries—Golden  
Falls and Club Falls.

WRITE FOR SPECIAL PRICES!

TWIN PORTS SALES CO.

230 Lake Ave., So., Duluth, Minn.  
2027 Washington Ave., So.,  
Minneapolis, Minn.

# RECORD REVIEWS

(Continued from page 119)

**HANK WILLIAMS** (Sterling 208)

*I Don't Care*—FT; V.  
*My Love for You*—FT; V.

It's the spirited singing of the mountain country that Hank Williams gives to both of these torch ballads, and both tuneful ones that spin at a bright tempo with the fiddles and guitars of the Drifting Cowboys providing an attractive rhythmic setting. For his own *I Don't Care*, Williams sings of his hurt since his girl went away so that he doesn't even care if tomorrow never comes. Also an original, sings it just as expressively for *My Love For You*, telling how his love has turned to hate.

Both sides will attract those taking to the music machines for their torch tunes.

**SLIM BRYANT** (Majestic 11010 and 11005)

*Bessie James*—FT; VC.  
*I Love You True, Lou*—FT; VC.  
*Ain't We Crazy*—FT; VC.  
*How Many Chances Do You Want?*—FT; VC.

Of all the four originals that Slim Bryant offers up here with his Wildcats, his songs largely on the comedy side, it's his *Bessie James*, the fastidious Kentucky mountain gal who robs 'em from cradle to grave, that spins to best advantage. Singing with an assisting trio, and with the accordion and fiddles geared to the Western hot style, there's plenty of that mountain zing to their music and song. It's a fast marching tempo for *Ain't We Crazy*, but nothing funny of tuneful in the ditty. Nor is there any life to the playing or the singing of Ken Newton for *How Many Chances Do You Want?* while Raymond Bryant and the Trio harmonize it rhythmically and do full justice to the ditty for the gay girlie song *I Love You True, Lou*.

*Bessie James* may well jam the machines with buffalo heads.

**PEE WEE KING** (Victor 20-2263)

*Keep Them Cold Icy Fingers Off Me*—FT; VC.  
*Kentucky Waltz*—W; VC.

Pee Wee King plenty regal for the singing of these two Westerns, and with some lively guitar pickings among his Golden West Cowboys that includes fiddles and accordion, spinning is strong on both sides. It's a catchy novelty ditty for *Cold Icy Fingers*, the singing spirited and the playing rhythmic. And for the mated *Kentucky Waltz*, the sweet tenor singer brings out all the sentimental and nostalgic appeal of the song.

*Cold Icy Fingers* will keep the music ops plenty warm with the coin row.

**BILL MONROE** (Columbia 37294)

*Mansions for Me*—W; V.  
*Mother's Only Sleeping*—W; V.

Bill Monroe joined by Lester Flatt for the song duets, with the mandolins and guitars of his Blue Grass Boys providing an appropriate musical background, it's the rich flavor of the backwoods gospel singing for both of these hymnals. Both folk spirituals are originals and taken in the waltz tempo.

For the home boxes.

**YODELING SLIM CLARK** (Continental 8013)

*Ding Dong Polka*—FT; V.  
*Little Old Sod Shanty*—FT; V.

Raising his voice in lusty cowboy fashion and adding yodeling licks to the likings, Slim Clark clicks with his cuttings for both of these sides, spinning at a lively clip to the guitar strums. Sings in easy and care-free style, as is his yodeling, for Denver Darling's *Ding Dong Polka*, song of wedding bells ringing for someone else, and with rich nostalgic feeling for *Old Sod Shanty*.

Both sides rich in lyrical appeal for the music box play.

**BETTY REILLY** (De Luxe 1074)

*Mahzel*—FT; V.  
*All Suit—No Man*—FT; V.

The full-voiced rhythm chanting of Betty Reilly, with the Earl Warren Sextet providing the lively support, gets both of these songs across. But without projecting the effervescent lyrical personality that the gal has registered on earlier records. Takes *Mahzel* at a bright tempo, but sings it for the most part in straight-forward fashion. Nor does she add any of those telling nuances for the *All Suit—No Man* calypso chanting, in spite of the fact that the lyrics lend themselves to telling innuendoes.

Popularity of *Mahzel* will help attract attention that side.

**KATE SMITH** (MGM 10024)

*After Graduation Day*—FT; V.  
*Dreams Are a Dime a Dozen*—FT; V.

The radio songbird brings little of her lyrical charm to either of these slow ballad chants, ripping them off with full voice but without any marked expressive qualities in her pipes to make the spinning ear-warming. Sings it alone for the campus ballad, *After Graduation Day* from the musical *Barefoot Boy With Cheek*, with the Four Chicks and Chuck adding vocal assist for *Dreams Are a Dime a Dozen*. Jack Miller's music provides the accompaniment as matter-of-factly as Miss Kate's singing.

Doesn't stack up strong enough to woo coinage.

**JOHNNIE JOHNSTON** (MGM 10019)

*Stella by Starlight*—FT; V.  
*Spring Isn't Everything*—FT; V.

For his first cuttings on this new label, Johnnie Johnson gives expressive baritoning for both of these lovely mood melodies. And while the romantic urge may not be so pronounced, Johnston projects both lyrical love stories in fine relaxed style. Emil Vandas conducts the accompanying orchestra with full convictions.

*Stella By Starlight* will satisfy the nickel-spenders.

**ART MOONEY** (MGM 10020)

*Mahzel*—FT; VC.  
*That's My Desire*—FT; VC.

It's a thoroly danceable brand of music, with emphasis on smooth melodic flow, that Art Mooney brings to the label. Without any distinguishing characteristics in the band styling, Mooney keeps it bright for *Mahzel* with the Gali Sisters harmonizing the "good luck" lyrics in rhythmic fashion. For the flip, Mooney adopts the sax-clary blend to set forth the slow ballad spin, *That's My Desire*, with Bud Brees in good baritone voice for the lyrical refrain.

*Mahzel* should cut a corner of the coin sweepstakes for the song.

**RUBY SMITH** (Victor 20-2244)

*Hot Sauce Susie*—FT; V.  
*I'm Scared of That Woman*—FT; V.

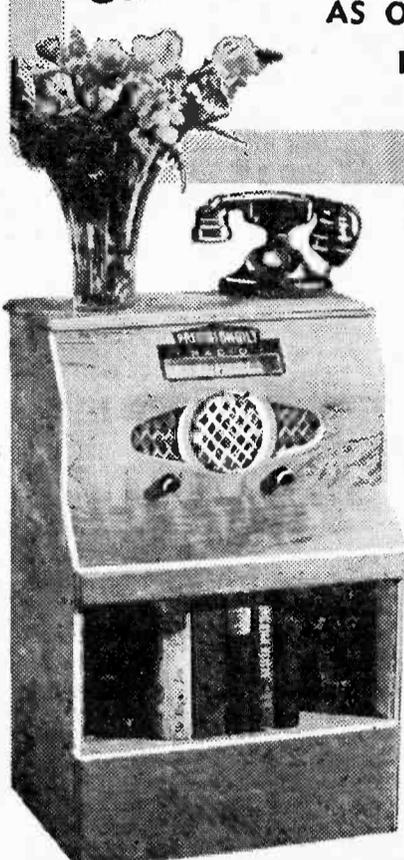
Plenty of huskiness in the blues shouting of Ruby Smith, who inherited her style from her late Aunt Bessie. Only Ruby is far from a Bessie, both in voice and in blues feeling. Moreover, there is no salty twang to her piping altho both selections are saucy bits. Fumbles thru *Hot Sauce Susie*, a lively patter ditty that links the lyrics with kitchen specialties. And in the slow blues frame for *I'm Scared of That Woman*, is none too convincing that she's much worried that she stole another woman's jelly-roll. Tenor saxist Gene Sedric and a small band with Al Casey on guitar and Lincoln Mills on trumpet plenty fine for the musical back-drop.

Song lyrics will attract to the sides at the race spots.

(Continued on page 128)

GET INTO THE \$15,000 CLASS . . .

AS OUR DIRECT FACTORY REPRESENTATIVES



That's what our live-wire representatives are earning now! Tremendous opportunity for the right men with the Sensational New Merchandising Plan for Our De Luxe Model.

"PRECISION-BILT" RADIO

Unquestionably the best and most beautiful coin-operated Console Radio made!

Wins instant acceptance in the finest hotels, tourist camps, clubs, motels, etc. Thousands of "Precision-Bilt" Radios are being installed with our successful

CO-OPERATIVE FINANCE PLAN

Limited Number of Representatives Being Appointed for All Areas.

WRITE TODAY!

PRECISION--BILT CO.

19 ARLINGTON STREET, BOSTON 17, MASS. • COMMONWEALTH 6740

BEN RODINS SAYS

If We Can't Guarantee It We Won't Ship It!

KEEP POSTED

GET ON OUR MAILING LIST!

<p><b>NEW PIN GAMES FOR IMMEDIATE DELIVERY</b></p> <p><b>EXHIBIT'S CROSSFIRE</b> UNITED'S HAVANA CHICOIN'S KILROY GOTTLIEB'S MAISIE</p> <p><b>NEW ARCADE EQUIPMENT</b> Amusement's Boomerang . . . \$295.00 Esquire's Spot Lite 399.50 Genco's Advance Roll . . . . .499.50 New Photomatics . . .1495.00 New Voice-o-Graphs . . . . .1495.00</p>	<p><b>USED ARCADE EQUIPMENT</b> Late 1942 Photomatics . . . . . \$400.00 Goalers . . . . . 190.00 Ace Bombers . . . . . 99.50 Night Bomber . . . . . 110.00 Keeney Sub Gun . . . . . 65.00 Chicoin Hockey . . . . . 40.00 Ten Strike . . . . . 55.00 Bally Rapid Fires . . . . . 55.00</p> <p><b>USED PIN GAMES</b> Grand Canyon (Rev.) . . . . . \$69.50</p>	<p><b>USED PIN GAMES (cont.)</b> Arizona (Rev.) . . . \$69.50 Streamliner (Rev.) . . 69.50 Santa Fe (Rev.) . . . 69.50 South Seas (Rev.) . . 79.50 Riviera (Rev.) . . . 79.50 Wagon Wheels (Rev.) 79.50 Laura . . . . . 79.50 Liberty . . . . . 79.50 Cover Girl . . . . . 79.50 Keep 'Em Flying . . . 79.50 Surf Queen . . . . . 98.50 Big Hit . . . . . 98.50</p>
--	---	---



MARLIN

AMUSEMENT CORPORATION

412 9TH ST., N. W. • DI 1625  
WASHINGTON 4, D. C.

MEMBER

All used post-war games; let us know what you need! USED CONSOLES, SLOTS, MUSIC — WRITE.

IMMEDIATE DELIVERY

Gottlieb MAISIE  
Gottlieb DAILY RACES (1 Ball)  
Gottlieb GRIPPERS  
Exhibit CROSSFIRE  
Chicago KILROY  
A. B. T. CHALLENGERS

WRITE FOR OUR COMPLETE PRICE LIST



OLIVE NOVELTY CO.

2525 LUCAS AVE., ST. LOUIS 3, MO.  
(Phone: Franklin 3620)

MEMBER

SOLO OR MONEY BACK GUAR ANTEE

**P. & S.  
"SHOOTING  
STARS"**

**This 5 Ball Free Play  
Game Will Bring You  
MORE PLAY**

**It Costs LESS to  
Buy and OPERATE**

WRITE FOR DESCRIPTIVE CIRCULAR

**P. & S. MACHINE CO.**  
3017 N. Sheffield Ave., Chicago 14, Ill.

**CLEAN BARGAINS—CLOSE OUT**

- |                                      |                          |
|--------------------------------------|--------------------------|
| 3 A.B.T. Guns, Late Model, F. Ea.    | \$ 18.00                 |
| 1 A.B.T. Jungle Hunt, on Base        | 25.00                    |
| 4 Holly Grip, on Bases, Ea.          | 41.00                    |
| 1 Gott. Grip, on Base                | 12.00                    |
| 1 Pike's Peak, like new              | 20.00                    |
| 1 Kicker & Catcher                   | 22.50                    |
| 1 Skill Jump                         | 35.00                    |
| 1 American Eagle, Token Payout       | 12.00                    |
| 1 5c Caille, No Lemon                | } \$550.00<br>FOR<br>LOT |
| 1 25c Caille Cadet                   |                          |
| 2 5c Wat. Rot-Tops                   | } \$550.00<br>FOR<br>LOT |
| 1 10c Wat.                           |                          |
| 3 25c Wat.                           | } \$ 85.00               |
| 1 Seeburg Hockey                     |                          |
| 1 Kirk Scale, Horoscope Ticket       | 125.00                   |
| 1 Bally Alley                        | 35.00                    |
| 1 Chest Golf, Floor Model            | 45.00                    |
| 1 Pitch 'Em & Catch 'Em, Floor Model | 69.50                    |
| 1 Angl-Aircraft                      | 40.00                    |

**PLAYLAND AMUSEMENT CO.**

340 Monroe Ave., N.W., Grand Rapids 2, Mich.

**PHONOGRAPHS**

Wurlitzer, Aircon, Rock-Ola, Seeburg — Write

**NEW LOW PRICES ON  
AMERICA'S FINEST USED PHONOGRAPHS**

**Check These Points**

- |                                      |                                      |
|--------------------------------------|--------------------------------------|
| 1. Refinished                        | 5. Worn parts replaced               |
| 2. Mechanism washed in tank          | 6. Carefully crated                  |
| 3. Amplifier, motor, speaker checked | 7. Immediate delivery                |
| 4. Tone Head Renewed                 | 8. Cloths replaced with Talking Gold |

<b>AMI</b>	
50 HIBOYS, SINGING TOWERS, X. S. Highest offer takes them.	
<b>SEEBURG</b>	
HITone, R.C.	\$289.50
HITone, E.S.	259.50
Colonel, Major, etc.	249.50
8200 Conversion	149.50
Casino	129.50
Royal	109.50
<b>WURLITZER</b>	
780E Colonial	\$329.50
850 Adaptor, Stepper	359.50
500	179.50
600K	169.50
800R	159.50
Victory	149.50
24	119.50

<b>ROCK-OLA</b>	
Spectravox and Playmaster	\$199.50
Commando	199.50
Super	185.00
Standard	155.00
Cellar Job, 30-Wire	99.50
<b>MILLS</b>	
Throne	\$109.50
<b>WURLITZER</b>	
Cellar Job, 30-Wire	\$119.50
616	89.50
412	59.50
Seeburg 30-Wire Boxes	7.50
Wurlitzer 120	10.00
10,000 Title Strips	9.75
Needles	WRITE

**ALL TUBES AND MINIATURE BULBS - - - 40% Discount**  
Terms: 1/3 Cash With Order, Balance C. O. D.

**DAVIS DISTRIBUTING CORPORATION**

SEEBURG FACTORY DISTRIBUTORS

12 Years of Operators' Confidence

738 Erie Blvd. E.  
Syracuse, New York

875 Main Street  
Buffalo, New York

**BALLY 1 BALL PAYOUTS**

**VICTORY DERBYS**

**JOCKEY CLUBS**

**TURF KINGS—AND ALL OTHERS**

Priced To Sell—Or Will Trade

For NEW FIVE BALLS

**BUSH DISTRIBUTING CO.**

250 W. BROADWAY • PHONES CHERRY 3371 • MINNEAPOLIS, MINN.  
ASSOCIATE OFFICES • MILWAUKEE • DES MOINES • OMAHA

**RECORD REVIEWS**

(Continued from page 127)

**MARIAN ANDERSON (Victor 10-1278)**

Poor Me—WT; V.  
Hold On!—FT; V.

It's always a rare occasion when Marian Anderson cuts the spiritual sides. And this doublet is no exception. Her rich contralto tones, marred only by surface noises on this reviewing copy, are best demonstrated for *Poor Me* from the Work Brothers' *Folk Songs of American Negro*. Sings it in the slow waltz tempo in a deep low voice and with deep religious feeling. And there's as much heart-warming religious flavor in her singing of the traditional *Hold On!* spiritual. Franz Rupp provides the superlative accompaniment at the piano.

For the home collection.

**JAZZ GILLUM (Victor 20-2232)**

Can't Trust Myself—FT; V.  
All in All Blues—FT; V.

It's the rugged blues shouting that Jazz Gillum gives for both of these slow race blues. And with rugged rhythms by the accompanying rhythm section sparked by Big Maceo at the piano, his lyrical moanings are all the more persuasive. Jazz (William) Gillum plays his harmonica with as much fervor as his sing-

ing for *Can't Trust Myself*, a doleful ditty of how mean and reckless he's going to become because his baby has left him; as well as for *All In All Blues*, singing to his love that she has done him wrong.

Both sides stack up strong for the race locations.

**BEDRICK SMEAGE (Victor 20-2053)**

Sarah Polka—FT.  
Red Apple Waltz—W.

It's the old-time beergarten band that Bedrick Smeage fronts for those two Bohemian folk dance melodies. And retaining that nostalgic flavor in their old-fashioned music making, it's a tuneful and airy polka plattering for *Sarah Polka*, and just as folksie for *Red Apple Waltz* melody in the three-quarter time.

Both sides will hold up for the nationality spots.

**WALTER OSSOWSKI (Victor 25-9175)**

Jolly Fiddler—FT.  
Leona—W.

It's a quartet of violin, accordion, piano and bass playing the gay and tuneful Polish dance melodies. And with the spirit and flavor of the old country, *Jolly Fiddler* is a gay and lively polka, and the attraction is just as strong for the lilting *Leona* waltz melody.

Stack up strong for the nationality spots.

**ORKIESTRA POLSKIE DZWONY**

(Continental 766)

Longhead Polka—FT.  
Shepard Dance—W.

With the clarinet, whose efforts are especially prolific, trombone and accordion pacing this Polish orchestra, it's the spirit and flavor of the Polish dance music for these sides. *Longhead Polka* is a tuneful and rhythmic polka melody, with the orchestra making it just as tuneful and lilting in its waltz rhythms for the *Shepard Dance*.

For the dancing at the nationality spots.

**MORRISON SISTERS (Continental 5104)**

California Polka—FT; V.  
Sambalin—FT; V.

The three Morrison youngsters, ranging in ages from 9 to 13, have plenty of spirit and feel for the rhythm harmonies in their singing. However, their immature voices without contrast in range blend thin and squeaky to make for any real measure of attraction or attention. Gals sing it at a lively clip for the tavern-styled *California Polka* and for the rumba-framed *Sambalin*, neither ditty any great shakes. Dukes of Rhythm, a rhythm section, give the girls a full rhythmic flow in support, but without adding any body to their song.

Spins thin for phono play.

**BILL JOHNSON (Victor 20-2225 & 20-2235)**

Don't You Think I Oughta Know—FT; VC.  
Pretty Eyed Baby—FT; VC.  
Shorty's Got To Go—FT; VC.  
You Didn't Have To Say I Love You—FT; VC.

Bill Johnson, composer of *Tuxedo Junction*, makes his disk debut with a small Harlesemese jump group that gives good reading to the ballad selections as well. And more significant than their syncos is the singing. Gus Gordon's romantic tenoring, with a quartet humming the refrain, brings out all of the torch qualities of *Don't You Think I Oughta Know*, selling it just as strong for the sentimental love ballad, *You Didn't Have To Say I Love You*. His alto sax pacing the small unit, Johnson, joined by the quartet, provides the lyrical dynamics in jump style for Lucky Millender's *Shorty's Got To Go*, hitting at the guy who takes their ties and gals, as well as for Mary Lou Williams' *Pretty Eyed Baby*.

All sides spin bright for the race locations.

**DOROTHY DONEGAN (Continental 6051)**

Jumping Jack Special—FT.  
Little Girl From St. Louis—FT.

The boogie-woogie keyboard knuckling of Dorothy Donegan, whipping the black-and-whites clean and articulate, is put on display in this plattering. Both are fashioned from blues patterns and spin at a speed clip, showing off her fluid piano drive to excellent advantage.

For the boogie-woogie pianophiles.

**EDDIE DAVIS (Apollo 767)**

Lover—FT.  
Licks a Plenty—FT.

A rhythm section supporting, tenor saxist blows his smoke at speed tempo for both of these sides. Rides it furiously and gutty for both selections, apparently interested in seeing how many notes he can get into a bar rather than making for thoughtful phrasings for *Lover*. Tone is reedy and his riding for *Licks a Plenty* never whips up any real tenor smoke.

Strictly a tenor sax specimen for hot jazz collectors.

**BILL OSBORNE (Continental 6043)**

No Good Woman Blues—FT; VC.  
Sweet Corrina Blues—FT; VC.

It's a right tight jump band of trumpet, clarinet and rhythm instruments that make up the Bill Osborne Heptet. But their playing is relegated mostly behind an unbilled tenor voice, who sings it with a high degree of sincerity for a bright spinning *Sweet Corrina Blues*, a tuneful girlie serenade. Warbler is much more at home with this kind of song than he is with the low-down race blues on the mated side, *No Good Woman Blues*. While his pipes are full and expressive, sings it without verve or excitement for the salty lyrics of the bad women who drive good men insane.

Race spots will favor *Sweet Corrina Blues*.

**AL RUSSELL TRIO (De Luxe 6002)**

Down the Road a Piece—FT; VC.  
Shy Ann—FT; VC.

This same coupling of the Al Russell Trio (piano, guitar and bass) was offered up earlier by the Sapphire label. Apart from an engaging individual style achieved by the piano and guitar, spinning for *Down the Road a Piece* is just as strong vocally

**RAY GUN  
OPERATORS**

**"BAG-A-BUNNY"  
IS A HONEY!**

A Conversion Unit for your Seeburg  
Guns that will make you \$ \$ \$ \$  
Money!

FEATURES 2 MOVING TARGETS!!  
Complete, Ready for Installation on  
Location. Order Today!

PRICE ONLY **\$39.50**

COMPLETE REPAIR SERVICE  
FOR BALLY AND SEEBURG RAY  
GUNS—AMPLIFIERS—MOTORS  
—GUNS. EXPERT WORK—  
REASONABLE PRICES.

**COIN AMUSEMENT**

GAMES, INC.

1335 E. 47TH ST., CHICAGO 16, ILL.

3 WURLITZER SKEEBALLS. Ea. . . \$175.00

3 CHICAGO COIN HOCKEY. Ea. . . 95.00

Guaranteed Operating Condition.  
One-Half Cash, Balance C. O. D., Plus Freight.  
Write, Wire, Phone: MAIn 8492.

**AUTOMATIC COIN SALES**  
2101 Chester Ave. CLEVELAND 14, OHIO

as pianist Russell pipes it husky. For the flip the tempo slowed down to ballad proportions, it's bassist Doc Basso's soft baritone singing it intimately and with sincerity for his own kiddie song, *Shy Ann*.

Where the threesome enjoy a following, coins will fall for *Shy Ann*.

**THE ARISTO-KATS** (Victor 20-2243)  
*Ain't the Gravy Good*—FT; VC.  
*Jack You're Dead*—FT; VC.

This is a spirited combination of trumpet, piano, guitar and bass, with just as much spirit in their Harlemese brand of jive singing. With plenty of bounce in their beats, the Kats ride it in rocking style for *Jack, You're Dead*, with a unison singing stanza to start and stop the spin. Also take it at a bright tempo for the *Gravy* grooving, with one of the voices piping the salty lyrics that can also refer to his girl's cooking.

Race spots will keep both of these sides spinning.

**TONY MOTTOLA FOUR** (Majestic 1125)  
*Coquette*—FT.  
*Tony's Touch*—FT;

Both selections, spinning at a bright tempo, showcase the articulate jazz pickings of Tony Mottola plucking his guitar. And adding to the flavor of the chamber music jazz, Mottola

brings on a bit of Johnny Guarnieri's excellent Steinway stylings, with real excitement when both instruments interweave the melody fabric. Trigger Alpert on bass and Morey Feld on drums round out the quartet.

Fine for the jazz collections.

**THE THREE FLAMES** (Columbia 37321)  
*Viddle De Vop*—FT; VC.  
*Johnny, Take My Wife*—FT; VC.

This combination of piano, guitar and bass led by Tiger Haynes hits into a Harlemese jump pattern for *Viddle De Vop*, all the boys singing the re-bop lyrics and each taking an instrumental turn. However, it's the mill-run pattern with no distinction in their singing or playing. Even less impressive is the calypso novelty on the mated side, with Bill Pollard and Tiger Haynes giving a poor imitation of the calypso singing style for a trite *Johnny, Take My Wife*.

Nothing here to woo nickels.

**PAT FLOWERS** (Victor 20-2215)  
*Aloysius, Do the Dishes*—FT; VC.  
*Nevertheless*—FT; VC.

A Fats Waller protege, Pat Flowers is just as effervescent in his keyboard capers and in his singing for the comedy *Aloysius* song. And as the late Waller, altho without the personal and intimate Wallerisms, Flowers has a small jump combo around the piano bench. For the mated side, Flowers spins just as effectively for the slow ballad, bringing back Bert Kalmar and Harry Ruby's *Nevertheless* of an earlier year.

Race spots will show interest in the comedy chant, *Aloysius, Do the Dishes*.

**BOB ATCHER** (Columbia 37326)  
*I Traded My Heart for a Tear*—FT; V.  
*A Long Road Ahead*—FT; V.

It's top torching that Bob Atcher's tenor voice applies to both of these cowboy chants, both tuneful and striking a responsive note lyrically. Fairly gushes for *I Traded My Heart For a Tear* and tells it just as effectively in song about *A Long Road Ahead* where a true heart is waiting for him. Takes both at a bright tempo, with fiddle, guitars and piano keeping it toe-tapping.

Where the cowboy torch chants attract coins, both sides will count.

**DENVER DARLING** (De Luxe 5034-5036)  
*Roly Poly*—FT; V.  
*Old Shep*—W; V.

It's when singing the outdoor ballads, with a note of sincerity in his voice, that Denver Darling makes the desired impression. And for his own, the cowboy chanter puts his best vocal efforts forward for *Old Shep*, a touching song of a boy and his faithful dog which Darling takes at a fast waltz tempo, and for the teary *I Couldn't Believe That It Was True*, sad saga of coming home and finding the wife has flown the coup. Other two sides are dished up at a fast clip. But more important than Darling's singing for the *Roly Poly* kiddie song and Beasley Smith's *Tennessee Central* train song are the pert rhythms provided by the accompanying Smoky Mountain Hillbillies. The Western hot of the fiddle, guitar and accordion count for much more than the cowboy's chant.

*Roly Poly* and *Tennessee Central* spin bright for the music boxes.

**MACHITO** (Continental 9002)  
*Cu-Tu-Gu-Ru*—FT; VC.  
*Um Amor Vendra*—FT; VC.

Machito fares better as a maestro than as a singer, his small band delivering sharply defined rumba rhythms for *Cu-Tu-Gu-Ru*, their playing clean and in keeping with the hip-swaying spirit. Music is just as toe-teasing for the rumba enthusiasts when the tempo is slowed down to a bolero for the tuneful Lecuona melody, *Um Amor Vendra*, with the soft and sweet singing of (Miss) Graciela making the romantic Spanish lyric count.

For the rumba dancers.

(Continued on page 130)

## QUALITY MERCHANDISE AT LOWEST PRICES!

Victory Derby, new original crate, Automatic Sh. Board.....	\$350.00
Victory Derby, late .....	199.50
Turf Kings, Chrome Rail, new paint.....	129.50
Jockey Clubs, Chrome Rail, new paint.....	129.50

---

5¢ BALLY DRAW BELL .....	\$309.50	PACE TWIN REELS, 5-5 and 5-10 .. \$	79.50
MILLS 3-BELLS .....	279.50	BIG GAMES, 5 or 10¢, P.O. ....	49.50
MILLS 4-BELLS, L.H. ....	229.50	BALLY CLUB BELLS, P.O., F.P. ....	49.50
KEENEY 4-WAY SUPER .....	149.50	EVANS DOMINO, J.P. ....	69.50
KEENEY TWIN SUPER .....	119.50	LUCKY LUCRE AND STARS .....	69.50
KEENEY SINGLE, F.P., P.O. ....	89.50		
25¢ ORIGINAL MILLS GOLF BALL VENDOR, LIKE NEW .....			WRITE

**WANTED — NEW OR LATE TYPE FREE PLAY GAMES**

Every Machine Carries Silent Sales Guarantee

## Silent Sales Company

SILENT SALES BLDG., MINNEAPOLIS 15, MINN.  
Mpls. Phone GENEva 3645. St. Paul Phone NEstor 5720

### THE LATEST AND THE BEST

# WILLIAM'S CYCLONE

**SENSATIONAL NEW 5-BALL**  
Rapid-fire fast play . . .  
scores to 950,000! . . . balls  
ride the shoot - the - chute  
. . . appeal of cyclone force.

**FOR YOUR SOURCE  
IT'S SCOTT-CROSSE**

ORDER DIRECT FOR  
FASTEST DELIVERY

## Scott-Crosse COMPANY

1423 Spring Garden St., Phila., Pa.

## MAR-MATIC SALES CO.

EXPORT DIVISION  
27 W. Biddle St. Baltimore 1, Md.

ATTENTION, FOREIGN BUYERS  
IMPORTERS AND OPERATORS

### NEW MACHINES

Phonographs, Nut Vendors, Shuffle Boards, Consoles, Slots, Safes and Stands, Coin Counters, Coin Sorters, Pin Games, Arcade Equipment and Counter Games. All converted for foreign play.

Write or cable for prices. Cable address, Marmatic, Baltimore, Md.

## Cleaning House MUST SELL! NEED ROOM!

Jumbo Parade, High Head, 4 Bells ..	\$175.00	Lucky Star, Lite Cab. ....	\$ 35.00
Mills 3 Bells, 5¢-10¢-5¢ ..	300.00	Jennings Fast Times .....	35.00
4 Way Super Bells, 3-5¢ & 25¢ ..	175.00	Jennings Bob Tail, P.O. ....	40.00
4 Way Super Bells, 4-5¢ ..	175.00	Jennings Silver Moon, P.O. ....	40.00
2 Way Super Bells ..	150.00	Jennings Totalizer .....	45.00
Single Super Bells ..	125.00	Pace Saratoga .....	35.00
Bally Club Bells ..	100.00	Pace Reels .....	35.00
Gal. Domino ..	35.00	Pace Races .....	75.00
Bang Tail ..	35.00	Big Top, F.P. ....	40.00
Lucky Lucre ..	35.00		

### 1 BALLS

Victory Derby .....	\$225.00	Kentucky .....	\$ 90.00
Grand National ..	35.00	Santa Anita .....	50.00
Grand Stand ..	25.00	Pacemaker .....	25.00
Long Shot ..	75.00	Fortune .....	50.00
Thistledown ..	25.00	Spinning Reels ..	25.00
Turf King ..	100.00	1-2-3 .....	25.00
Jockey Club ..	125.00	5-in-1 .....	25.00
War Admiral ..	30.00	Challenger .....	25.00

### ARCADE MACHINES

Kiss-o-Meter .....	\$135.00	Champion Hockey .....	\$ 50.00
Drive Mobile ..	90.00	Rapid Fire .....	60.00
Torpedo ..	75.00	Air Raider .....	90.00
Photomatic, Like New ..	500.00		

## Mayflower Distributing Co.

2218 UNIVERSITY AVENUE ST. PAUL 4, MINN.

### FOR IMMEDIATE DELIVERY!

**\$24.50** Big Chief Line Up Velvet

**\$29.50** Fleet Metro Pan American

**\$39.50** Bomb The Axis

**OFFERS**

- On Deck
- Spot Pool
- School Days
- Snappy
- Star Attraction
- Venus
- Bosco (Genco)
- Home Run '42
- Bombardier
- Knockout
- Big Parade
- Monicker
- Defense (Genco)
- Show Boat
- Dude Ranch
- Victory (Genco)
- Five-Ten-Twenty
- Gun Club
- Morsoscope

ALL ITEMS GUARANTEED

**UNITED INDUSTRIES**  
525 PARKER ST. CHESTER · PENNA.

STANDARD METAL TYPERS

NEW AND USED MACHINES



MACHINE PARTS AND SUPPLIES

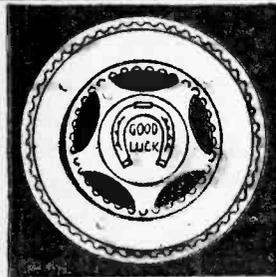
EXPERT REPAIR SERVICE

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.

Advertisement for 'WHAT'S COOKING?' featuring a large stylized text graphic and a decorative border.

Advertisement for 'ZODI' horoscopes, featuring an image of a person and text: 'Authentic Horoscopes, mysteriously typed while customers wait. Earns \$10 an hour!' and 'CONTROL 166 W. Jackson, Chicago'.

Advertisement for 'POP-UP' machines by Marvel Manufacturing Co., priced at \$49.50. Text includes 'Still Delivering POP-UP \$49.50 See your nearest distributor or write to us MARVEL MANUFACTURING CO. 241 FULLERTON AVE. EVERGLADE 0230 CHICAGO 47'.

RECORD REVIEWS

(Continued from page 129)

TOMMY SUMMERS (Super Disc 1035) It Rained Down Sorrow—FT; V. Out of Sight Out of Mind—FT; V. The robust baritone of Tommy Summers, with vocal trio assisting his rustic singing, rings true for It Rained Down Sorrow. Trumpet, guitar and accordion of the Capitol Hillbillies provides rhythmic support for this song about deceiving women, with the music makers getting in their own hot licks in Western style. Summers sings it alone and just as spirited for the mated side, Out of Sight Out of Mind, also a ditty of cheatin' women. And at a faster clip, the playing of the Capitol tootlers is more spirited.

Out of Sight Out of Mind should make the music ops happy.

ROY ROGERS (Victor 20-2236) Dangerous Ground—FT; V. I'm Restless—FT; V.

The sweet singing of Roy Rogers spins true for both of these torchers, particularly when taking it at a bright tempo as he does for the more tuneful Dangerous Ground, the story of his girl who hasn't been acting as she should. The Western-styled music of Country Washburne's band, with hot fiddle, guitar and accordion, provides appealing rhythmic support. Rogers takes it at a slow ballad tempo for I'm Restless, philosophizing in song of what it means to be without a sweetheart. However, the story is more attractive than the song.

Dangerous Ground will make for coins if the song gains any ground.

ZEB TURNER (Bullet 630) I'll Drift Along—FT; VC. When Love Is Gone—FT; VC.

Zeb Turner, well-known for his radio work on local stations thru Virginia, Georgia, Missouri, Kentucky and the Carolinas, as well as over the Grand Ole Opry, applies his romantic pipes to a goodie in I'll Drift Along. Turner is the happy vocal medium between crooner and the mountain singer and this tune would get attention from either a bobby sox or a rustic hearer. Sides get neat assist from the Dixie Dons, a Western harmony group, that measures up to any combo with a big name ork when it comes to nice blending. Reverse is more heavily steeped in the hillbilly vein, with Turner explaining about his busted romance.

I'll Drift Along has good general appeal.

YORK BROS. (Bullet 619) Let's Talk It Over—Please Do—FT; VC. Hop, Skip and Jump—FT; VC.

These prolific Kentucky song-writers harmonize on another pair of their own tunes in this pairing. The duo, who have received considerable radio attention, both from local stations and on net shows, have a potential winner in Hop, Skip and Jump, which goes back nostalgically to the little red school house for inspiration. Let's Talk It Over lacks the originality of its mate, but carries along that busted romance motif that still pays off with the hillbillies.

Hop, Skip and Jump should have customers doing just that to rustic location boxes.

DERRY FALLIGANT (Enterprise 255, 257) Torchy—FT; V. My Melancholy Baby—FT; V. Ma'mselle—FT; V. A Beautiful Lady in Blue—W. V.

The guitar-strumming troubadour of another era makes a welcome return in Derry Falligant's wax debut. Injecting warmth and sincerity into his pipes, there's nostalgic flavor to this youthful balladist's intimate styling. With only guitar accompaniment for support, lad takes all sides in easy vocal stride. Torchy, a new ballad cut from old torch-tune cloth, allows

the lad ample opportunity to pour out the gushy stuff. For the flip, Falligant is at his best as he puts romantic appeal into the standard Melancholy Baby. He treats Ma'mselle with vocal tenderness and it pays off in ear-easy dividends. The charming three-quarter-pulsed love tune of another generation, Beautiful Lady in Blue, takes on new attractiveness. Label was wise to use only guitar accompaniment, as it serves to accentuate the intimate vocal styling and is designed to make any fem think the warbling is solely for her.

A new romantic set of pipes for the whirling waxes, it's the kind of voice and song approach that may click. All sides are coin-worthy, but ops will find juke feeders favoring Mam'selle and Melancholy Baby.

G. CONTI (Continental 605) Senza Rose—FT; V. Serenate E' Notte—W; V.

Two beautiful Italian serenades with rich romantic flavor in the tenor singing of G. Conti. With full musical support by the Colonial Orchestra, Conti brings a lyrical charm to the familiar Senza Rose melody, spinning as a slow tango. And with just as much appeal for the Serenate E' Notte waltz.

For the nationality spots.

TONY GILLARD (Sapphire 709) I Haven't Changed—Have You?—FT; V. Baciagaloop—FT; V.

Tony Gillard, assisted by his Two Cats and a Kitten, which takes in male and female voices plus electric guitar and piano for instrumental support, sings it effectively in husky and lusty voice for Louis Prima's comedy novelty, Baciagaloop, of the girl who makes love on the stoop. Mated is a slow ballad, I Haven't Changed—Have You?, with Rita Joyce's tremulous voice supported by piano and guitar, giving little meaning to a song lacking in melodic and lyrical substance.

Baciagaloop where the composer's cutting isn't available.

RILEY SHEPARD (Sterling 205-206) Strike—FT; V. Air Mail Special on the Fly—FT; V. Who? Me?—FT; V. Sweet Corrina Blues—FT; V.

It's the lusty tenor singing of Riley Shepard, The Cowboy Philosopher, in a country style that makes the platter spin solid. And with the fiddles, mandolins and guitars of The Briarhoppers, along with an assisting singing trio, providing pert harmonies and rhythms, Shepard makes a most favorable imprint on the wax. Outstanding is his original Who? Me? a most engaging novelty of what happens when one talks too much on meeting up with a girl. It's all homey philosophizing that strikes home. Just as well performed is the mated side, Strike which has nothing to do with labor strife. Rather, it's the cowboy's protest because he can't get any loving. Second set is also taken at a bright rhythmic tempo, striking his best singing stance for Sweet Corrina Blues, vocal wooing for his girl to come back home. Mated side, Air Mail Special On the Fly is a lyrical dedication to that transport plane.

Who? Me? is a natural to start an avalanche of nickels.

RILEY SHEPARD (Majestic 6012) New Jole Blon—FT; V. Who? Me?—FT; V.

Riley Shepard, on this label, repeats his dandy Who? Me? ditty, getting vocal assist from The Thomas Family as he talks thru the singing platter, and toe-tapping instrumental support from the fiddles and guit'-box strums. The same rhythmic pace is maintained for New Jole Blon, the Cajun classic of the pretty blonde. And with plenty of personality in his piping, uses the Cajon dialect and the English translations.

CLEAN SWEEP SALE!

Thoroughly Reconditioned—Ready for Location

- 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.

FINAL CLOSEOUT on Reconditioned GG and Holly Grips \$12.50 Each THOMAS NOVELTY CO. 1572 JEFFERSON PADUCAH, KY.

be first with TEL-O-MATIC Wired music straight from your studio to 1,001 locations RUNYON SALES CO. 593 10th Avenue, New York 18, N. Y. 123 West Runyon St., Newark 8, N. J.

FOR SALE NEW POKER TABLES AND SKEE BALLS WRITE-WIRE-PHONE EMPIRE AUTOMATIC CORP. 799 Coney Island Ave., Brooklyn 18, N. Y. Buckminster 7-7300

FOR SALE GENCO STEP UP EXHIBIT FAST BALL ..... \$129 CHICAGO COIN SPELLBOUND ..... 139 CHICAGO COIN SUPER SCORE ..... 169 WILLIAMS SMARTY ..... 169 American Vending Co. 810 5th Street MIAMI BEACH, FLA.

CORRECTION! For some unexplainable reason our address was omitted from our ad in the May 3 Billboard on Page 147. Please refer to our listing in this ad and send your orders to... ROY MCGINNIS CO. 2011 Maryland Ave. Baltimore 18, Md. Phone: University 1800

Both sides stack up strong for the music machines, particularly his own *Who? Me? Novelty*.

**MONTY ROSCI** (Cowboy CR 104)

*Dilly Dilly Polka*—FT.  
*Sleepy Hollow Polka*—FT.

The accordion squeezings of Monty Rosci paces the fiddles, plectrums and accordion of the Sleepy Hollow Ranch Boys for two original polka melodies, both spinning at a lively tempo but without any flash in either the solo or ensemble playing. More tuneful is the *Dilly Dilly* marching music.

*Dilly Dilly Polka* may show some strength at the square dances.

**HAPPY FATS** (Victor 20-2200)

*Cajun Boogie*—FT.  
*The Widow's Lament*—W; VC.

It's the music making of the deep South, down in the Cajun country, that Happy Fats and his Rayne-Bo Ramblers brings to the spinning sides. It's all hot fiddling and guit'-box pickings in country style that Happy Fats provides for a fast-spinning *Cajun Boogie*. For the flip, taken at a waltz tempo, it's the wishful singing of Red Fabacher in fine style for the mournful *Widow's Lament*.

*Cajun Boogie* will attract attention at the dances in those deep South corners.

**EDDIE DEAN** (Majestic 11007)

*Ain't It a Shame, Love*—FT; V.  
*I'll Cry on My Pillow Tonight*—FT; V.

An earthy singer with the flavor of the outdoors in his full-voiced pipes, Eddie Dean projects both of these cowboy songs in acceptable fashion. With a sharp rhythmic setting provided by the accordion, fiddle and guitars, and some vocal assistance from a trio, makes it a pointed moral for *Ain't It a Shame, Love*. And more plaintively in his piping, sings it with emotional feeling for *I'll Cry on My Pillow Tonight*, sob song of a broken heart. Both songs moderately paced.

*Torchy I'll Cry on My Pillow Tonight* will attract where the cowboys congregate.

**RUPERT McCLENDON** (De Luxe 5028)

*Git Along, Cindy*—FT; VC.  
*Charming Betsy*—FT; VC.

It's the old country style of fiddling and singing while the mandolins and guitars strum along, that Rupert McCleendon offers here with Smokey Reason's *Rainbow Range Riders*. Both hillbilly standards spin at a lively one-step tempo with Georgia Dell for the rustic ditty.

For the square dances and hoe-downs.

**BUCHANAN BROTHERS** (Victor 20-2264)

*Don't Cry My Coney Island Baby*—FT; V.  
*My Little Boy Blue*—W; V.

The vocal blend of tenor and bary offered by the Buchanan Brothers serves especially well for the outdoor singing. With plenty of power in their pipes, twosome sing it rhythmically for the familiar *Coney Island Baby* classic, contrasting with a plaintive chant in the waltz tempo for Albert S. Williams' kiddie song, *My Little Boy Blue*. The Georgia Catamounts, using trumpet, clary, fiddle and guitar, provide full instrumental support.

*My Coney Island Baby* should bring in the coins.

**TAMPA RED** (Victor 20-2249 and 20-2147)

*Play Proof Woman*—FT; V.  
*I'll Be Up Again Someday*—FT; V.  
*Please Be Careful*—FT; V.  
*I Oughta Bite You*—FT; V.

Singing the low-down race blues with a solid blues beat in his shouting to the strums of his own guit'-box pickings, along with Big Maceo's blues piano pounding and Chick Sanders at the drums, Tampa Red brings out the blues feeling for each of these original race items. And in addition to his singing and plectrum strumming, adds a lick of his kazoo blowing in the blues idiom to each of his sides. Gets a bright boogie-woogie beat for his *Play Proof Woman*, his lyrical description of a good woman, dipping into the slow and back-biting blues groove for *Please Be Careful*, his pleadings to the girl who can't be good to him. Sings it slow and sadly

for *I'll Be Up Again Some Day* as he tells that his gal has left him, contrasting with a lively eight-beat pace for *I Oughta Bite You* as he explains that his baby is "no good no more."

For the race spots spotting the low-down blues.

**SONNY BOY and LONNIE**

(Continental 6050)  
*Southwest Pacific Blues*—FT; V.  
*Quincey Avenue Blues*—FT; V.

It's the breakaway keyboard knuckling and guit'-box pickings in the blues idiom that Sonny Boy and Lonnie cut in these spinning grooves at a lively beat. And with plenty of life in their playing as well as in the husky and earthy moanings of the

singer both for *Southwest Pacific Blues*, explaining why he is leaving his girl for the Western climes, and for the back-room, eight-beat *Quincey Avenue Boogie*.

Spin with plenty of blues spirit for the race spots.

**DEEP RIVER BOYS** (Victor 20-2265)

*Seen Four and Twenty Elders*—FT; V.  
*Live Humble*—FT; V.

The Deep River Boys (4) blend their voices in beautiful spiritual harmonies for both of these traditional Negro hymnals. Singing unaccompanied in a capella style, their vocal blend and rhythm is just as rich in religious flavor. Take it slow for *Seen Four and Twenty Elders* with a

faster tempo for *Live Humble*. A real vocal and spiritual treat in these two sides.

For the home boxes.

**THE TWO GOSPEL KEYS** (Apollo 137)

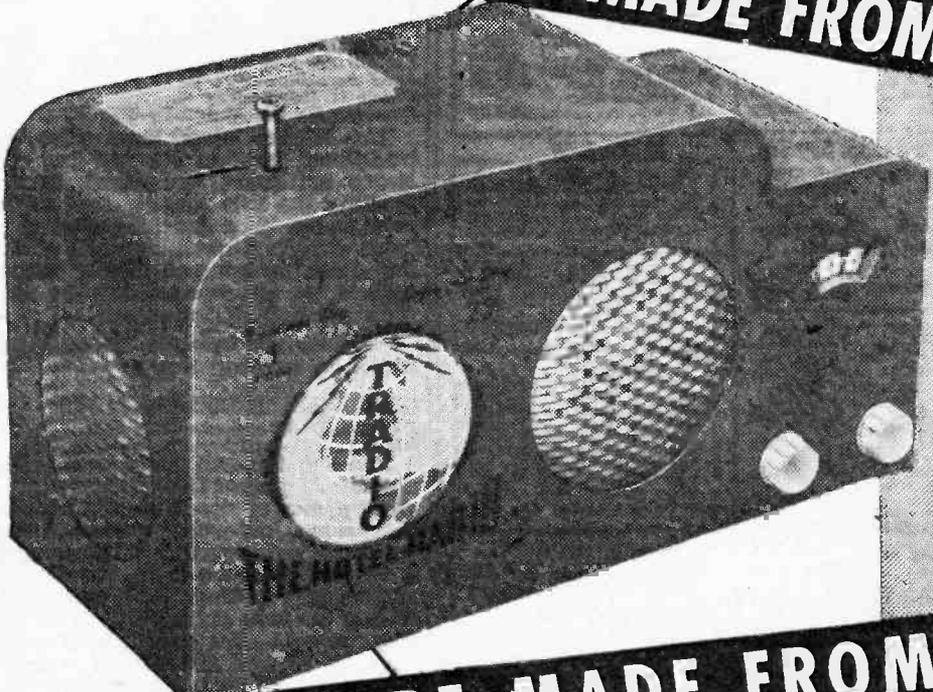
*Can't No Grave Hold My Body Down*—FT; V.  
*Jesus Met the Woman at the Well*—FT; V.

Not much quality to the voices of the man and woman making for the Gospel Keys. But they make up for it with the spiritual fervor and rhythmic feeling they impart to both of these spirituals. Take both hymnals at a fast tempo with guitar and washboard sparking the underlying rhythmic beats.

For the home buyers.

(See Record Reviews on page 132)

**PROFITS ARE NOT MADE FROM PROMISES**



**PROFITS ARE MADE FROM TRADIO!**

**TRADIO...**

**THE PIONEER COIN OPERATED RADIO**

Thousands of operators are making profits now with daily collections. The value of TRADIO is best proven by the fact that there are more TRADIOS installed in hotels and tourist cabins throughout the country than any other radio.

**GET ON THE BANDWAGON NOW FOR:**

**IMMEDIATE DELIVERY.. IMMEDIATE INSTALLATION**  
**and naturally IMMEDIATE PROFITS**

Approved by the National Board of Fire Underwriters!  
Unconditionally guaranteed for one year—tubes guaranteed for 90 days

**Manufacturers of:**  
**TRADIO-ETTE**—the first coin-operated intimate music restaurant radio.  
**TRADIOVISION**—the first coin-operated television set.

**Write, Wire or Phone for Name of Nearest Distributor**

**TRADIO, INC.**  
ASBURY PARK, NEW JERSEY  
ASBURY PARK 2-7447-8-9

TRADIO, Inc. sells only to operators through qualified TRADIO distributors... never direct to locations. Only by protecting its own integrity can TRADIO protect you.





M. S. GISSER, Sales Mgr.

## BUBBLE BALL GUM

IMMEDIATE DELIVERY—50¢ PER 100 BALLS,  
5/8", 140 COUNT, 25 LBS. CARTON, \$17.25  
(MINIMUM ORDER ACCEPTED—ONE CARTON.)

<b>SILVER KING</b>		<b>ADVANCE</b>	
1¢ Peanut	\$13.95	1¢ Peanut	\$13.75
1¢ Gum	13.95	1¢ Gum	13.25
5¢ Nut	13.95	25 or more, 10% off.	
25 or more, 10% off.		5¢ Pistachio	
<b>VICTOR V</b>		<b>MASTER</b>	
1¢ Globe	\$11.75	1¢ Peanut	\$14.95
1¢ Cabinet	13.75	1¢ Gum	14.95
5¢ Cabinet	14.75	1¢-5¢ Comb.	15.95
Prices Net.			
<b>PIPE STANDS</b>		\$3.75	
<b>CROSS BARS</b>		1.00	
<b>WALL BRACKETS</b>		1.00	

### IMMEDIATE DELIVERIES!

Genco's ADVANCE ROLLS successor to Scientific POKERINO, 5-ball Roll-Down. Tops in any location. Big Money-Maker. Order recommendation. Only \$499.50 Now \$279.50

#### ARCADE LIST

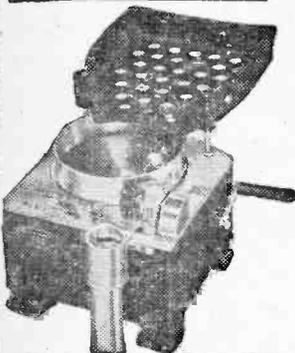
4 Ten Strikes	\$ 65.00	1 Jacco 9-ft. Barrel	\$175.00	6 Used Sc. X-Ray Pokers	\$150.00
2 Lite-O-Leagues	195.00	Brand New Bang-A-Flits	425.00	2 Western Baseballs	95.00
1 Goalee	225.00	2 Batting Practices	110.00	1 Brand New Jack Rabbit	WRITE
1 Evans in the Barrel	110.00	2 Chi Coin Hockey	110.00	1 Keeney Anti-Air-craft	49.50
2 Rapid Fires	110.00	3 Keeney Air Raiders	110.00	3 Chicken Sams	95.00
1 Sky Fighter	165.00	3 New Bowl-A-Scores	175.00	1 Undersea Ralder	175.00
2 Pitchers & Katch-ems	85.00	1 Undersea Ralder	175.00	1 Scientific Baseball	110.00
1 Magic Finger	185.00	3 Panorams	295.00	25 TOTAL ROLLS	295.00
Exhibit Post Card Vendors	32.50				
Voice Recorders, F.S.	1050.00				

#### NEW COUNTER GAMES!

A.B.T. Challengers	\$ 55.00
Gottlieb Grippers	39.50
Genco Pee Wee	45.00
Marvel Pop Up	49.50
Advance Shockers	18.50
Silver King Grip Views	49.50
Champion Basket-ball	49.50
Daval Skill Shot	WRITE
Kicker and Catcher	39.50
Imps	13.75

#### BRAND NEW SCALES!

WATLING—500 Fortune Telling Scale	\$175.00
WATLING Ideal Weighing Scales	125.00
Orders Now Being Taken.	



#### PIN GAMES, \$39.50

Big Chief	Spot Pool
Metro	'41 Majors
Dixie	Paradise
Broadcast	School Days
Attention	Leader
Stars	Flicker
Dude Ranch	Show Boat

#### BRAND NEW

Chicago Coin Baseball	\$499.50
Boomerang	295.00
Field Goal	249.50
Ex-Ray Pokers	250.00

#### 1 A. B. T. 6-RIFLE

Gun Range, Complete with Counters and Targets	\$850.00
---	----------

#### JENNINGS

5¢ Std. Chiefs	\$269.00
10¢ Std. Chiefs	279.00
25¢ Std. Chiefs	289.00
5¢ DeLuxe Club Chiefs	299.00
10¢ DeLuxe Club Chiefs	309.00
25¢ DeLuxe Club Chiefs	319.00
Also Bronze and St. Chiefs, Super DeLuxe Club Chiefs, and Silver Eagles.	

#### JENNINGS CHALLENGER!

Twin Play 5¢-25¢, with new chrome top. Two Jackpots, only one mechanism. Eye Appealing, Location Tested! A Winner! Only \$595.00!

TERMS: 1/2 DEPOSIT REQUIRED WITH ALL ORDERS, BALANCE C. O. D., F. O. B. CLEVELAND

## Cleveland Coin Machine Exchange

2021-25 PROSPECT AVE. CLEVELAND 15, OHIO  
Phones: PRespect 6316-17

## Record Reviews

(Continued from page 131)

LOUISE MASSEY (Columbia 37332)

My Adobe Hacienda—FT; VC.  
Starlight Schottische—FT.

Louise Massey, singing it sweetly and with a fine sense of lyrical projection, brings out all of the melodic charm of her *My Adobe Hacienda* serenade which is already making the rounds. Takes it at a bright tempo with the fiddles, guitars and accordion of her Westerners providing a smooth musical setting. For the flip, it's an instrumental spin for her Western band, featuring the fiddles, accordion and a clarinet for a tuneful *Starlight Schottische*.

My Adobe Hacienda should maintain its present coin pace with the composer's plattering.

JORDAN RIVER BOYS  
(Super Disc 1016 and 1017)

Let Us All Run to Jesus—FT; V.  
Blind Barnabus—FT; V.  
Didn't It Rain?—FT; V.  
Climbing Up the Mountain—FT; V.

The Jordan River Boys offer the traditional rhythm singing for the Negro spirituals, the vocal figures flanking the solo singer. And all in good voice. The quartet maintain a spirited style thruout for each of the four sides, spinning at a lively tempo, with guitar strums sparking the easy rhythmic flow of the voices.

For those who favor the spiritual singing on the spinning sides.

OLLIE SHEPARD TRIO (Apollo 385)

Hey Boogie Schewoogie—FT; VC.  
It's a Low Down Dirty Shame—FT; VC.

The spirited and lusty race blues rhythm singing of Ollie Shepard provides plenty of race kick for both of these sides. And with the piano, guitar and brass picking away at the musical notes in low-down style, it's an aid to the song selling. The threesome setting a fast eight-beat pace for *Hey Boogie Schewoogie*, Shepard sings a typical Harlesemese refrain about the gal who likes to boogie-woogie all the time. For the mated side, Shepard gets a lively shuffle rhythm backing as he shouts out his own *It's a Low Down Dirty Shame*.

Taps and taverns along Harlem ways will lap up this waxing.

BIG BILL (Columbia 37314)

Saturday Evening Blues—FT; V.  
What Can I Do?—FT; V.

It's the down-to-earth blues shouting of Big Bill (Broonzy) in the race idiom for his *Saturday Evening Blues*, wailing the wordage that he's blue every Saturday evening because his baby has left him. Blues-pounding piano provides the support. Rhythm section and alto sax for the mated side, *What Can I Do?* taken at a faster clip in the jump tempo as he complains that he's without a woman.

For the back-rooms at the race spots.

THE SIX FAT DUTCHMEN (Victor 25-1078)

Schmaltz—FT.  
Johan Pa Snippen Peninsula—FT.

This combination of accordion, tuba, trumpet, trombone, sax and piano plays in the true Dutch beer-garten tradition with plenty of oompas in their blowing. Far from "Schmaltz" in the sense the expression is used freely in musical circles, side spins out a lively polka melody for the dancers. And even more effective and flavored is the schottische on the mated side, *Johan Pa Snippen Peninsula*, an old Dutch folk tune.

For dancers at the nationality spots.

SANDRINO GIGLIO (Continental 604)

L'avevo E L'Ho Perduta—FT; V.  
Pascale 'O' Mbricone—FT; V.

Sandrino Giglio sings two of his own Italian comedy songs. And it's pleasurable even for those not understanding the language since he helps along the meaning with the injection of English phrases. Tops is his patter

### IMMEDIATE DELIVERY

# Bally

## VICTORY SPECIAL

With Chrome End Rail and Instant Action **\$349.50**

### CHECK THESE!

'41 DERBY . . . \$69.50

PIMLICO . . . \$69.50

LONG ACRES . . . \$125

HI-HANDS . . . \$79.50

5¢ Convertible

CLUB BELLS . . . \$69.50

5¢ Convertible

SUPER BELLS . . \$79.50

5¢ Convertible

DRAW BELLS . . . \$295

5¢ Convertible

SUN RAYS . . . \$49.50

5¢ Free Play

SILVER MOON . . \$39.50

5¢ Free Play

### BRAND NEW! DOUBLE BARRELS

WRITE FOR PRICES

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

### SPECIALS BY STEWART

**SLOTS**

3 50¢ Pace DeLuxe Chrome Bell, '48	\$395.00
3 5¢ Pace DeLuxe Chrome Bell, '48	195.00
2 10¢ Pace DeLuxe Chrome Bell, '48	205.00
1 25¢ Pace DeLuxe Chrome Bell, '48	215.00
1 5¢ Pace Comet	31.00
1 10¢ Pace Comet (S.J.P.)	41.00
3 1¢ Pace Bantams (S.J.P.)	23.00
1 5¢ Mills Black Cherry, '46	165.00
1 10¢ Mills Bonus	180.00

### STEWART NOVELTY CO.

1361 S. Main St., Salt Lake City, Utah

### ARCADE EQUIPMENT

New '47 Photomatic	WRITE
Standard Metal Typewriter	\$471.50
Three Wheels of Love	218.00
Exhibit Wishing Well	295.00
Exhibit Blue Bird	295.00
Chi Coin Killroy	250.00
Mills rebuilt Solo Vue, like new	591.50
Film, with Sally Rand	36.00
Used 10-Col. President	100.00
8-Col. President	80.00
6-Col. Royal	50.00

### Blackwell Novelty Co.

123 ELK AVE. ROCK HILL, S. C.

### ALABAMA

10 Used A.B.T. Challengers	@ \$ 35.00
10 Used Post-War Vest Pockets	@ 45.00
5 Like New Vitzers	@ 140.00
BRAND NEW MACHINES IN STOCK:	
Mills Vest Pockets: Black Cherry Bells, 5¢, 10¢, 25¢, 50¢; Three Bells; Williams Cyclones; Bally Rockets; Challengers. I will ship anywhere.	

A. L. KROPP, JR.  
BOX 452 TURCALOOSA, ALA.

## GLOBE . . . WHERE SMART OPERATORS BUY!

### NEW 5 BALLS

MYSTERY  
KILROY  
HAVANA  
ROCKET  
CARNIVAL  
MAISIE

### ARCADE

CHICOIN BASKET BALL  
BOOMERANG  
GENCO ADVANCE ROLL

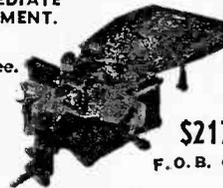
### NEW SLOTS

ALL MAKES AND MODELS

### NOW DELIVERING

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!

### BRAND NEW CHICAGO METAL SAFE STANDS . . . . . WRITE

Longacres Deluxe Model With Specially Designed Chrome Rails Front and Side, adding Beauty as Well as Protection

### VICTORY SPECIALS

Don't Miss These Great Bargains!

### 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."

SEND FOR OUR COMPLETE LIST TODAY!

TERMS: 1/3 DEPOSIT—BALANCE C. O. D. OR SIGHT DRAFT.

CHARLES (JIMMY) JOHNSON—VINCE MURPHY



## GLOBE DISTRIBUTING CO.

1623 NO. CALIFORNIA AVE., CHICAGO 47, ILL. ARM. 4780

song, *Pascale 'O' Mbriacone*, doing a drunk bit of the inebriated lad who wants to become a soldier. Projects his song personality just as effectively for the mated side, singing in light and carefree fashion to explain that he had a girl but he lost her. Small orchestra provides adequate support with the singer selling all the way.

For the nationality play.

**LOUIE and the INNIS CLAN**

(Sterling 207 and 209)

*Look in the Looking Glass*—FT; V.  
*Oklahoma City*—FT; V.  
*Foggy River*—FT; V.  
*Tennessee Central*—FT; V.

It's the lively country style singing of Louie Innis with pert and toe-tapping rhythm support from the guitars, fiddles and trumpet playing it in the Western hot style that makes for four bright folk sides in these two sets. In fact, Innis can hardly miss with such bright musical support as he sings to the girl who left him for *Look In the Looking Glass*, mated to *Oklahoma City* song extolling the virtues of the town. Song material is even stronger for the second set with Fred Rose's familiar *Foggy River* and the *Tennessee Central* train song.

*Foggy River* and *Tennessee Central* spin bright for the coin-catching.

**JASCHA HEIFETZ**

(Victor 11-9571 and 11-9573)

*Ave Maria*—FT.  
*Nocturne in E Minor*—FT.  
*La Plus Que Lente*—FT.  
*Romanza Andaluza*—FT.

Returning to the label, concert fiddler Jascha Heifetz displays his impeccable artistry and tonal richness for the familiar encore pieces, spinning over a 12-inch track. With Emanuel Bay at the piano providing sympathetic accompaniment, Heifetz makes it fiddling masterpieces for Schubert's *Ave Maria*, Debussy's *La Plus Que Lente*, Chopin's *Nocturne in E Minor* and Sarasate's sparkling *Romanza Andaluza*, the last two titles recorded for the label for the first time by the Strad master.

For the home library.

**ALLAN JONES (Victor 10-1289)**

*I Love You Truly*—FT; V.  
*Just A-Wearyin' for You*—W; V.

Two of Carrie Jacobs Bond's everlasting song favorites are presented again in the ingratiating singing style of Allan Jones, who brings rich tenor voice with full dramatic power to both evergreens. Sings both beautiful melodies in concert style with Robert Armbruster's music backing.

For the home parlors.

## 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 LOWER PRICES!

**Albena's "GOLD" Grille Cloth**

The Best Ever Manufactured  
Nothing Like It on the Market  
SIZE 22 INCHES BY 25 INCHES  
IF YOU DON'T AGREE IT'S WORTH AT LEAST TWICE AS MUCH  
YOUR MONEY WILL BE REFUNDED

\$1.25 EACH

NEW AND USED PARTS FOR ALL MAKES AND MODELS

**EXPORT BUYERS** WE HAVE WHAT YOU WANT  
Deposit Required With All Orders. AT THE RIGHT PRICE.

# ALBENA SALES CO.

587 10th AVE., NEW YORK 18, N. Y. • Longacre 5-8334

## Special!

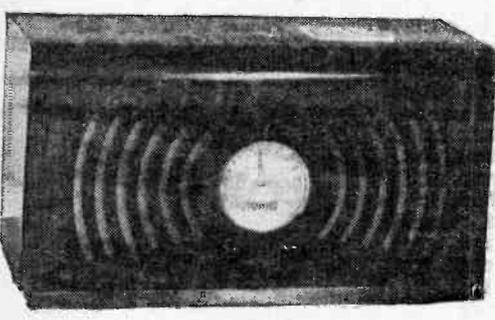
### COIN OPERATED RADIOS

- SUPERHETERODYNE
- RCA LICENSED & APPROVED
- NATIONAL SLUG REJECTOR AND RETURN CHUTE

# \$39.50

F. O. B. LOS ANGELES

While They Last!



MAHOGANY CABINET

**WM. M. PURVIS CO.**

1709 W. 8TH STREET  
LOS ANGELES 14, CALIF.

**WRITE IN FOR OUR ILLUSTRATED MAILING LIST!**

BALLY UNDERSEA RAIDER.....\$185.00    616 WURLITZER.....\$129.50  
SEEBURG GEM.....\$210.00    All Machines First Class!

FOREIGN ORDERS A SPECIALTY.    5% Discount—Full Cash With Order.

**NATIONAL NOVELTY COMPANY**    183 MERRICK ROAD  
MERRICK, L. I.    Phone: Freeport-8-8820

## WE'RE FINICKY BECAUSE WE'RE BEHIND EVERY ITEM WE SELL

We're very careful before we select a product for distribution. It has to have appeal, be a winner and be well made. Once we put a machine on sale we back it up down the line and over the years. For example, we're behind the AMI 40-Selection Phonograph all the way. It's unquestionably the finest automatic phonograph as proven by collection and service reports. Its choice of 2 sides of 20 records creates greater play and greater earnings.

MORRIS HANKIN and JACK LOVELADY





## DISTRIBUTORS, INC.

708 Spring St., N. W., Atlanta, Ga. • 1524 2d Ave., N. Birmingham, Ala.

## 'ROCKET' Will Rocket Your Profits!

<p>DOUBLE BARREL ..... WRITE</p> <p>30 USED MILLS CIGARETTE MACHINES, 20c Op. ...\$ 49.50</p> <p>TOTAL ROLLS .....\$300.00</p> <p>SPORTSMAN, New Roll-down.....\$425.00</p> <p>8 WURLITZER 61 C. M. ...\$109.50</p> <p>2 PIN-UP SKEEBALL, 9 Ft.....\$150.00</p> <p>WRITE! WIRE! Or Phone: CHerry 7067</p>	B A L L Y	<p>1 SPORT PARADE...\$39.50 1 JUNGLE ..... 44.50 1 BIG PARADE ... 59.50 1 INVASION ..... 69.50 1 AIR CIRCUS ... 59.50 2 ATTENTION ... 34.50 1 MAJORS, '41 ... 34.50 1 ABC BOWLER... 34.50 1 HOME RUN..... 34.50 1 PAN AMERICAN. 34.50</p> <div style="border: 1px solid black; padding: 5px; text-align: center;"> <p><b>KORN-KING POP-CORN MACHINE</b> All Electric, Non-Coin Operated <b>\$500.00</b></p> </div> <p style="text-align: center;">DISTRIBUTORS FOR BELL-O-MATIC</p>
---	-----------------------	---

for OHIO

## LAKE CITY AMUSEMENT CO.

1621 SUPERIOR AVE.    CLEVELAND 14, OHIO

**READY FOR DISTRIBUTION**

Genco "ADVANCE ROLL"

Bally "ROCKET"

Williams "CYCLONE"

United "HAVANA"

Exhibit "MYSTERY"

# King-Pin

**EQUIPMENT COMPANY**  
KALAMAZOO 21, MICH.  
826 Mills Street    Phone 2-0021

**DISTRIBUTING COMPANY**  
DETROIT 1, MICH.  
3004 Grand River    Phone TEmple 2-5788

### WATCH WORLD WIDE

FOR  
AN IMPORTANT  
ANNOUNCEMENT  
SOON!

### SPRING TONIC FOR YOUR ROUTE!

KEENEY'S  
BONUS SUPER BELL  
ONE WAY—TWO WAY  
THREE WAY  
All coin denominations.  
The Only Convertible One Ball!  
KEENEY'S  
BIG PARLAY  
Convertible to Cash or Free Play.  
Immediate Delivery!

---

#### SLOTS

**MILLS CHERRY**  
BELLS, 5¢ ..... \$125.00  
10¢ ..... 135.00  
25¢ ..... 145.00

**MILLS GOLD**  
CHROME, 5¢ (3/5) 150.00  
10¢ (2/5) ..... 150.00  
25¢ (2/5) ..... 175.00

**MILLS BONUS**  
BELLS, 5¢ ..... 175.00  
10¢ ..... 304.00  
25¢ ..... 195.00

**MILLS CLUB**  
CONSOLE, 10¢ ... 175.00  
25¢ ..... 200.00

**MILLS BLUE**  
FRONT, 10¢ ..... 115.00  
25¢ ..... 145.00

#### MUSIC

All Reconditioned—Guaranteed  
Perfect! Will accept any  
Reasonable Offer!

**WURLITZER 750E**  
WURLITZER 790 COLONIAL  
WURLITZER 81 COUNTER  
MODEL WITH STAND  
WURLITZER 616  
ROCK-OLA STANDARD  
SEEBURG 9800 and 8800,  
R.C. E.S.  
SEEBURG BAROMATICS  
NEW FIVE BALLS  
Chgo. Coin KILROY  
United HAVANA  
Gottlieb MAISE  
Exhibit CROSSFIRE  
Exhibit MYSTERY

---

#### SLOTS

**JENNINGS 1947 SU-  
PER DE LUXE**  
CLUB CHIEF,  
LITE-UP, 5¢ ..... \$294.00  
10¢ ..... 304.00  
25¢ ..... 319.00

**JENNINGS STAND-  
ARD CHIEF,**  
CHROME, 5¢ ..... 269.00  
10¢ ..... 279.00  
25¢ ..... 289.00  
50¢ ..... 399.00

**JENNINGS FOUR  
STAR CHIEF, 10¢** 85.00  
25¢ ..... 110.00

**JENNINGS SILVER  
CHIEF, 5¢** 125.00

**JENNINGS VICTORY  
CHIEF, 5¢** 95.00

#### ARCADE—NEW

Genco ADVANCE ROLL  
Chgo. Coin BASKETBALL  
CHAMP  
Square Amusement SPORTS-  
MAN ROLL  
Chgo. Coin GOALEE \$325.00

#### ARCADE—USED

Genco TOTAL ROLL \$245.00  
In lots of 5 ..... 225.00

Chgo. Coin GOALEE . 250.00

Chgo. Coin HOCKEY . 125.00

Bally UNDERSEA  
RAIDER ..... 165.00

Keeneey-ANTI-AIR-  
CRAFT ..... 59.50  
Keeneey-Submarine ..... 99.50

---

#### SLOTS

**MILLS BLACK CHER-  
RY BELLS, 5¢ (One  
Cherry)** ..... \$185.00  
10¢ (One Cherry) . 195.00  
5¢ (3/5) ..... 175.00  
25¢ (3/5) ..... 210.00  
50¢ (3/5) ..... 350.00

**BAKER BLACK**  
BEAUTY, 5¢ ..... 175.00  
10¢ ..... 185.00  
25¢ ..... 210.00

**STANDS—SINGLE**  
SAFE TYPE ..... 19.50

**STANDS—DOUBLE**  
SAFE TYPE ..... 95.00

**CHICAGO METAL**  
DOUBLE DE LUXE  
REVOLVING  
SAFE STANDS—  
HEAVY DUTY ..... 155.00

#### ONE BALLS

VICTORY DERBY ..... \$250.00  
FAIRMOUNT ..... 175.00  
JOCKEY CLUB ..... 150.00  
TURF KING ..... 150.00  
KENTUCKY ..... 100.00  
NEW VICTORY  
DERBY ..... 395.00

#### SPECIALS

JUMBO PARADE,  
P.O., Late, 5¢ ..... \$ 90.00  
25¢ ..... 115.00

Guardian ALL METAL  
SPEAKER SHELLS 5.00

SPEED IRON Solder-  
ing Guns ..... 12.95

30-WIRE CODED  
CABLE, per ft. .29

TERMS: 1/3 DEPOSIT, BALANCE C. O. D. OR SIGHT DRAFT.

1014 N. ASHLAND AVE.  
CHICAGO 22, ILLINOIS  
Brunswick 2338-6878

1513 OAK ST.  
KANSAS CITY, MO.  
Victor 8404

## WORLD WIDE

### DISTRIBUTORS

Exclusive Keeneey Distributor in Illinois, Iowa, Nebraska, Kansas and Missouri.

# ALBUM REVIEWS

(Continued from page 36)

### GEORGE SZELL—MOZART PIANO QUAR- TET (Columbia MM 669)

George Szell, pianist and conductor of the Cleveland Orchestra, joined by the violin (Josef Roismann), viola (Boris Kroyt) and cello (Mischa Schneider), of the famous Budapest String Quartet, provides an admirable interpretation of Mozart's *Quartet No. 2 in E-flat Major* for piano and strings, taking three 12-inchers for its exposition. It's chamber music in its purist form, the dialogue between piano and strings flowing smoothly with the participating artists meeting the demands of the composition. Something for the chamber music enthusiasts to get enthusiastic about. A piano and fiddle design makes for the album cover, with picture of Szell and notes on the music for the inside flap.

### ESQUIRE'S ALL-AMERICAN HOT JAZZ. Vol. II (Victor HJ 10)

Eight superb sides of le jazz hot featuring the stars selected by *Esquire* meg as this year's All-American. Instead of grouping them all together, it's largely small units of award winners, giving each an opportunity for full expression. Two of the sides are added listings, and by far the best in the batch, including the Duke Ellington band for the *Rockabye River* blues to feature the alto sax sorcery of Johnny Hodges, and the Benny Goodman Quartet with Lionel Hampton and Teddy Wilson for *I Cried For You*. Other six sides are the small groupings, giving Coleman Hawkins' slow and moody tenor sax phrasings for *Indian Summer* and then again for a speed riffing *Indiana Winter* for which he is joined by Charlie Shavers on trumpet and J. J. Johnson on trombone. Louis Armstrong and his Hot Six, featuring Barney Bigard's clarinet, has Satchmo singing it better than he trumpets it for *Sugar*. The mellow blues blowing of trumpeter Buck Clayton and John Collins' stellar guit' pickings are heard to best advantage for the slow-spinning *Buckin' the Blues*. Trumpeter Charles Shaver, baritone saxist Harry Carney and pianist Teddy Wilson have their inning for *Blow Me Down*, with the best of all the unit sides in the spinning of *Jivin' With Jarvis* that combines the jazz talents of Lionel Hampton and the King Cole Trio. A must collection for the cats. Records shipped without album cover for review.

### ERROL FLYNN — THE THREE MUSKA- TEERS (Columbia MM 659)

Movieland's Errol Flynn makes his disk debut as D'Artagnan, the young rookie musketeer, in an episode from the Alexander Dumas classic. It's the exciting story of how he saves the Queen's diamond necklace and honor, later her life. Narrating the tale in the first person, Flynn and the large supporting cast, which includes Gerald Mohr as Rochefort and Herbert Rawlinson as Richelieu, are excellent. Orchestra conducted by Carmen Dragon bridges the eight 12-inch sides. Dashing photo of the movie star as D'Artagnan makes for a colorful front cover. Listing of the cast and notes on the story cover the inside page.

### YE OLD TIME DANCE NITE—BYRON WOLFE (Decca 525)

Byron Wolfe's old-time music makers, utilizing such 'round-the-piano songs as *Yankee Doodle* and *Listen To the Mocking Bird*, offer here a variety of folk dances popular in various parts of the country. Using a fully instrumented band and playing in strict dance tempo, Wolfe provides a different dance tempo for each of the 10 sides, taking in the

*Rye Waltz, Duchess, Tuxedo, Oxford Minuet, Veleta, Varsouvienna, Spanish Waltz, Three Step, Trilby* and the *Military Schottische* (Barn Dance). Collection of old-time dances designed largely for school and dancing class use. Front cover design shows a dance program and a descriptive booklet goes with the album describing the various dance steps.

### FAVORITE TANGOS—RAMON LITTEE (Coda 6)

Ramon Littee, pacing his Orquesta Tipica with his playing of the bandoneon, accordion-like instrument, and emphasizing an accordion and string choir in his ensemble, gives a colorful and melodic interpretation of six Argentine tangos. All played in the strict tango tempo, selections include *Plegaria, Poema, Nostalgia, Derecho Viejo, Cabezito* and his own *Reflejos*. With the tango terping returning to popular favor, this spinning provides plenty of musical incentive for such dance enthusiasts. Design of tango terpers makes for a colorful album cover, inside flap printing explanatory notes on the dance step and a photo of Raul and Eva Reyes, well known exponents of that dance form.

### CARL SANDBURG — COWBOY SONGS AND NEGRO SPIRITUALS (Decca 356)

It's the lusty and down to the earth baritone singing of Carl Sandburg, who accompanies himself on the guitar for eight cowboy standards spinning on six sides, and then adds a blues moan for four Negro spirituals on a fourth platter in *Go Down Moses* and a medley of three for the flipover. They're the old-time folk songs, dating back to *Old Paint* and *Jesse James*. And in scholarly fashion, Sandburg brings out all of their intrinsic folk appeal. Kodachrome photo of the singer fills the front-piece. A 32-page *Sing-a-Long Book*, giving lead sheets, lyrics and descriptive notes, adds much to the appreciation and educational value of the package.

**WILL BUY  
ANY TYPE MILLS  
ESCALATOR SLOTS**

MENTION QUANTITY AND PRICE IN  
FIRST LETTER

*American Amusement Co.*

158 E. Grand Ave. Chicago 11, Ill.  
Phone: WHitehall 4370  
Buy "AMERICAN" and you buy the  
"FINEST"

**FOR SALE**  
MILLS  
VEST POCKET  
CHROME BELLS  
\$49.50 EACH

1/3 Deposit, Balance C. O. D.  
WE BUY, SELL AND EXCHANGE  
Phone: Jefferson 1844  
3147 Locust St. St. Louis 3, Mo. **CALL NOVELTY CO.**

### DECAL TRANSFERS

Inexpensive method of putting your firm name, service phone number and instructions plate on your machines. Colorful, easy-to-apply printed message of any size or design, which when transferred becomes a permanent part of any surface. Designed, manufactured to your specifications. Immediate delivery.  
**CLEVELAND DECALS, INC.**  
2515 CANAL RD. CLEVELAND 13, O.

**TO CLOSE OUT  
22 MILLS 5c BONUS SLOTS  
\$100**

Drill Proof, Knee Action, Late Serials. All machines guaranteed complete. Just off location. A very clean lot. All orders must be accompanied by one-third deposit plus shipping instructions.

**TRIMOUNT COIN MACHINE CO.**  
40 WALTHAM ST. BOSTON 18, MASS.  
PHONE LIB. 9480

**COIN MACHINE  
PARTS**

We Are Now Located in  
Our NEW QUARTERS at  
1547 NORTH FAIRFIELD AVE.  
CHICAGO 22—SAME PHONE  
HUMBOLDT 3476

WRITE FOR OUR LATEST  
COIN MACHINE PARTS LIST

**COIN MACHINE SERVICE CO.**  
PARTS FOR EVERY OPERATOR'S NEED  
547 N. FAIRFIELD AVE. All Phones: HUMBOLDT 3476 CHICAGO 22

www.americanradiohistory.com

**YOU CAN'T BEAT OUR PRICES!**

FOREIGN BUYERS—WE EXPORT TO ALL PARTS OF THE WORLD

WURLITZER		MILLS	
* Wurlitzer 616, Plain	\$ 85.00	Mills Throne	\$119.50
* Wurlitzer 616, Lite-Up Top & Bottom	98.50	Mills Empress	149.50
* Wurlitzer 500	199.50	<b>WALL BOXES AND PARTS</b>	
* Wurlitzer 600, Rotary	179.50	Seeburg 20 Sel. Wall-o-Matic, R.C., 5-10-25¢	\$47.50
* Wurlitzer 600, Packard Keyboard	150.00	Seeburg 24 Sel. Wall-o-Matic, Remote	19.50
* Wurlitzer 24	49.50	Seeburg 20 Sel. Wall-o-Matic, Remote	24.50
* Wurlitzer 81, Counter Model	35.00	Seeburg Bar-o-Matic, 5-10-25¢	39.50
* Wurlitzer 24, Celler Job, W/Red	115.00	Wurlitzer =120 Boxes, 5¢	12.50
<b>WURLITZER 42/24 VICTORY</b>	<b>124.50</b>	Buckley—Plain or Chrome	5.00
<b>WURLITZER 42/600 VICTORY</b>	<b>149.50</b>	Buckley Lite-Up, Gold	8.00
* Wurlitzer Twin 12, Celler Job	95.00	Buckley Lite-Up, Chrome	10.50
* Wurlitzer 700	350.00	Rock-Ola Dial-a-Tune Box	7.50
* Wurlitzer 750E	375.00	Wurlitzer =304 Stepper	10.50
* Wurlitzer 800	350.00	Wurlitzer =145 Red Stepper	32.50
* Wurlitzer 850	375.00	Seeburg Adapter for Wurlitzer 24	17.50
* Wurlitzer 950	375.00	<b>SINGING GOLD GRILL CLOTH</b>	
<b>SEEBURG</b>		Dress Up Your Hi Tones and All Other Grill Fronts. Sheet—100 Square Inches, <b>20x50, \$7.50</b>	
Seeburg Casino	\$129.50	<b>WANTED! GENCO TOTAL ROLLS</b>	
Seeburg Mayfair	139.50	Write	
Seeburg Classic, E.S.	200.00		
* Seeburg Major, ESRC	249.50		
Seeburg Vogue	199.50		
Seeburg Classic	199.50		
Seeburg 8200, Victory Model	150.00		
* SEEBURG HI TONE, ES	200.00		
SEEBURG HI TONE, ESRC	235.00		
Seeburg Royal Celler Job, Remote	129.50		
<b>ROCK-OLA</b>			
Rock-Ola Monarch or Windsor	\$115.00		
Rock-Ola Standard Dial-a-Tune	175.00		
Rock-Ola Standard	180.00		
Rock-Ola Master	199.50		
* Rock-Ola De Luxe	189.50		

Send 1/3 Deposit, Balance C. O. D.

**CHARLES RICHMOND**

632 TENTH AVENUE  
Cor. 45th St.  
Circle 6-9570  
NEW YORK 19, N. Y.

**GEORGE FAIR OFFERS**

New Seeburgs and Rock-Olas ..... WRITE

**WE NEED**

Used Packard Wallboxes—Rock-Ola and Watling Scales

- 2 Mills Blue Fronts, Original 10c Slots. Each ..... \$70.00
- 1 Mills Jumbo Parade as is—complete mechanism ..... 35.00

Rios	\$250.00	Dixie	\$25.00	Attention	\$25.00
Suspense	160.00	Duplex	25.00	Big Parade	35.00
Big Hit	130.00	Sky Blazer	30.00	Brazil	90.00
Step Up	150.00	Hollywood	30.00	Action	35.00
Canteen	90.00	Victory	35.00	5-10-20	35.00
Surf Queen	90.00	Marine	30.00	4 Aces	49.50
Duffys	70.00	Bally Beauty	25.00	Keep 'Em Flying	65.00
Spot Pool	25.00	South Paw	25.00	Knockout	40.00
American Beauty	25.00	Silver Skates	25.00	Big League	135.00
Streamliner	65.00	'41 Majors	25.00	Shangri-La	50.00
Yankee Doodle	40.00	Arizona	90.00	Sport Parade	25.00

Above games guaranteed in working order and ready to go.

Regal Peanuts or Ball Vendors, New, With Plastic Globes	\$11.50
Seeburg's Chicken Sam, With Base	\$40.00
Scientific Batting Practice	40.00
Globe Ball Grip Arcade Machine	30.00
Gold Cup, One Ball, Free Play	\$ 25.00
Whirlaway, Bally, One Ball, Free Play	90.00
Longacre, Bally, One Ball, Free Play	150.00

Salesboard Deals with Emerson Radio or Webster Chicago Record Changer. Deal takes in \$150.00—profit \$110.00. Your cost complete, \$40.00. This is not slum but quality merchandise.

**MONTGOMERY DIST. CO.**

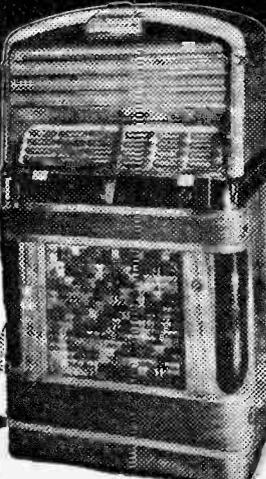
951 TROY STREET Phone: Hemlock 9812 DAYTON, OHIO

IT'S **fiesta** TIME

IN LOUISVILLE MAY 23<sup>rd</sup>

SEE THE **Aireon "fiesta" DE LUXE**

NOW BEING DISPLAYED AT:  
**H. M. BRANSON DISTRIBUTING CO.**  
574-16-18 SOUTH SECOND ST. LOUISVILLE 1, KENTUCKY



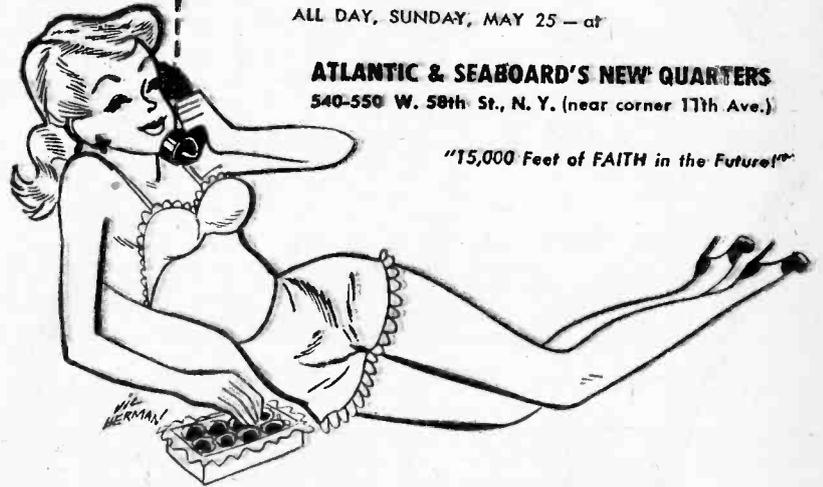

sorry, honey, I can't make it  
I've got a very special date on

**SUNDAY, MAY 25**

NATURALLY! He's going to the GALA GRAND OPENING of the industry's new showplace—the big new showrooms, offices and service departments of Atlantic and Seaboard! It's gonna be "A COIN MACHINE SHOW IN NEW YORK!" Come along! See first-time showings of more new equipment than any distributor ever displayed at one time! Meet the top celebrities offstage, screen, radio! Enjoy super-delicious refreshments . . . and thrilling surprises! IT'LL BE A DAY YOU'LL REMEMBER—SO REMEMBER THE DAY—ALL DAY, SUNDAY, MAY 25 — at

ATLANTIC & SEABOARD'S NEW QUARTERS  
540-550 W. 58th St., N. Y. (near corner 17th Ave.)

"15,000 Feet of FAITH in the Future!"



**I HEREBY GUARANTEE**

the following:

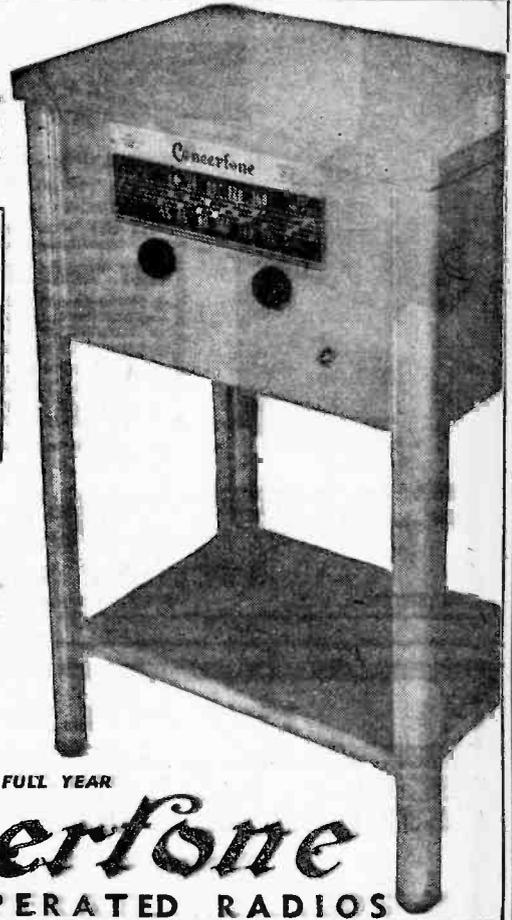
1. YOU CAN'T JAM SLOT WITH ANY COIN OR SLUG.
2. DELIVERY NOW ON ANY ORDER.
3. A BETTER DEAL. A LOWER PRICE.
4. GETS MORE STATIONS.
5. TONE IS MORE MELLOW.

than any other COIN RADIO  
signed:

**GOTT RADIO MFG. CO.**  
6517 WEST BLVD., INGLEWOOD, CALIF.

**DISTRIBUTORS, ATTENTION!**  
Territories Open

GUARANTEED ONE FULL YEAR  
**Concertone**  
COIN OPERATED RADIOS



**IMMEDIATE DELIVERY!**

5 MILLS THRONES	\$125.00	3 SEEBURG 8200 Conv.	\$175.00
MARVEL POP-UP	49.50	3 WURLITZER 850	365.00
5 ROCK-OLA STANDARDS, Refin.	225.00	5 USED 10 1/2 FT. PREMIER BARREL ROLLS	285.00
5 ROCK-OLA DE LUXES, Refinished	225.00		

1/3 Deposit With Order—Balance Sight Draft  
GET ON OUR MAILING LIST TODAY!

**DAVE LOWY & COMPANY**  
594 10th Ave. (Bryant 9-0817) New York 18, N. Y.



JOE ASH

# ACTIVE RECONDITIONED GAMES 'NUFF SAID

**YOUR CHOICE \$29.50 Each ANY THREE \$85.00**

A.B.C. BOWLER  
ALL AMERICAN  
MISS AMERICA  
(Conversion)

ATTENTION  
BOLOWAY  
CHAMP  
CROSSLINE  
DOUBLE PLAY  
GOLD STAR  
HOME RUN '40  
HOROSCOPE  
MAJORS

**YOUR CHOICE \$44.50 EACH ANY THREE, \$130.00**  
HOME RUN '42  
SPOT POOL  
TOPIC  
SKY BLAZER  
VENUS

MONICKER  
PLAY BALL  
SEA HAWK  
SCHOOLDAYS  
SILVER SPRAY  
SPORT PARADE  
SKY LINE  
SNAPPY  
STAR ATTRACTION  
STRATOLINER  
SHOW BOAT  
VICTORY  
WILDFIRE

**BALLY HIGH HAND \$94.50**  
**BALLY CLUB BELL \$94.50**  
**BIG HIT \$119.50**

**JENNINGS SILVER MOON \$39.50**  
**MIDGET RACES \$139.50**  
**LAURA \$74.50**  
**BIG PARADE \$44.50**  
**KNOCKOUT \$39.50**  
**BOSCO \$44.50**  
**SUSPENSE \$149.50**

1/3 WITH ORDER, BAL. C. O. D.

## ACTIVE AMUSEMENT MACHINES CO.

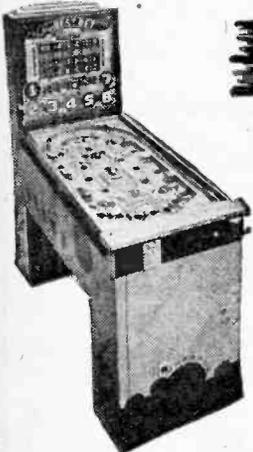
666 No. Broad St.  
Philadelphia 30, Pa.  
Fremont 7-4495

1060 Broad St.  
Newark 2, N. J.  
Mitchell 2-7646

1120 Wyoming Ave.  
Scranton, Pa.  
Scranton 4-6176



"YOU CAN ALWAYS DEPEND ON ACTIVE--ALL WAYS"



### your "BEST BET" by VICTORY

"BEST BET" is a One Ball Free Play Multiple Conversion which will net you more money than any game on your route.  
"BEST BET" has been location tested and proven itself.

**ONLY "BEST BET" HAS THESE STAR ATTRACTIONS**

- Purse Bumper Flash—Win Odds Feature
- Show Bumper Flash—Win Odds Feature
- Extra Bumper Flash—Special "20" Feature
- Latest Cabinet Design and Paint Job
- Stainless Steel Front and Side Rails
- A.B.C.D. Fan Lite-Up
- Removable Backboard Glass Frame and Back. Easy Accessibility to Bulbs, Tight Squeezed Locations.
- Instant Action
- Electric Solenoid Jackpot

Outright Price **\$329.50**  
NOW .....

Why discard your Longacre, Thorobred, Club Trophy, Whirlaway, Pimlico, 41-45 Derby, Dustwhirl? **YOUR GAME ... \$249.50**

Same Job on Victory Special

**\$159.50**

New paint job if desired—small charge. No new cabinet.

**VICTORY SALES CO.**

BALTIMORE 2, MD.

1100 HARFORD AVE.

PHONE: WOLFE 9124-W

### FIVE BALL FREE PLAY

MIDGET RACES.....\$119.50 | STEP-UP .....\$139.50  
FAST BALL.....129.50 | WILLIAMS "SMARTY" .....149.50  
SEABREEZE.....129.50

### ARCADE EQUIPMENT

SKEE BARREL.....\$125.00 | ROLL-A-SCORE .....\$39.50  
SKEE ALLEYS.....99.50 | RED BALL POLE GAME.....99.50  
SAIL-A-BALL.....89.50 | LITE LEAGUE .....39.50

## CULP MUSIC CO.

1405 E. FIRST ST.

TULSA, OKLA.

## Liggett & Myers Co. Sales Rise in 1947

NEW YORK, May 10.—Liggett & Myers Tobacco Company sales for the three months ended March 31, 1947, were \$111,500,000, an increase of 14 per cent for the same period in 1946, according to a report filed by the firm last week with the Security and Exchange Commission.

In explaining the rise in dollar sales for the comparative periods, the manufacturers of Chesterfields stated that the gain was principally accounted for by the cigarette price hikes that took place in April and October of 1946. Other comparisons made showed that Liggett and Myers first quarter 1947 sales were \$125,400,000 less than the totals reported in the final three months of 1946.

A quarterly dividend amounting to 75 cents per share on common stock was declared by the firm, payable June 2 to stockholders of record May 13.

### Full Pay Phone Is Idle Rich Example

DETROIT, May 10.—Pay station telephone users in the downtown section have been having their troubles this week—many of the phones wouldn't take their money—not even dimes and quarters.

It seems that when the telephone strike first started, the nickel boxes filled up pretty rapidly and no collections were made by the company. When the nickel boxes filled up, people switched to dimes until those boxes, too, filled. Then they started using quarters to get their numbers and now even that is beginning to fail.



Sample machine, \$25.00; one to eleven, \$18.75; twelve to forty-nine, \$16.25; fifty and up, \$15.00. Immediate shipment. Bracket is the word; "Export Business handled through International Expeditors."

**THOMAS NOVELTY CO.**  
1572 JEFFERSON ST. PADUCAH, KY.

### MUNVES SPECIALS

Factory Reconditioned, Beautifully Repainted GUNS

**\$125.00 Each**

Bally Rapid Fire, Sky Battle and Convoy  
Keeney Air Raider and Submarine  
Seeburg Jail Bird, Parachute, Chicken Sam and Conversions  
Baker Sky Pilot

**\$150.00 Each**

Mutoscope Sky Fighter  
Bally Defender and Torpedo

**\$95.00 Each**

Liberator, Periscope, Rocket Buster  
FREE! Beautifully Illustrated Price List—Write.

New or Rebuilt Amusement Machines—Any Make or Model—Munves Has Them All.

**MIKE MUNVES**  
510-514 W. 34th St.  
N.Y. 1, N.Y. (Bryant 9-6877)



**WE WILL SELL THESE MACHINES AT ANY REASONABLE PRICE**

We need the space, so come on and make an offer for one or the entire lot. All these machines are rebuilt and guaranteed to work 100% regardless of price.

**FREE**

The buyer of the entire lot of Club Bells will receive free of charge about \$1500.00 worth of console parts, mostly Bally Club Bell.

- 20—Club Bells Comb. FP & CP Extra Clean and Bug Free
- 5—Sun Rays FP
- 8—Jumbo Parades CP
- 4—Pace Reels—Jr. CP
- 8—Beulah Parks CP
- 1—25c Stanco Bell CP
- 1—25c Bally Roll 'Em
- 1—5c Bally Roll 'Em
- 1—5-25 Keeney Super Bell CP
- 1—25c Keeney Super Bell Conv. FP & CP
- 3—Duo Bells
- 2—Mills 4 Bells Specially Rebuilt 5-5-5-25
- 1—Buckley Track Odds Belgian Mod.
- 1—Bally Colors
- 2—HiTones 8800
- 10—600 Keyboard
- 5—24A
- 1—716
- 1—616
- 1—412
- 1—Crown
- 1—Rex
- 1—Melody King
- 1—Rock-Ola 16
- 1—Imperial 16
- 1—71
- 2—Envoy
- 2—Vogue
- 2—Classic

### 6 SUPREME SKEEROLLS

1/3 CASH WITH SHIPPING INSTRUCTIONS—BAL. C. O. D.

SUPREME is Exclusive Florida Distributor for **AMI, INCORPORATED**  
**J. H. KEENEY & CO., INC.**  
AT YOUR SERVICE **RADIO CORP.**  
**PERSONAL MUSIC CORP.**  
**GENCO**

**SUPREME DISTRIBUTORS, Inc.**  
3817 N. E. 2nd Ave., Miami, Fla.  
Phone: 78-4711  
49 Riverside Ave., Jacksonville, Fla.  
Phone: 3-3516

### WANTED

Bally Gold Cups. Will pay \$20.00. Game must be complete with all parts intact. Cabinet must be in usable condition. Prefer to Pick Machines up in New England territory.

**DURSELL NOVELTY COMPANY**

176 Arch St. New Britain, Conn.



**THE NEW CORADIO**  
100% BETTER

**CORADIO**  
COIN OPERATED RADIO  
108 W. 31st St. N.Y. 1, N.Y.  
WISCONSIN 7-5902

TO ALL RECOGNIZED PHONOGRAPH OPERATORS  
IN CALIFORNIA, ARIZONA, NEVADA AND OREGON

YOU ARE CORDIALLY INVITED TO ATTEND

THE GALA PREMIER SHOWINGS OF THE SENSATIONAL NEW

# MILLS CONSTELLATION

AT THE FOLLOWING MILLS SALES COMPANY SHOWROOMS

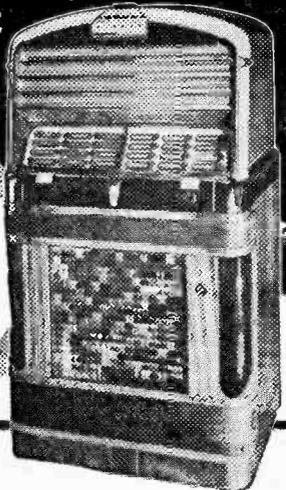
600 SOUTH EAST STARK ST.  
PORTLAND, OREGON  
TUESDAY, MAY 20

1640 EIGHTEENTH ST.  
OAKLAND, CALIF.  
FRIDAY, MAY 23

2827 WEST PICO BLVD.  
LOS ANGELES, CALIF.  
TUESDAY, MAY 27

MILLS SALES CO., LTD.

**IT'S "fiesta" TIME**



SEE THE **Aireon "fiesta" DE LUXE**

**CLEVELAND MAY 22**  
**CINCINNATI MAY 20**  
**COLUMBUS MAY 21**

NOW BEING DISPLAYED AT:

**TRIANGLE DISTRIBUTING COMPANY, INC.**  
4608 Prospect Avenue, Cleveland, Ohio

**TRIANGLE DISTRIBUTING COMPANY, INC.**  
212 East Eighth Street, Cincinnati, Ohio

**DRESSEL DISTRIBUTING COMPANY**  
300 North High Street, Columbus, Ohio

**NATIONAL RECONDITIONED EQUIPMENT**



BEAUTIFULLY REFINISHED, PERFECTLY RECONDITIONED PHONOGRAPHS

WURLITZER		ROCKOLA	
780-E	\$350.00	Commando	\$295.00
500 Kybd.	225.00	Super	275.00
600 Kybd.	225.00	Deluxe	240.00
850	395.00	Standard	225.00
750-E	360.00	Jr. Counter Model (Built-In Speaker)	195.00
Victory 24, Kybd.	150.00		
616	95.00		

**SLOTS**

Mills Blue Fronts, 5¢	\$ 75.00	Mills Brown Front, 10¢	\$95.00
Mills Blue Front, 10¢	85.00	Mills Q.T., Late, Clitt. Gold, 5¢	67.00
Mills Blue Front, 25¢	110.00	Mills Q.T., Late, Clitt. Gold, 10¢	87.50
Mills Brown Front, 5¢	85.00	Slot Stands, Complete	14.00

CONSOLES	5-BALL VALUES!
Hi Hand, Comb. .... \$110.00	<b>YOUR CHOICE \$44.50 EACH</b>
Bally Club Bell, Comb., 5¢. 125.00	<b>ANY THREE — \$130.00</b>
Jenn. Silver-moon, P.O. . . 79.00	Victory Over the Top
Keeney Super Bell, 5¢ . . . 135.00	High Hat Invasion
Pace Saratoga, 5¢ . . . 49.00	Yankee Doodle Eagle Squadron
Jenn. Fasttime . . . 49.00	Jeep Bombardier Action Spot Pool
Paces Reels . . . 49.00	Marv. Baseball Gobs
Jumbo Parade, F.P. . . . 59.00	Topic
	<b>YOUR CHOICE \$84.50 EACH</b>
	<b>ANY THREE — \$250.00</b>
	Oklahoma Streamliner
	Liberty Grand Canyon Brazil
	<b>YOUR CHOICE \$79.50 EACH</b>
	<b>THREE FOR \$230.00</b>
	Shangri-La Keep 'Em Flying
	<b>\$129.50</b>
	Stage Door Canteen
	Write for complete list of new and reconditioned games.

**FOR IMMEDIATE DELIVERY**  
Wurlitzer 1015's and 1946 Rock-Ola Phonographs — WRITE  
**EXTRA SPECIAL**

Mills Three Bells, 5-10-25¢ Play, A-1 Shape . . . . . \$250.00	5¢ and 10¢ Pace Royal Club Bell Slots, Ea. . . . . \$ 99.50
25¢ Jennings Club Bell Slot . . . . . \$ 99.50	
Western Baseball . . . . . \$ 39.50	World Series . . . . . \$ 65.00
Total Rolls . . . . . 275.00	Pokerino . . . . . 35.00

**ARCADE EQUIPMENT**

**OLSHEIN DISTRIBUTING CO.**  
1100-02 BROADWAY ALBANY 4, NEW YORK

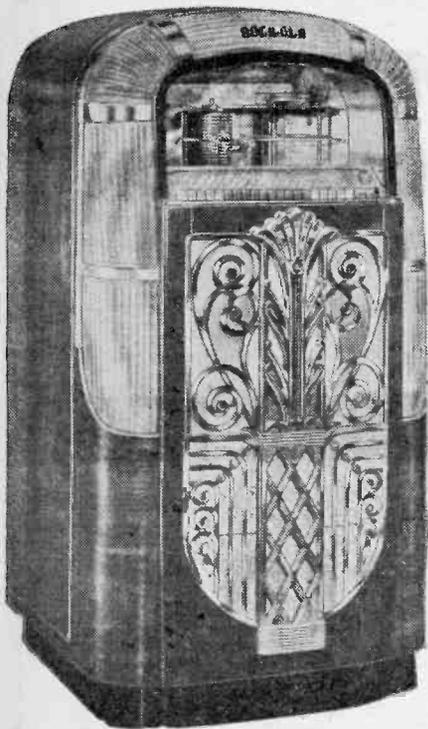
**AMUSEMATIC LITE LEAGUE**  
CLEAN AS NEW **\$149.50**

**SOUTHERN AMUSEMENT CO., 628 Madison, Memphis, Tenn.**

**UNITED REVAMPS**  
Trade Winds, Oklahoma, Arizona, South Seas, Streamliner. **\$89.50 Ea.**

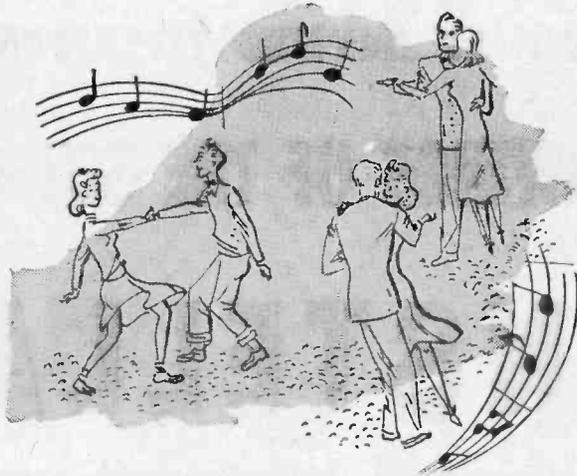
TERMS: 1/3 Deposit, Balance C. O. D.

**NATIONAL COIN MACHINE EXCHANGE**  
1411-13 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO



# Increase Music Profits with ROCK-OLA

UNIVERSAL Music SYSTEM



Nothing in the world can pep up a location as much as a complete, well balanced music system built around a beautiful and outstanding phonograph. Music has its own particular kind of repeat value. When the customers start dropping those nickels, dimes and quarters into a phonograph, they get a kind of satisfaction that can come from no other form of amusement.

For years on end, Rock-Ola has consistently led the field in bringing out the latest and best in "music merchandising equipment." Rock-Ola knows how to combine sound engineering with the very finest in eye appeal and ear appeal.

## ROCK-OLA MODEL 1422-6

The very latest . . . beautiful design . . . remarkable color and lighting effects . . . unusual animation . . . superlative quality of tone . . . equipped with terminal strip for wired remote control hookup. A truly fine musical instrument!

**B. D. Lazar Co.**  
1635 FIFTH AVENUE  
Pittsburgh • Phone Grant 7818  
28 Years the Leader in the Field

### GOTTLIEB'S DAILY RACES

The famous old 1-ball standby is now available in free play or pay out model. Daily Races has special spotter bumpers, illuminated "live" holes, and slug-proof, drop coin chute. Smart operators know that Daily Races is a money maker in a class by itself!



### GOTTLIEB'S Maisie

When the players want high, HIGH score—Maisie is their game. Gottlieb's 5-ball thriller has the come-on that brings in the dough. Fast action, socko appeal, and slam-bang earning power!



Also these latest Bally profit producers: Deluxe Draw Bell, Bally Entry, Special Entry, Triple Bell, and Five Ball Rocket. See them today and step up profits from your locations!

A  
\$\$\$  
Bullseye  
with . . .

## DAVAL'S SKILL THRILL

Fastest action pistol-target game on the market. Jam-proof pistol shoots actual pennies . . . returns them to player when the target is hit. Small and compact . . . takes up less than 9" of counter space. Colorful, streamlined metal case fully enclosed in durable transparent plastic top and glass sides. Cash box will hold over \$100.00 in pennies.

\$57.50

DAVAL PRODUCTS CORP.

1512 N. Fremont Ave., Chicago 22, Ill.



## REPEAT ORDERS NOW BEING ACCEPTED FOR THE NEW WILLIAMS CYCLONE

BE SURE TO PLACE YOURS  
IMMEDIATELY

### BELL MACHINES

- 5¢ Club Bell Console . . . \$150.00
- 5¢ Gold Chrome 110.00
- 5¢ Copper Chrome . . . 110.00
- 5¢ Black Diamond . . . 130.00
- 25¢ Gold Chrome . . . 120.00
- 25¢ Gold Chrome (Hand Load) 145.00
- 25¢ Silver Chrome . . . 140.00
- 25¢ Jennings Goose-neck . . . 30.00
- 25¢ Galle . . . 27.50
- Columbia Bell, '48 Model (Like New) . . . 107.50
- Columbia Bell, Twin Jack Pot 45.00
- Vest Pocket (Blue & Gold) 32.50
- 50¢ Bonus Bell. Write

### CONSOLES

- Mills Three Bells, 5/10/25 (Excellent) \$310.00
- 1938 Track Time 65.00
- Galloping Dominos, 25¢, '41 (2-Toned) . . . 89.50
- Four Way Super Bell, 4-5¢ . . . 200.00
- Jumbo Parade, P.O. . . . 50.00
- Mills Four Bells, 4-5¢ (Low Head) . . . 299.50
- Silver Moon, Free Play . . . 47.50
- Club Bells, Free Play, 5¢ 69.50

### PHONOGRAPHS

- Wurlitzer #500, Keyboard . . . \$180.00
- Wurlitzer #619 97.50
- Wurlitzer #600, Rotary . . . 180.00
- Mills Throne of Music . . . 110.00

### WE'VE GOT PARTS

A complete line of parts at wholesale for operators. Music parts, game parts, any part you want any time you want it. No matter how hard to get, we'll get it for you. No order too large or too small.

Established 1913

ROY MCGINNIS CO.

2011 MARYLAND AVE., BALTIMORE 18, MARYLAND • PHONE: UNIVERSITY 1800

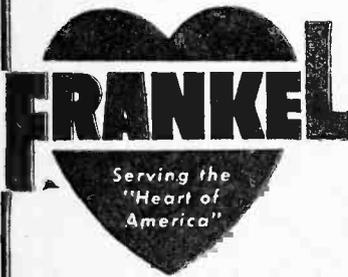
# NEEDED!!

## 100 USED PHONOGRAPHS

We have Export orders for 100 used phonographs in good condition . . . for the month of May only.

We will allow unusually high trade-ins on the New 1947 PACKARD Phonograph.

We are the exclusive distributors for Western Illinois, Iowa, Nebraska, South Dakota, Kansas and Western Missouri.



**FRANKEL DISTRIBUTING COMPANY**

ROCK ISLAND, ILL. • 2532 FIFTH AVE. • PHONE 153  
DES MOINES, IA. • 1220 GRAND AVE. • PHONE 3-0184  
OMAHA, NEB. • 1209 DOUGLAS ST. • PHONE ATLANTIC 340Z

# IMMEDIATE DELIVERY

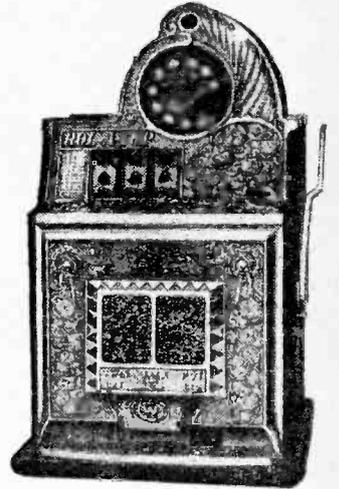
### OPERATOR'S PRICES

- 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.

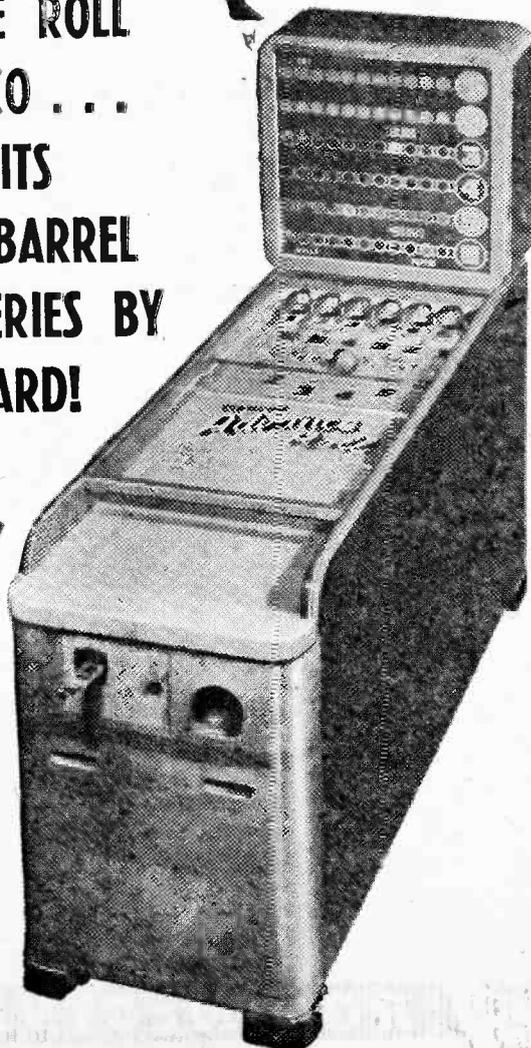
Est. 1889 — Tel.: COLumbus 2770

4650 W. Fulton St.

Chicago 44, Illinois

Cable Address: "WATLINGITE," Chicago

**ADVANCE ROLL  
BY GENCO . . .  
PROFITS  
BY THE BARREL  
. . . DELIVERIES BY  
SEABOARD!**



### SEABOARD

Exclusive Distributors for GENCO in the East

• **NEW YORK**

460 10th Ave., New York 18  
BRyant 9-5770

• **NEW JERSEY**

27-29 Austin St., Newark 5  
Bigelow 8-4105

• **CONNECTICUT**

1625 Main St., Hartford 5  
Hartford 2-6147

# STEADY INCOME!!



WITH A MINIMUM OF INVESTMENT & SERVICE . . . PLENTY OF CHOICE LOCATIONS AVAILABLE . . .

- Such as . . .
- ONE CENT AMUSEMENT MACHINES
  - ABT CHALLENGERS . . . \$65.00
  - CHAMPION BASKETBALL . . . 39.50
  - KICKER & CATCHER . . . 49.75
  - BAT-A-BALL . . . 54.50
- (All prices are single lot prices)



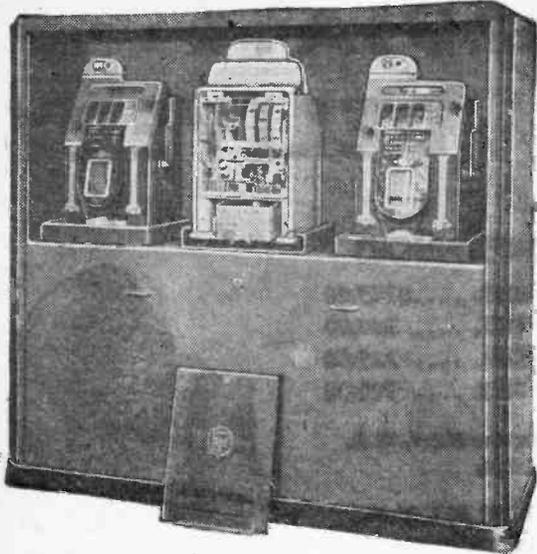
Write to Al Bergman—Tell him how large a route you're interested in and want to operate—Al will give you complete details and special prices on combination deals of all machines in larger quantities.

Ask for details on our Plan on Counter Games. It assures you steady, profitable income.

WRITE!  
WIRE!  
PHONE!

## ALFRED SALES, INC.

1006 Main St. LI 9107 Buffalo 2, N. Y.  
Exclusive Distributors of Aireon Electronic Phonographs and Accessories in Western New York



**TRIPLE SAFE**

IMMEDIATE DELIVERY!

**\$262.00**

**AUTOMATIC COIN OFFERS REAL PROTECTION FOR SLOTS AND SLOT EARNINGS!**

**CHICAGO METAL'S NEW DELUXE REVOLV-A-ROUND SLOT SAFES**

The Only Quick, Automatic-Locking Protection Equipment on the Market! Made for MILLS Black Cherry Bells, Golden Falls, Jewel Bells and all others.



**DOUBLE SAFE**

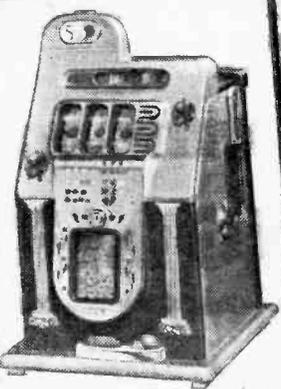
IMMEDIATE DELIVERY!

**\$174.25**

SINGLE REVOLV-A-ROUND BOX STAND **\$25.00**

**MILLS GOLDEN FALLS**  
5c-10c-25c

Hand-load Jackpot. Modern design, brimming with the old appeal that means extra earnings all the time! Full Jackpot at all times. Immediate Delivery.



**Brand New EVANS BANG TAILS J.P.**  
**\$671.50**

Terms: 1/3 deposit, balance C. O. D. Write for complete list new and used equipment, slot parts, etc.

**Brand New MILLS 3-BELL**  
5c-10c-25c  
**\$645.00**  
IN LOTS OF 10

**EXTRA SPECIAL DOWNEY-JOHNSON COIN COUNTER**  
**\$217.50**

**Brand New MILLS VEST POCKET BELL**  
**\$65.00**  
LOTS OF 10

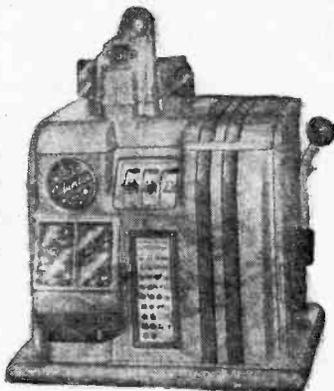


**AUTOMATIC COIN MACHINES & SUPPLY CO.**

ALL PHONES: CAPITOL 8244  
4135-43 ARMITAGE AVE. • CHICAGO 39, ILLINOIS  
Affiliate Office: IOWA STATE SALES CO., 567 Seventh St., Des Moines 9, Iowa

**COLUMBIA TWIN JACKPOT BELL**

The Columbia Twin Jackpot Bell is smartly styled in dazzling, durable Hammerloid; its operation is silent and its mechanism trouble free . . . changeable to 1-5-10 or 25c play; hence you get the service of four machines for the price of one . . . plus double slug protection!



PRICE **\$145.00**

WRITE — PHONE — OR WIRE FOR QUANTITY PRICE

**SPECIAL PRICE ON USED MACHINES IN GOOD CONDITION**

TOTAL ROLL	\$225.00	SURF QUEEN	\$105.00
STEP-UP	122.50	STAGE DOOR CANTEEN	102.50
GUN CLUB	32.50	HI-HAT	30.00
1c PEE WEE	49.50	WHIZZ, With Stand	82.50
1c GOTTLIEB 3-WAY GRIPPER		...\$22.50	

USED MACHINES OFFERED SUBJECT TO PRIOR SALE

TERMS: 1/3 deposit with order, balance shipped C. O. D.,  
F. O. B. Roanoke, Virginia

**Roanoke Vending Machine Exchange, Inc.**

13 S. JEFFERSON STREET ROANOKE, VIRGINIA

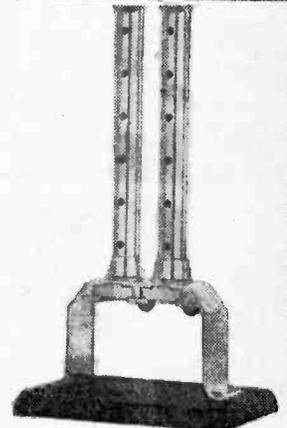
**A JACK RABBIT IS SLOW**

Compared to *Junior Changer*  
**THE FASTEST, MOST ACCURATE NICKEL DISPENSER ON THE MARKET**

This beautiful chrome finished changer is of all-metal construction and automatically dispenses either 5 or 10 nickels in the palm of your hand. Junior Changer is 13" high, 7 1/4" wide, 5" deep, with a weighted non-slip base. Capacity is 13 dollars in nickels.

*Northwest Sales Co.*

3144 ELLIOTT AVENUE SEATTLE 1, WASH.



**\$17.50**

*Used Music Equipment*

**REFINISHED • RECONDITIONED • GUARANTEED**

SEEBURG 9800 RCES HI-TONES, Mechanically Perfect, Walnut or Marble-Glo, New Grill Cloth	\$299.50
SEEBURG REGAL, Excellent Condition	169.50
WURLITZER 850E, Mechanically Perfect	325.00
WURLITZER 616 LITE-UP	99.50
ROCK-OLA '39 STANDARD, Excellent Condition	189.50
ROCK-OLA '39 DE LUXE, Like New	199.50
ROCK-OLA 840 MASTER, Mechanically Perfect	219.50
AMI SINGING TOWER, 20 Record, Like New	175.00
MILLS THRONE	214.50
8 PERSONAL MUSIC BOXES, 1 AMPLIFIER, Like New	249.50

SPECIAL DISCOUNT ON QUANTITY PURCHASES—FOREIGN INQUIRIES INVITED, ONE-THIRD CERTIFIED DEPOSIT, BALANCE C. O. D.



**MUSIC SYSTEMS INC.**

NORTHERN OHIO FACTORY DISTRIBUTORS FOR SEEBURG

6210 EUCLID AVE. • CLEVELAND 3, OHIO • HE. 6114  
1312 JACKSON AVE. • TOLEDO 2, OHIO • EM. 1311

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

IT'S "fiesta" TIME

SEE THE **Aireon "fiesta" DE LUXE**

MAY 24-25

NOW BEING DISPLAYED AT:  
**INDIANA MUSIC CORPORATION**  
542 S. MERIDIAN ST., INDIANAPOLIS 4, INDIANA

**ATLAS...**

FIRST CHOICE FOR LASTING VALUE AND SATISFACTION!

HOME OF FRIENDLY PERSONAL SERVICE

Headquarters for the Finest in New and Used Equipment

BRAND NEW—  
FOR PROMPT DELIVERY  
KILROY • HAVANA

- ROCKET
- BALLY ENTRY
- SPECIAL ENTRY
- JENNINGS' CHALLENGER
- BANGTAILS, COMB.
- ADVANCE ROLL
- EVANS RACER
- ATOMIC BOMBER
- BASKETBALL CHAMP



MEMBER

NEW BELLS

Jennings Standard Chief, 5c	\$269.00
Jennings Standard Chief, 10c	279.00
Jennings Standard Chief, 25c	289.00
50c	399.00
Jennings Super DeLuxe (Lite-Up) Chief, 5c	324.00
10c	334.00
25c	344.00
50c	454.00
\$1.00 Pace DeLuxe Bell	
Columbia Gold De Luxe Bell	209.50
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  
WHIRLABALL ..... 47.50  
DAVAL FREE PLAY ..... 75.00  
**SKILL THRILL \$57.50**

(Daval's "Shoot & Renny" Game)

PHONOGRAPHS

ROCK-OLA '40 SUPER	\$295.00
ROCK-OLA COMMANDO	295.00
SINGING TOWERS	165.00
WURLITZER VICTORY K	225.00
WURLITZER 600	225.00
SEEBURG ENVOY	325.00
SEEBURG CLASSIC	295.00
SEEBURG GEM	245.00
SEEBURG REX	175.00
SEEBURG HITONE	350.00
MILLS EMPRESS	250.00
MILLS THRONE	225.00

RECONDITIONED USED GAMES

VICTORY DERBY	\$350.00	25c JUMBO PARADE, P.O.	\$149.50
5c JENN. CLUB CONSOLE	100.00	GOALEE	295.00
10c JENN. CLUB CONSOLE	125.00	KIRK ASTROLOGY SCALE	124.50
25c JENN. CLUB CONSOLE	150.00	CHICOIN HOCKEY	125.00
GOTTLIEB GRIPPER	24.50	1c MARVEL	17.50
5c BIG GAME, P.O.	89.50	5c SILVERMOON, P.O.	89.50
25c 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 37

Assoc. ATLAS MUSIC CO., 4704 CASS AVE., DETROIT 1  
ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURG 19  
Offices: ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9



YOUR MACHINES . . .

COMPLETELY OVERHAULED AND REFINISHED

Work Unconditionally Guaranteed for 30 Days. 1 Week Delivery. **\$29.50** Plus Parts

- Chicago Metal Double & Triple Revolv-A-Round Safe Stands
- New Vest Pockets
- New Black Cherry Bells
- 1/3 Deposit—Bal. C. O. D.

We Have All Mills SLOTS and JUMBO PARTS.

HAVANA and CARNIVAL

Now Being Delivered

SPECIAL!

Set of BROWN FRONTS, 5c, 10c, 25c. Complete Set. **\$270.00**

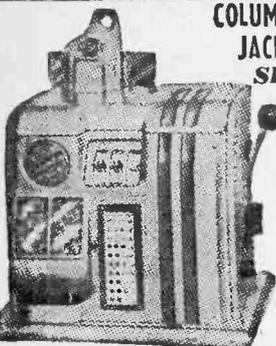
5c Black Cherry	\$150.00	10c Bonus Bell	\$165.00
10c Orig. Chrome	140.00	5c Brown Front	100.00
25c Bally Draw Bell		10c Brown Front	110.00
Evans' Bangtail Winterbook		25c Brown Front	120.00
Blue & Gold V.P. . . \$ 35.00		5c Blue Front	85.00
Pimlico	125.00	10c Blue Front	95.00
Turf King	175.00	25c Blue Front	105.00
		5c Silver Chrome	115.00
		5c Gold Chrome	125.00
		5c Jennings Chief	50.00
		5c Q.T.	50.00

COIN-A-MATIC DISTRIBUTORS

FORMERLY LEWIS COIN MACHINE SERVICE

3924 W. Chicago Ave. • Chicago 51 • Belmont 7005

**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 1/4" high, 14 1/4" wide, 12" deep. 50 lbs. wt.

**AMERICAN EAGLE**

Reconditioned like new. Fruit reels. Token or 25¢ payout. Either 1¢ or 5¢ play. 1¢ or 5¢ Marvel cig. reels.

**\$20.50 Each**  
**Special: 5 for \$90.00**

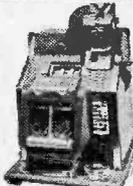


---

**MILLS Q. T.**

Factory Reconditioned. Regular Bell Machine—Automatic Payout. 3 on Cherries, Bells, Etc.

1¢ Play ..... \$ 74.50  
5¢ Play ..... 95.00  
10¢ Play ..... 105.00  
25¢ Play ..... 115.00



**NEW SLOTS**

5¢ ..... \$245.00  
10¢ ..... 255.00  
25¢ ..... 265.00  
50¢ ..... 375.00  
\$1.00 ..... 550.00

**MILLS BLACK CHERRY BELL**

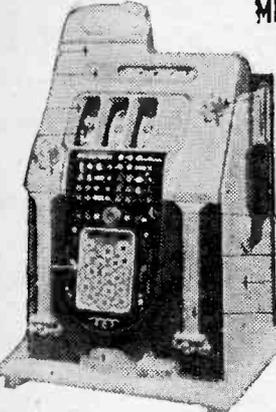
5¢ ..... \$248.00  
10¢ ..... 253.00  
25¢ ..... 258.00  
50¢ ..... 375.00  
\$1.00 ..... 550.00

**NEW MILLS VEST POCKET** ..... 71.50  
**NEW A.B.T. CHALLENGER** ..... 49.50

**MILLS GOLDEN FALLS BELL**

Rebuilt by Abco. Looks like new, works like new. Mechanism completely overhauled. Brand new Golden Falls Cabinet. Automatic Load

5¢ .. \$145  
10¢ .. 165  
25¢ .. 185  
Hand Load  
5¢ .. \$195  
10¢ .. 175  
25¢ .. 185



**NEW SLOTS**

5¢ ..... \$245.00  
10¢ ..... 255.00  
25¢ ..... 265.00  
50¢ ..... 375.00  
\$1.00 ..... 550.00

**MILLS BLACK CHERRY BELL**

5¢ ..... \$248.00  
10¢ ..... 253.00  
25¢ ..... 258.00  
50¢ ..... 375.00  
\$1.00 ..... 550.00

**NEW MILLS VEST POCKET** ..... 71.50  
**NEW A.B.T. CHALLENGER** ..... 49.50

---

**1/3 DEPOSIT—BAL. C.O.D.—F.O.B. CHICAGO**

**WRITE FOR FREE CATALOG!**  
**WE BUY USED SLOTS AND COUNTER MACHINES—WRITE US!**

Send for complete list of Coin Operated Equipment and Counter Games. Complete line of Salesboards and Tickets. We Repair Machines.

*King of Counter Games* **Abco NOVELTY Co.** *King of Counter Games*

823 W. RANDOLPH ST. HAYMARKET 9076 CHICAGO 7, ILLINOIS

**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

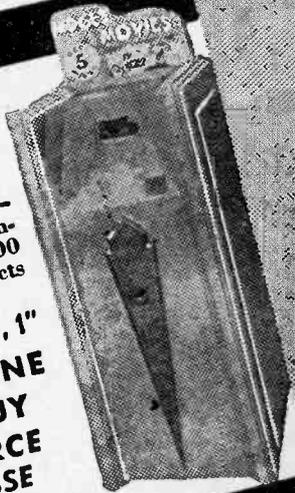
INTERNATIONAL MUTOSCOPE CORPORATION  
44-01 Eleventh Street, Long Island City 1, N. Y.

Send me at once complete details on VOICE-O-GRAPH.

NAME \_\_\_\_\_  
FIRM \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**ORDER—PLACE—AND MAKE YOUR PROFIT NOW FROM MIDGET MOVIES**

**A "SHOULD" for ALL LOCATIONS**  
**A "MUST" for ALL ARCADES**



Coin-operated 16mm. continuous movie projector.  
Automatic . . . self-winding . . . trouble free!

Thousands of subjects available—sports, animated cartoons, comedies, etc. Magazine capacity 400 feet. Average length of subjects 65-100 feet.

Floor Space, 22x22 inches. Height 5', 1"

**A PERFECT MACHINE**  
**A WONDERFUL BUY**  
**FOR YOUR SOURCE**  
**IT'S SCOTT-CROSSE**

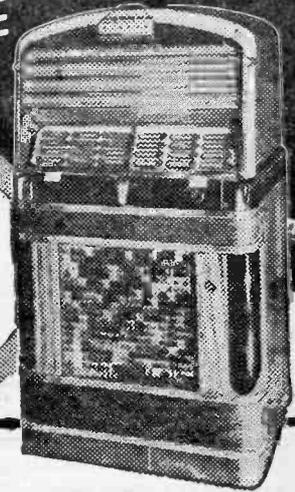
Order Direct for Fastest Delivery

**Scott-Crosse Co.**  
1423 SPRING GARDEN ST. PHILA. 30, P.A.

IT'S "fiesta" TIME

**MAY 18<sup>th</sup>**

SEE THE **Aireon "fiesta" DE LUXE**



NOW BEING DISPLAYED AT:  
**GARRISON SALES COMPANY**  
1000 W. WASHINGTON PHOENIX, ARIZONA

**"PRICED FOR QUICK SALE"**

— PIN BALLS —

3 Sea Hawk ..... \$24.50	3 ABC Bowler ..... \$24.50	1 Double Play ..... \$29.50
1 Silver Skates ..... 24.50	1 Monicker ..... 29.50	1 Defense ..... 39.50
3 Jeeps ..... 39.50	1 Roxy ..... 19.50	1 5-10-20 ..... 39.50
1 Action ..... 39.50	1 Owl (1940) ..... 24.50	1 Victory ..... 34.50
1 Knock-Out The Japs ..... 39.50	1 Miss America "44" ..... 24.50	1 Hi Hat ..... 34.50
3 Four Aces ..... 39.50	2 Metro ..... 24.50	1 Jungle ..... 29.50
2 Eagle Squadron ..... 29.50	1 Keep 'Em Flying ..... 49.50	1 Mustang ..... 34.50
1 Seven Up ..... 24.50	1 School Days ..... 29.50	2 Bosco ..... 34.50
1 Fishin' ..... 24.50	1 Play Ball ..... 24.50	1 Horoscope ..... 29.50
1 Play Ball ..... 24.50	2 Gobs ..... 34.50	1 Captain Kidd ..... 29.50
5 New Champs ..... 24.50	1 Big Chief ..... 24.50	1 Step Up ..... 129.50
1 Legionnaire ..... 24.50		

— ARCADE AND MISCELLANEOUS EQUIPMENT —

1 Under Sea Raider ..... \$129.50	25 Marvel's Cigarette Reels, 1¢ ..... \$ 6.00
1 Grip Machine (1¢ Gottlieb 3-Way) ..... 15.00	5 21's Cigarette Reels, 1¢ ..... 5.00
1 Name Plate, 5¢ (Roovers) ..... 75.00	1 Mills 10¢, Pace J.P. 10¢ ..... 10.00
1 Sugar King, 5¢ ..... 14.50	3 Watling 1¢ Twin, J.P. .... 20.00
1 Bob Tails ..... 14.50	1 Target Skill 1¢ Vender ..... 10.00
3 ABT Challengers (Late) ..... 34.50	25 15¢ National Cigarette Venders ..... 7.50
24 5¢ Rowe Gum and Mint Venders ..... 5.75	6 Northwestern Match Venders, 1¢ ..... 4.50
25 Columbus Peanut Venders, 1¢ ..... 5.00	25 DuGrenier 7-Col. Cigarette Venders, 20¢ ..... 50.00
1 Mills Q.T., 1¢ ..... 35.00	

1/3 Deposit With Order, Balance C. O. D.

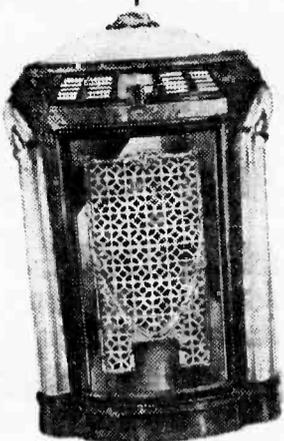
**MARIETTA SERVICE COMPANY**  
MONTGOMERY AT SIXTH MARIETTA, OHIO

FLORIDA'S MOST PROGRESSIVE DISTRIBUTOR

# SEEBURG MUSIC SYSTEMS

*World's Finest  
and  
Most Complete  
Music Merchandising  
Facilities!*

Ask for a Comprehensive  
Demonstration at Any  
Florida Automatic Office



SYMPHONOLA "1-47"

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.

**GRIP SCALE**

Best Since 1927!



MEMBER

**SKILL THRILL**

Real target  
action! Shoots  
actual coin!

**BEST HAND**

Also in Comp  
High Score and  
Mexican Baseball.

FLORIDA AUTOMATIC DELIVERS THE TOPS IN EQUIPMENT!



**FLORIDA AUTOMATIC SALES CORP.**

859 WEST FLAGLER ST.

MIAMI, FLORIDA

All Phones:  
3-6221

JACKSONVILLE, 60 Riverside Ave. Phone 3-0671

TAMPA, 115 South Franklin St. Phone 3856

HAVANA, CUBA

# BIGGEST MONTH IN JENNINGS' HISTORY

## April - 1947

**O**ur thanks to every Jennings Dealer and Distributor who helped make April, 1947, sales the largest in our forty years of manufacturing quality coin operated vending and amusement machines.

**D**ue to your efforts in placing the finest and most trouble-free machines in the hands of users, our sales were greater in April than in any other 30-day period.

**J**ust as we thank you for your splendid efforts and co-operation, your customers will thank you in an ever increasing demand for Jennings Precision Built Standard Chief -- Club Chief and Twin Play Challenger.

VICE-PRESIDENT & GENERAL MANAGER

### O. D. JENNINGS AND CO.

4302 W. LAKE ST.

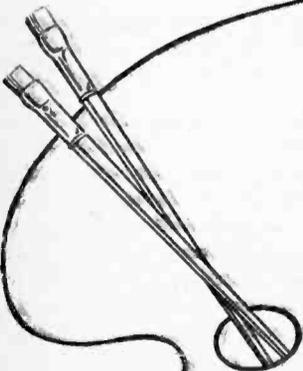
CHICAGO 24

United Mfg.  
Company's  
**HAVANA**

Art Work and Silk Screening

by  
**ADVERTISING POSTERS CO.**

3845 W. Madison Street • Chicago 24, Illinois



Piling up a tremendous profit record  
**SPORTSMAN ROLL**

ROLLING UP STEADY, BIG PLAY IN ALL LOCATIONS!



CAN OPERATE ANYWHERE

HERE ARE THE ORIGINAL FEATURES THAT ARE CREATING SENSATIONAL COLLECTIONS

**12 MYSTERY BUTTONS**

10,000 points per contact and a ball can hit them over and over again.

**SKILL HOLE**

40,000 points AND when you get the ball in it opens an . . .

**ALLIGATOR'S MOUTH**

action, excitement when those big jaws open. Place the ball in its mouth and it's 100,000 points more.

**HIGHEST SCORING GAME**

yes, this roll down game scores up to 790,000 points.

**LEATHERETTE FINISH CABINET**

lighter than wood, terrifically attractive, easier to clean and handle, less costly to ship.

Operate Sportsman Roll and You Operate the Best ORDER TODAY!

**SQUARE AMUSEMENT COMPANY**

JOHN A. FITZGIBBONS  
 453 W. 47th St., New York 19, N. Y.  
 Ph.: Circle 5-5240

ESTABLISHED 1919

AL SCHLESINGER  
 88-90 Main St., Poughkeepsie, N. Y.  
 Ph.: Poughkeepsie 5710

IT'S "fiesta" TIME

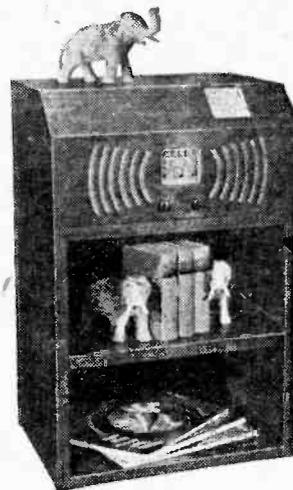
SEE THE **Aireon "fiesta" DE LUXE**

MAY 30<sup>th</sup>-31<sup>st</sup>  
 JUNE 1<sup>st</sup>

NOW BEING DISPLAYED AT:  
**ADVANCE MUSIC COMPANY**  
 1606 GRAND AVENUE

KANSAS CITY 8, MISSOURI

*There's Music For Millions!*



in coin operated radios!



the Most Exciting . . . .

**NEW ALL PURPOSE coin operated radio today!**

Your coin operated radio need not look like a veneered refrigerator or a tin can. Now coin operated radios are furniture. Not only a profit pitched radio, priced to pay off in six months... not only a sturdy, mechanically perfect radio geared to resist years of transient handling... but a dramatically decorative piece of furniture... designed to add beauty to your guest rooms. Write for the name of your nearest dealer or distributor. *Ra-o-matic has play appeal!*

**6 outstanding features!**

- SIX TUBE**, standard RCA radio, 90 day tube guarantee.
- ONE YEAR GUARANTEE** on trouble proof timer and coin box mechanism.
- CUSTOM MADE**, stripped mahogany, light or dark finish cabinet.
- TIMER** completes cycle with radio either "on" or "off".
- CHOICE OF PLAY PERIOD**—either one or two hours for 25 cents.
- Our specially priced group insurance plan gives you **COMPLETE ALL OVER COVERAGE.**

**Ra-o-matic Co.**

3757 WILSHIRE BOULEVARD • LOS ANGELES, CALIF. • PHONE: FAIRFAX 2301

Call on MONARCH for Prompt Shipment on All New Games

**ARCADE EQUIPMENT**

Exh. Streamliners, Card Vendors & Stands	\$ 32.50	Advance Electric Shocker	\$19.50
Undersea Raider	169.50	Kicker & Catcher	29.50
Groetchen Typer, 10¢	269.50	Pikes Peak	22.50
Foot Vitalizers	79.50	Groetchen Skill Jump & Stand	49.50
Magic Heart	129.50	Groetchen Zooms	39.50
Periscope or Liberator	99.50	Mills Flip Skills	39.50
Panoram	295.00	Holly Grippers	19.50
A.B.T. Target Skills	27.50	Seeburg Hockey	59.50

**Beautifully Reconditioned CONSOLES—Ready for Profits!**

Dominoes, J.P., '41, Two-Tone Cab.	\$229.50	Jumbo Comb. F.P. & P.O., 5¢	\$129.50
Evans Pacer	219.50	Jumbo Late Head, F.P.	79.50
Jumbo Late Head, P.O., 25¢	139.50	Super Bells, Comb. 5¢	139.50

WRITE FOR PRICES ON ALL ONE-BALLS, PHONOGRAPHS, PIN GAMES, SLOTS, ETC.

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 Slight Draft.

**MONARCH COIN MACHINE Co.**  
 1545 N. FAIRFIELD AVE., (PHONE ARMITAGE 1434) CHICAGO 22, ILL.

**GOT YOURS YET?**

Chicago Coin's  
**KILROY**

THE *Greatest*  
**5 (or 3) BALL  
EVER MADE**



**CHICAGO COIN MACHINE CO.**  
1725 DIVERSEY BOULEVARD • CHICAGO 14, ILLINOIS

IT'S "fiesta" TIME  
... IN ST. LOUIS

SEE THE **Aireon** DE LUXE  
"fiesta"

NOW BEING DISPLAYED AT:

*Ventolin Panther*  
**V. P. DISTRIBUTING CO.**

Phone: Central 3892 2336 OLIVE STREET  
ST. LOUIS 3, MISSOURI

**IMMEDIATE DELIVERY**

ALSO:  
BALLY ROCKET  
WILLIAMS CYCLONE  
UNITED HAVANA  
CHICAGO COIN KILROY  
Exclusive Wisconsin Distributor  
For MARVEL Products

**MARVEL'S**  
NEWEST 5-BALL  
SENSATION  
LIGHTNING!

**WISCONSIN NOVELTY CO.**  
5033 6TH AVE. Phone: 2-3869 KENOSHA, WISCONSIN

Distributors for State of Minnesota. Ready for immediate delivery. Bang-A-Fitty, best proven money maker and location holder on the market. Try one and you'll want more.

SIZE — 10' 8" OR 11' 8"

LIST PRICE — \$450.00

DISTRIBUTORS FOR MINNESOTA

Personal Melody boxes. New amplifiers and wire ready for shipment today. Boxes E-10 Melody Lane, 5c-10c models sent in order as received.

**CLEARANCE SALE**

**NEW EQUIPMENT**

MUSIC	
Rock-Ola	WRITE
Seeburg	WRITE
Aireon	WRITE
Packard	WRITE
Speakers	WRITE

MUSIC BOXES	
Rock-Ola, 1630	\$ 39.50
Aireon Trio	69.50
Packard	WRITE
Seeburg (Wireless)	WRITE
Seeburg (Wall-O-Matic)	WRITE

HIDEAWAYS	
Rock-Ola	WRITE
Seeburg	WRITE
Packard	WRITE

ARCADE	
Chicago Coin Basketball	\$499.50
Bang-A-Fitty	450.00
Bat-A-Ball	249.50

**COUNTER GAMES**

Challenger	\$ 65.00
Bat-A-Ball Jr.	78.50
Kicker & Catcher	49.50

**PIN BALLS**

Double Barrel	\$269.50
Rocket	WRITE
Kilroy	279.50
Vanities	299.50
State Fair	249.50
Miss America	310.00
Tornado	309.50
Past Ball	WRITE
Superliner	WRITE

**ONE BALLS**

Victory Derby	\$495.00
Bally Entry	595.00
Big Parlay	600.00
Daily Races	650.00

Write for circulars, prices—1/3 down with each order.

**USED EQUIPMENT**

200 Used 1 Ball Machines	WRITE
150 Used Arcade Equipment	WRITE
100 Five Ball Machines	WRITE
ONE BALLS	
Victory Derby	\$335.50
Race King	69.50
Pace Maker	59.50
Santa Anita	89.50
Jockey Club	199.50
Long Shot	139.50
Grand Stand	49.50
Track Record	79.50
War Admiral	85.00
Winning Ticket	79.50
PHONOGRAPHS	
41 W/S	\$489.50
71 W/S	154.50
61E	139.50
600 Conv.	179.50
600	269.50
500	319.50
700	395.00
750 E	469.50
Seeburg Concert Grand	275.00
Rock-Ola 1846	650.00
Super DeLuxe, Painted	379.50
200 Solotone Boxes	22.50

**MIDWEST COIN MACHINE CORPORATION**

773-777 UNIVERSITY AVE.

ESTAB. 1928

ST. PAUL 4, MINN.

**FREE PLAY PIN GAMES**

Attention	\$29.50	Entry	\$19.50	Miami Beach	\$24.50
Ment	24.50	Five-Ten-Twenty	39.50	Punch	19.50
Big 8	24.50	Formation	29.50	Paradise	29.50
Big Time	19.50	Gun Club	39.50	Silver Skates	29.50
Broadway	29.50	Kismet	49.50	Sport Parade	22.50
Brokers	19.50	Marines at Play	29.50	Stratoliner	29.50
Big League	24.50	Majors	24.50	Texas Mustang	49.50
Capt. Kidd	29.50	Mr. Chips	19.50	Ten Spot	24.50
Cadillac	24.50	Marvel Baseball	44.50		

BOYLE AMUSEMENT CO.

522 N. W. Third St.

Oklahoma City, Okla.

**SPECIAL ON PERFECT USED GAMES**  
 Genco STATE FAIRS (guaranteed like new)...\$145.00  
 Genco TOTAL ROLLS ...\$150.00  
 Gottlieb DAILY RACES ..... Write  
 VICTORY SPECIALS ..... 350.00

**NEW ORLEANS NOVELTY CO.**  
 115 Magazine Street New Orleans 12, La.

**WE HAVE A LARGE STOCK**  
 Of good used Jennings, Mills, Pace and Watling Jackpot Bells, ready for locations, available for immediate shipment, at bargain prices. Also new Jennings and Mills Jackpot Bells. Write for complete price list.

**AUTOMATIC COIN MACHINE CORP.**  
 338 CHESTNUT STREET Tel. 4-1100 or 4-1109 SPRINGFIELD, MASS.

**COVEN'S COIN CORNER**

**Bally "ROCKET"**

ALL 'ZING' and 'ZIP' ... that's ROCKET!

<p><b>CONSOLES</b></p> <p>GALLOPING DOMINOES, 5¢, I.P. \$159.00                  P.O. '41, Two-Tone 49.00                  SARATOGA WITH RAILS, 5¢, P.O. 89.00                  TRACK TIME, 5¢, P.O. 129.50                  BALLY CLUB BELL, P.O. 5¢ 159.00                  BALLY CLUB BELL, P.O. 25¢ 69.50                  FAST TIME, P.O., 5¢ 89.50                  FAST TIME, P.O., 25¢ 89.50                  MILLS 4 BELLS, 5-5-5-5, Late Head 275.00                  MILLS JUMBO, P.O., 5¢ 69.50                  Animal Reels, Late Head 129.50                  LUCKY STAR, Excellent Buy</p> <p><b>MUSIC</b>                  AMI STREAMLINER—CLEAN \$179.50</p> <p><b>SLOTS</b></p> <p>JENNINGS 25¢ CLUB SPECIALS \$119.00                  JENNINGS 5¢ SILVER CHIEF 89.00                  JENNINGS 10¢ SILVER CHIEF 89.00                  JENNINGS 5¢ VICTORY CHIEF 79.00                  JENNINGS 10¢ VICTORY CHIEF 89.00</p> <p><b>ARCADE</b></p> <p>CHICOIN COALEE, Like new \$229.50                  EVANS SKI BALL 79.00                  Excellent condition 325.00                  GENCO TOTAL ROLL, Perfect 49.00                  LINE-A-BASKET, New 49.00                  SKEE BALL, 10" 6" Excellent Condition 125.00</p>	<p><b>5-BALLS</b></p> <p>SURF QUEENS \$139.50                  BIG LEAGUE 149.50                  BRITISH SPOT 29.50                  1-2-3, F.P., '41 49.50                  METRO 29.50                  DIXIE 24.50                  SPOT-A-CARD 52.50                  GRAND CANYON 89.50                  PARADISE 39.50</p> <p><b>1-BALLS</b></p> <p>RECORD TIME, F.P. Excellent Condition \$ 89.50                  VICTORY SPECIALS, F.P. Like New 375.00                  DERBY '41, F.P. Good Shape 139.00                  CLUB TROPHY, F.P. 129.00                  SPORTSMEN, F.P. 50.00                  TURF KING 129.00                  JOCKEY CLUB 139.00                  FAIRMOUNT 149.00</p> <p><b>WRITE-PHONE OR WIRE</b></p>
--	---

**OPERATORS IN OUR TERRITORY!** Let us help you expand with our most liberal Finance Plan. Come in and discuss it with us.

**BALLY'S "HEAVY HITTER"**

**FOR YOUR Bally EQUIPMENT See..**

**PARTS SPECIALS!**

Large Rubber Rings, per 100 \$2.75  
 Med. Rubber Rings, per 100 \$2.35  
 Small Rubber Rings, per 100 \$2.15  
 Plastic Grill Cloth, Gold or Silver, 50"x20" \$7.50

**A STEADY PROFITABLE SLUGGER ANY PLACE! ANY TIME! EVERYWHERE!**

**COME IN AND SEE IT!**

**EXCLUSIVE BALLY DISTRIBUTOR IN INDIANA, WISCONSIN AND NORTHERN ILLINOIS.**

**COVEN Distributing Co.**  
 3181 ELSTON AVENUE CHICAGO, ILL  
 Phone: INDEPENDENCE 2210

**Seeburg**  
 DEPENDABLE MUSIC SYSTEMS  
 WITH SOUND DISTRIBUTION

**EXCLUSIVE DISTRIBUTOR WISCONSIN AND UPPER MICHIGAN**

**LONDON IS FIRST AGAIN!**  
**WE'RE BACKING YOU UP, PRESIDENT TRUMAN!**  
**WE'RE CUTTING OUR PRICES DOWN TO ROCK-BOTTOM BUT**  
**WE ARE NOT CUTTING OUR QUALITY & WORKMANSHIP!**

**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, Like New	\$149.50
Mills Empress, Excellent Shape	175.00
Wurlitzer 42/600, Victory, Completely Reconditioned	149.50
Wurlitzer 616 Lite-Up, Excellent Shape	89.50
Wurlitzer 500K, Like New	225.00
Wurlitzer 600K, Reconditioned	225.00
Wurlitzer 600-R, A-1 Condition	200.00
Rock-Ola Super, Like New	225.00
Rock-Ola Windsor, Excellent Condition	137.50
Rock-Ola Monarch, Like New	139.50
Rock-Ola Standard, Perfect	174.50
Rock-Ola Playmaster With Spectra-Vox, Excellent Shape	149.50
Seeburg Regals or Crowns, Completely Reconditioned	149.50
Seeburg Classic, Completely Reconditioned	239.50
8800 or 9800 E.S., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth	300.00
8800 or 9800 R.C., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth	310.00
8200, R.C., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth	335.00
8800 or 9800, R.C., Completely Reconditioned	235.00
8200, R.C., Completely Reconditioned	250.00

**PHONOGRAPH ACCESSORIES**

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
Spectravox, Like New	64.50

**MISCELLANEOUS**

Goatee, Chicago Coin, Like New	\$219.50	Chicago Metal Double Safe	
Chicago Coin Hockey, A-1 Condition	119.50	Stands, Crackle Finish, Reinforced Type	\$64.50
Keeney Anti-Aircraft, Brown	49.50	Bally Alloy, Like New	69.50
Keeney Air Raider, like new	89.50	Complete Black Cherry Cabinet & Casting with D.P. Sides & Front, Club Handles, Completely Assembled	32.50
Champion Hockey	39.50	Mills Owl	15.00
Keeney Submarine, A-1 Cond.	79.50	25 Watt Bulbs, Case of 120	9.00
Bally Defender, excellent shape	99.50		
Bally Rapid Fire, Refinished and Reconditioned	94.50		

Terms: 1/3 Deposit, Balance C. O. D.

**FORMERLY MILWAUKEE COIN MACHINE CO.**

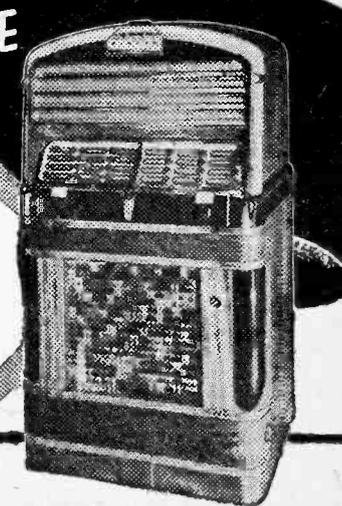
**S. L. London Music Co., Inc.**  
 3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

**IT'S "fiesta" TIME**

**MAY 17th**

**SEE THE Aireon "fiesta" DE LUXE**

**NOW BEING DISPLAYED AT: GREENE DISTRIBUTING CO.**  
 26 BRIGHTON AVENUE BOSTON 34, MASSACHUSETTS





# CYCLONE

By Unanimous Acclaim—  
**THE HOTTEST  
GAME OF THE YEAR!**

**FASTER ACTION!  
SCORES TO 950,000!**

CONVERTIBLE: 5-BALL OR 3-BALL PLAY

*Williams*  
MANUFACTURING  
COMPANY

161 WEST HURON ST., CHICAGO 10, ILLINOIS

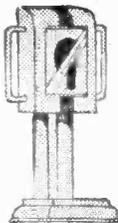
ORDER FROM YOUR  
DISTRIBUTOR  
TODAY!  
P. S.: Order early! Remem-  
ber our limited production  
program!



EXHIBIT'S **Big LINE**

## AMUSEMENT MACHINES SUPPLIES and CARDS

*Write Us To-Day*  
for complete illustrated  
literature showing the  
entire line of modern  
money makers now ready  
to produce for you.



**EXHIBIT SUPPLY CO.** 4222-30 W. LAKE ST.  
(ESTABLISHED 1901) CHICAGO 24, ILL.

THIS IS IT!...  
**BONUS  
BARREL  
ROLL**



Built For  
Many Years  
of Service

HIGH  
SCORE  
FEATURES

9 FT. SIZE **\$419.50** F. O. B. MILWAUKEE

- All New Materials and Mechanisms Throughout
- Revolving Barrel • Precision Built
- 1/8 in. Solid Red Rubber Matting and 1/4 in. Sponge Rubber
- Most Simplified Ball Release Mechanism Designed To Date
- 3,000 Points Added To Score At End Of Game For One Barrel Shot
- 6,000 Points Added For Two Barrel Shots
- 10,000 Points Added For Three Barrel Shots
- 16,000 Points Added For Four Barrel Shots
- 21,000 Points Added For Five Barrel Shots.

Manufactured and Distributed by  
**WISCONSIN NOVELTY CO.**  
OF MILWAUKEE  
3734 N. GREEN BAY AVE. MILWAUKEE, WISCONSIN

# Empire Coin Values

**SPECIALS!** 6--5c BALLY DRAW BELL, Just Like New!.....\$349.50  
1--25c BALLY DRAW BELL, Brand New!..... 395 00

## VENDING MACHINES FOR ALL SPECIAL USES WRITE

### RECONDITIONED 5 BALL PIN GAMES

SUPERLINER.....\$179.50	SANTA FE.....\$99.50	LEGIONNAIRE.....\$59.50
SUSPENSE.....189.50	OKLAHOMA.....89.50	ALL AMERICAN.....59.50
FAST BALL.....154.50	STREAMLINER.....86.50	CHAMPS.....59.50
BIG LEAGUE.....144.50	SKY RIDER.....89.50	BOLAWAY.....59.50
STAGE D CANTEN.....134.50	FCUR ACES.....84.50	SHOW BOAT.....59.50
SURF QUEEN.....134.50	5-10-20.....84.50	CAPT. KIDD.....59.50
BIG HIT.....129.50	MIDWAY-UNITED.....79.50	VENUS.....59.50
SKY CHIEF.....109.50	BOSCO.....79.50	MIAMI BEACH.....57.50
LAURA.....109.50	GENCO DEFENSE.....74.50	ABC BOWLER.....57.50
LIBERTY GOTT.....109.50	HI HAT.....69.50	'41 MAJORS.....57.50
FLAT TOP.....99.50	WEST WIND.....69.50	INVASION.....54.50
AIR CIRCUS.....99.50	TOPIC.....69.50	SEVEN UP.....54.50
BIG PARADE.....99.50	SPOT POOL.....69.50	PARATROOPS.....54.50
KNOCK OUT.....99.50	GENCO VICTORY.....69.50	TEN SPOT.....54.50
KEEP EM FLYING.....99.50	GUN CLUB.....67.50	MARINES.....47.50
ARIZONA.....89.50	BELLE HOP.....64.50	BIG CHIEF.....47.50

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; ACE COIN COUNTER 139.50  
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

### NEW PIN GAMES

United HAVANA \$295.00  
Bally ROCKET 279.50  
KILROY 279.50  
Gottlieb MAISIE, 294.00  
Marvel CARNIVAL 249.50

Jennings SUPR DLUXE LITE-UP CHIEFS  
5c 10c 25c 50c  
\$324 \$334 \$344 \$454

Jennings 5c-25c CHALLENGER ..\$595.00

SILVER KING—1c OR 5c NUT VENDOR ..\$13.95

ADVANCE ROLL \$499.50  
GOALEE 314.50  
POKERINO 279.50  
METAL TYPER 445.00  
Basketball CHAMP 499.50

CHALLENGER Folding Stand... \$49.50  
11.95

VEST POCKETS ..\$74.50

Gott. GRIP SCALE \$39.50

Bally ENTRY ..\$595.00  
SPECIAL ENTRY 595.00

Marvel's POP-UP New Legal Counter Game \$49.50

NEW BAKER'S PACES  
5¢ .....\$597.50  
5¢, DD ... 668.50  
25¢ ..... 677.50  
25¢, DD ... 747.50  
KICKER & CATCHER 1¢—\$37.50

DAVAL'S BEST HAND \$59.50  
MEXICAN BASEBALL .. 59.50  
OOMPH ... 59.50  
SKILL THRILL 57.50  
FREE PLAY. 75.00

NEW SCALES  
ARIST-O-SCALE \$115.00  
MIR-O-SCALE \$125.00  
WATLING Fortune WRITE

### NEW CONSOLES

Bally DELUXE 5¢ DRAW BELL..\$512.50  
Bally TRIPLE BELL 895.00  
Evans BANG-TAILS, J.P. 671.50  
Evans WINTER BOOK 826.00  
Ev. RACES 931.00

Jennings BRONZE OR STANDARD CHIEFS  
5c 10c 25c 50c  
\$269 \$279 \$289 \$399

Groelchen Deluxe CLUB COLUMBIA \$209.50  
J. P. COLUMBIA 145.00

Mills BLACK CHERRY, 5c, \$248; 10c, \$253; 25c, \$258

VICTOR MODEL "V" NUT VENDORS ..\$11.75

BOOMERANG ..\$295.00

Gottlieb DAILY RACES ..\$650.00  
GRIP-VUE ....\$49.95

Champion 1c BASKETBALL WITH STAND ...\$39.50  
54.50

### SLOTS

6¢ BLACK CHERRY, ORIG., 2-5 ..\$179.50	10¢ BLACK CHERRY, NEW 225.00
5¢ JENN. SILVER CHIEF 99.50	5¢ MILLS BLUE FRONT, ORIG. 109.50
10¢ MILLS BLUE FRONT 119.50	25¢ MILLS BLUE FRONT 129.50
5¢ BROWN FRONTS 119.50	10¢ BROWN FRONTS 139.50
25¢ BROWN FRONTS 139.50	VEST POCKETS, 1946 Model 109.50
25¢ QT., LATE, Giltter Gold Front 149.50	5¢ JENN. CLUB CONSOLE CHIEF 89.50
10¢ 4-STAR CHIEF 99.50	COLUMBIAS, J.P., 1946 MODEL 149.50
5¢ BLACK CHERRY, REC. 169.50	10¢ BLACK CHERRY, NEW REB. 89.50
5¢ WATL. ROLATOP, \$79.50; 10¢ 89.50	5-10-25¢ JENN. LITE-UP CHIEFS 220.00
SLOT STANDS, Complete 17.50	

### ONE BALLS

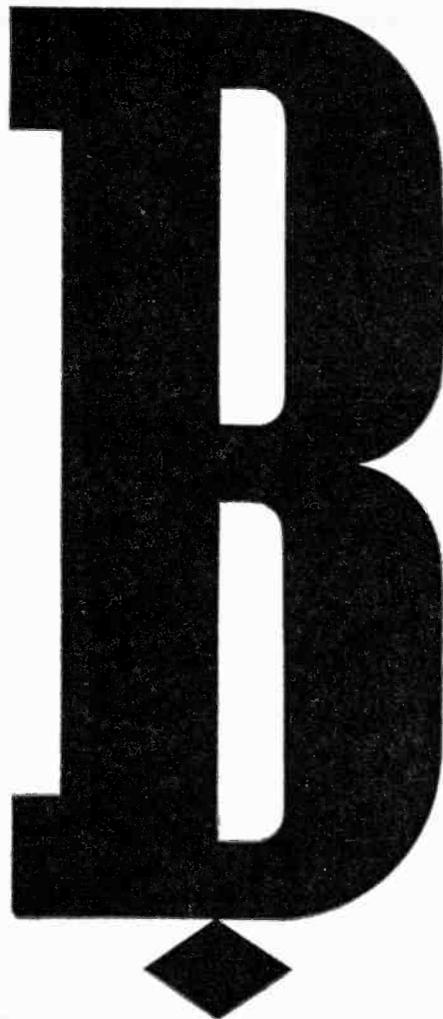
VICTORY SPECIAL.....\$489.50	CLUB TROPHY, F.P. 139.50
VICTORIOUS, F.P., TURF CHAMP 89.50	'41 DERBY 149.50
RECORD TIME, F.P. 249.50	LONGAGRE, F.P. 189.50
TURF KING, F.P. 175.00	JOCKEY CLUB, P.O. 89.50
40 MILLS 1-2-3, F.P. 89.50	MILLS OWL, 1 OR 5 BALL, F.P. 89.50
LONGSHOT, P.O. 129.50	KENTUCKY, P.O. 149.50
BLUE GRASS, F.P. 109.50	VICTORY DERBY, P.O. 325.00

### ARCADE

MUTO. VOICE-A-GRAH \$875.00	TOTAL ROLL, LIKE NEW 375.00
EV. TEN STRIKE 95.00	EV. TOMMY GUN 94.50
EV. SUPER BOMBER 189.50	BALLY DEFENDER 119.50
BATTING PRACTICE 35.00	PIKES PEAK 19.50
GENCO WHIZZ—Like New 89.50	EXH. CARD VENDOR 9.50
SHOOT TO TOKYO 79.50	CHICAGO COIN GOALEE—Like New 219.50
GOTT. 3-WAY GRIPS 19.50	CHICAGO COIN HOCKEY 119.50
MUTOSCOPE SKY FIGHTER 129.50	RAPID FIRE 99.50
BLOW BALL 109.50	PITCHEM & CATCHEM 89.50
BALLY SKY BATTLE 119.50	EXH. HAMMER STRIKER 57.50
ADVANCE SHOCKER 17.50	SET 3 ADVICE METERS & STAND 119.50
VICTORY STAMP VENDORS, NEW 24.50	UNDERSEA RAIDER 149.50
BALANCE C. O. D. OR SIGHT DRAFT	

### CONSOLES

BAKER'S PACERS, D.D., J.P., NEW \$395.00	5¢ OOMB. SUPER BELLS 149.50
BALLY SUN RAYS, F.P. 89.50	5¢ BUCKLEY TRACK ODDS, J.P. 435.00
HI HAND, COMB. 139.50	WATLING BIG GAME, 5¢, P.O. 89.50
5¢ PACE SARATOGA SR. 99.50	BALLY BIG TOP, P.O. or F.P. 89.50
WATLING BIG GAME, F.P. 79.50	MILLS JUMBO, P.O. LATE HEAD 99.50
JENN. SILVER MOON, F.P. 79.50	5¢ BALLY CLUB BELL 129.50
25¢ BALLY CLUB BELL 154.50	EVANS LUCKY STAR 149.50
GALLOPING DOMINOS, J.P. 149.50	ONE-HALF DEPOSIT WITH ORDERS.



Buying bells?

buy

Bell-O-Matic

bargains!

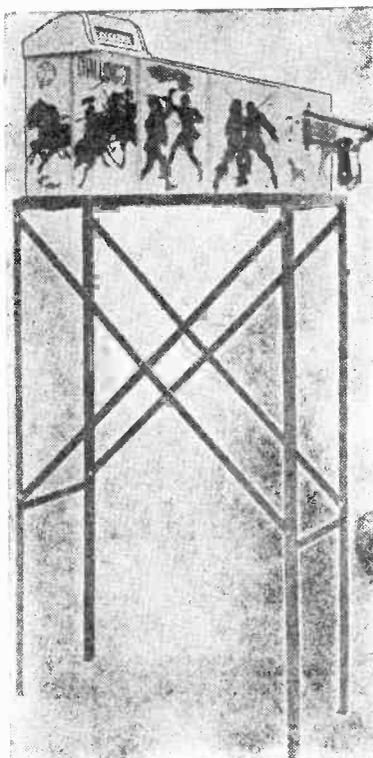
## BELL-O-MATIC CORPORATION

4100 FULLERTON AVENUE · CHICAGO 39, ILLINOIS

EXCLUSIVE NATIONAL DISTRIBUTOR: MILLS BELL PRODUCTS

## Collapsible STEEL STANDS

FOR ALL A.B.T. TARGET PISTOLS



SHIPPED KNOCKED DOWN WITH 12 NUTS AND SCREWS FOR FAST ASSEMBLY... CAN BE SET UP IN 5 MINUTES BY ANYONE... ARE UNUSUALLY STURDY.

### HEATH STANDS

Sample .....	\$8.75
2-10, Each .....	7.95
11-25, " .....	7.25
26-50, " .....	6.25
Over 50, " .....	5.50

RUSH YOUR ORDER

We Can Ship Today

1/2 CERTIFIED DEPOSIT MUST ACCOMPANY ALL ORDERS. BALANCE SHIPPED SIGHT DRAFT.

Empire Coin

MACHINE EXCHANGE

2812 WEST NORTH AVENUE · PHONE: HUMBOLDT 6788 · CHICAGO 47, ILLINOIS

Phone 2681

HEATH DISTRIBUTING CO.

217 THIRD AVENUE MACON, GEORGIA

Phone 2682

**A REAL BUY—WHILE THEY LAST**

**LONGACRE THOROBRED**

**\$149.50** ONE BALL FREE PLAY TABLE

**VICTORY DERBY . . . . \$249.50** ONE BALL PAY TABLE

GUARANTEED IN GOOD CLEAN MECHANICAL CONDITION

SEND 1/3 DEPOSIT . . . IMMEDIATE DELIVERY

SICKING, INC., 1401 CENTRAL PKY. CINCINNATI, OHIO

**MILLS LATEST MACHINES**



**← GOLDEN FALLS**

You can make MORE MONEY with this New Mills Bell (with Hand-Lead Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on this unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play.



**JEWEL BELL →**

If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play.

**WRITE FOR PRICES IMMEDIATE SHIPMENT**



**BLACK CHERRY BELL**

This wonderful new Bell is now ready for delivery in 5¢, 10¢, 25¢ and 50¢ Play. This machine actually glows and sparkles with brilliant dashes of Silver, Black, Red and Green.

**New Back Stands, Single, Double and Triple Safes**



**NEW VEST POCKET BELL**

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. **BLUE & SILVER or GOLD & SILVER.**

5¢ Play  
**\$74.50**  
1/3 Deposit

**SICKING, INC.** Established 1895 1401 CENTRAL PARKWAY CINCINNATI 14, OHIO

**BARGAINS! WEST SIDE IS PLEASED TO OFFER**

WURLITZER		SEEBURG	
Wurlitzer 616, Plain	\$ 90.00	Seeburg Casino	\$119.50
Wurlitzer 616, Lite-Up Top & Bottom	109.50	Seeburg Major, ESRC	239.50
Wurlitzer 600	189.50	Seeburg Vogue	195.00
Wurlitzer 600, Rotary	175.00	Seeburg Classic	195.00
Wurlitzer 24	139.50	SEEBURG HI TONE, ES	199.50
Wurlitzer 61, Counter Model	75.00	SEEBURG HI TONE, ESRC	225.00
WURLITZER 42/24 VICTORY	139.50	ROCK-OLA	
WURLITZER 42/600 VICTORY	165.00	Rock-Ola Standard	\$174.50
Wurlitzer 780E, Colonial	335.00	Rock-Ola Master	184.50
Wurlitzer 750E	375.00	Rock-Ola De Luxe	174.50
Wurlitzer 800	365.00	WALL BOXES—LIKE NEW	
Wurlitzer 850	365.00	Wurlitzer #125 Boxes	\$ 17.50
		Seeburg 20 Selection Wireless	27.50

**EXTRAS**  
Gruen Precision Diode Meter . . . . \$12.50  
12" G.E. 6.8 Alnico P.M. Speakers . . . 8.75  
Wurlitzer 5¢ Slides for 600-600-24-616-61. Ea. . . . \$ 1.60  
Genco Rectifiers, 28 Hip. Ea. . . . . 4.00

SEND FOR OUR COMPLETE PARTS AND SUPPLIES CATALOGUE!

1/3 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 (49th Street) New York 18, N. Y.  
Phone Circle 6-7533

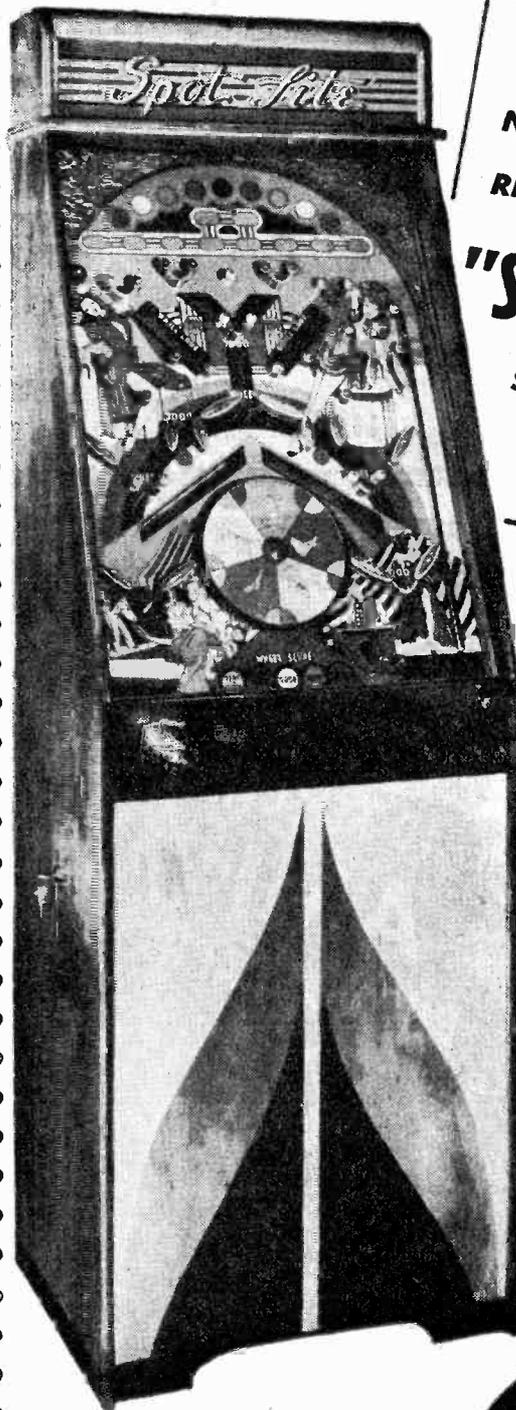
*It's Here!*

**THE GAME THAT GETS THE MONEY!**



**MAKES YOUR COLD SPOTS . . . HOT!**

**NOW DELIVERING!**



**THIS IS IT! NEW! REVOLUTIONARY! "SPOTLITE" SKILL AND THRILL GAME!**

- LOCATION TESTED
- GREATER EARNINGS
- STARTLING "EYE APPEAL"
- NOVELTY OR FREE PLAY

Outearns . . . Outplays any amusement game by 3 to 1. **THE ONLY HIGH SCORE GAME WITH 7 Shots for 6¢.** Takes up less than half the space of ordinary pin games. Trouble-free, precision built mechanism. ONLY "SPOT-LITE" gives you **KICKERS**—SKILL LANES—ROTATING WHEEL SCORES—SPECIAL AWARDS.

Plastic 8 color playing field, with plastic balls and tilted playing field. Wheel scores up to 15,000. Special awards up to 15,000.

**\$399.50**

**OPENS CLOSED TERRITORIES**

See Your Distributor Today or

**WRITE DIRECT**



1701 Belmont Ave.  
Phone: EAStgate 5910  
Chicago 13, Ill.



**OUT IN FRONT  
ALL THE WAY!**

**SENSATIONAL NEW**

# EVANS' RACES

**FAST PLAY—GREATER EARNINGS!**

Evans' new electro-pneumatic control speeds up play faster than ever before!

**MYSTERY ODDS!**

On each play odds change with flashing lights and mechanical action!

**SLUG PROOF 7-COIN HEAD!**

**NEW REFINEMENTS! NEW DESIGN!**

Rich new cabinet . . . brilliant, colorful backboard . . . brightly lighted, full vision race track!

**2 GREAT MODELS** { FREE PLAY CONVERTIBLE OR CASH } **5c OR 25c PLAY**

**H. C. EVANS & CO.**

1520-1530 W. ADAMS ST.

CHICAGO 7, ILLINOIS



**ORDER FROM  
YOUR DISTRIBUTOR**

## PRICES SLASHED ON CENTRAL OHIO COIN QUALITY BUYS

"There Is No Substitute for Quality"

### PIN BALLS

SKY BLAZER	\$ 49.50	EAGLE SQUADRON	\$ 79.50
YANKS	69.50	AIR CIRCUS	99.50
CAPT. KIDD	49.50	BOLOWAY	69.50
HOME RUN, '42	59.50	SCHOOL DAYS	49.50
H1 HAT	49.50	KNOCKOUT	79.50
GUN CLUB	49.50	SPORT PARADE	39.50
STREAMLINER	99.50	FLAT TOP	99.50
BIG HIT, 1 COIN	179.50	LEADER	39.50
BIG HIT, 4 COIN	219.50	PLAY BALL	49.50
YANKEE DOODLE	89.50	HOLLYWOOD	99.50
MARINES AT PLAY	69.50	LEGIONNAIRE	49.50
BIG PARADE	79.50	STRATOLINER	49.50
LANDSLIDE	39.50	SUPERLINER	195.00
KEEP 'EM FLYING	89.50	BOMBARDIER	69.50
JUNGLE	49.50	SPELLBOUND	175.00
MIDWAY	79.50	BOSCO	69.50
DEFENSE, GENCO	69.50	SENTRY	89.50
AMERICAN BEAUTY	79.50	KISMET	89.50
MUSTANG	59.50	ABC BOWLER	39.50
MARVEL BASEBALL	89.50	SPOT POOL	59.50
INVASION	79.50	PAN AMERICAN	49.50
DUDE RANCH	35.00	HOROSCOPE	49.50
ARGENTINE	49.50		

### NEW MACHINES — PROMPT DELIVERY

BALLY ROCKET	\$279.50	CHI COIN GOALEE, NEW	\$319.50
UNITED'S HAVANA	299.50	COLUMBIAS, 1-5-10-25¢	145.00
BALLY DOUBLE BARREL	279.50	DAVAL'S BUDDY CIG. REELS	33.00
WILLIAMS CYCLONE	309.50	DAVAL'S SKILL THRILL	57.50
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
A.B.T. CHALLENGER	65.00	MILLS GOLDEN FALLS	WRITE
ACE COIN COUNTERS	139.50	MILLS NEW BELLS	WRITE
AMUSEMATIC JACK RABBIT	475.00	MILLS NEW VEST POCKETS	74.50
BALLY DE LUXE DRAW BELLS	512.50	PINCH HITTER	459.00
BALLY SPECIAL ENTRY	WRITE	PREMIER SKEE ROLLS	395.00
BALLY TRIPLE BELLS	895.00	GOTTLIEB 3-WAY GRIPPERS	39.50
GENCO'S ADVANCE ROLL	WRITE	NEW CHICAGO COIN BASKET-BALL CHAMP	499.50



**NEW A. M. I.  
PHONOGRAPHS**  
DISTRIBUTORS FOR  
CENTRAL AND  
SOUTHERN OHIO

**ONE-HALF CERTIFIED  
DEPOSIT  
WITH ORDERS**

### NEW AND USED QUALITY SLOTS AND SAFES

5¢ BLUE FRONTS	\$ 79.50	REBUILTS LIKE BRAND NEW	
5¢ BROWN FRONTS	99.50	5¢ COPPER, GOLD AND BLUE, HAMMERLOID FINISH	\$205.00
10¢ BLUE FRONTS	99.50	10¢ COPPER, GOLD AND BLUE, HAMMERLOID FINISH	210.00
10¢ BROWN FRONTS	109.50	25¢ COPPER, GOLD AND BLUE, HAMMERLOID FINISH	215.00
50¢ BLUE FRONTS	250.00	(Drill Proof and Knee Action)	
50¢ JENNINGS CHIEFS	250.00		

### NEW REVOLVAROUND SAFES AND BOX SLOT STANDS

Heavy Steel Custom Built Single and Double Revolveraround 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 DELUXE	174.50
		TRIPLE DELUXE	275.00

### MUSIC

SEEBURG 8200, R.C.	\$299.50	WURLITZER 850's	\$450.00
SEEBURG 8800, R.C.	299.50	WURLITZER 616's	89.50
ROCK-OLA STANDARD	225.00	WURLITZER 600	249.50
SEEBURG ENVOY, R.C.	299.50	WURLITZER 500	295.00
SEEBURG HIDEAWAY, R.C.	295.00	WURLITZER #125 WALL BOXES	32.50
AMI HIGHBOY, 40 SELECTIONS	435.00	WALLOMATICS, WS 27	29.50
SINGING TOWERS, 1945	225.00	BAROMATICS, R.C.	42.50

### ONE BALLS, USED

VICTORY SPECIAL	\$429.50	JUMBO, '44, C.P.	\$189.50
SPORT SPECIAL	139.50	VICTORY DERBY	329.50



### ARCADE AND PARK EQUIPMENT

TOTAL ROLL	\$349.50	LITE LEAGUE	\$250.00	AMUSEMATIC JACK-RABBIT (New)	\$475.00
PINCH HITTER (New)	399.50	DRIVE MOBILE	169.50	CHAMPION BASKET BALL, 1¢ (New)	74.50
BATTING PRACTICE	89.50	MUTO, PUNCH BAG	175.00	10 1/2 FT. SUPER SKEE ROLLS	WRITE
SKY FIGHTER	149.50	VOICE RECORDER	119.50	10 1/2 FT. PREMIER SKEE ROLLS	WRITE
AIR RAIDER	119.50	9 FT. SKEE ROLLS	109.50	12 1/2 FT. PREMIER SKEE ROLLS	WRITE
TOMMY GUN (Late)	109.50	GROETCHEN TYPERS	295.00	14 FT. WURL. SKEE ROLL, A-1	269.50
WINDJAMMER	99.50	SCIENTIFIC BASE-BALL	99.50	ROLL, Week Score	295.00
PANORAMS	275.00	14 FT. WURL. SKEE ROLL, A-1	269.50		
RAPID FIRES	119.50				
CHICKEN SAMS	82.50				
CUSTARD MACHINES, 5 Qt. Cap.	\$595.00				
NEW RADIOTONE VOICE RECORDER AND BOOTH—Easy for Attendant to Operate	\$795.00				

WRITE FOR COMPLETE LIST

### CONSOLES

5¢ SUPER BELLS, Comb. C.P., F.P.	\$149.50	JUMBO PARADES, C.P., LATE	\$109.50
5¢ BALLY HIGH HANDS, Comb.	125.00	JUMBO PARADES, Comb. F.P., C.P.	139.50
25¢ BOBTAILS, F.P.	129.50	JUMBO PARADES, A-1, F.P.	79.50
5¢ BOBTAILS, F.P.	79.50	KENTUCKY CLUBS, A-1, C.P.	89.50
5¢ BIG GAMES, F.P.	69.00	KEENEY'S 2-WAY 5-25¢ SUPER BONUS BELLS	WRITE
25¢ PACES REELS, C.P.	149.50	KEENEY'S 3-WAY SUPER, 5-10-25¢	WRITE
MILLS 4 BELLS, A-1	295.00		
MILLS 4 BELLS, LATE HEADS	395.00		

# CENTRAL OHIO COIN MACHINE EXCHANGE

185-189 E. TOWN ST.

COLUMBUS 15, OHIO

PHONES:  
AD 7949  
AD 7993

WATCH YOUR SPRINGTIME PROFITS GROW

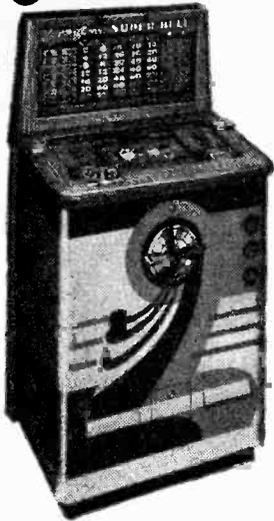
with KEENEY'S

**BONUS Super Bell**

ONE-WAY

THREE-WAY

TWO-WAY



No other machine can equal Keeney's Bonus Super Bell earnings in resort and wayside locations. Keeney's Bonus Super Bell has never lost its popularity in any type of location. It never will. It's here to stay...for endless play!

Get all set for Spring - and a long run into Summer, Fall and year-round profits with Keeney's Bonus Super Bell. Those popular resort spots will soon open up and alert operators will recognize the big advantage of getting in early with the best... the very best... Keeney's Bonus Super Bell. See your Keeney distributor now...today!

J. H. *Keeney* & CO., INC.

"THE HOUSE THAT JACK BUILT"

2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS

**BADGER'S Bargains**

"Often a few dollars less - Seldom a penny more"

LOS ANGELES see Bill Hoppel  
MILWAUKEE see Carl Hoppel

**RECONDITIONED CONSOLES**

COMPLETELY REBUILT AND REFINISHED LIKE NEW

MILLS THREE BELLS	\$375.00	KEENEY 4-WAY, 5-5-5-25¢	\$275.00
MILLS 4-BELLS, LATE 5-5-5-25¢	325.00	KEENEY 4-WAY, 5-5-5-5¢	250.00
MILLS 4-BELLS, ORIG. 5-5-5-25¢	250.00	KEENEY TWIN, 5-25¢, F.P., P.O.	189.50
MILLS 4-BELLS, ORIG. 5-5-5-5¢	199.50	KEENEY TWIN, 5-25¢, P.O.	149.50
BALLY CLUB BELL, F.P., P.O.	89.50	KEENEY SUPER BELL, 25¢, F.P., P.O.	99.50
BALLY HI HAND, F.P., P.O.	89.50	KEENEY SUPER BELL, 5¢, F.P., P.O.	89.50
MILLS JUMBO, LATE, F.P., P.O.	89.50	EVANS LUCKY LUCRE, 3-5¢, 2-25¢	89.50
MILLS JUMBO, LATE, F.P.	59.50	EVANS LUCKY LUCRE, 5-5-5-5¢	59.50
MILLS JUMBO, LATE, P.O.	49.50	JENNINGS BOB TAIL	49.50

**GUARANTEED RECONDITIONED PHONOGRAPHS**

WURLITZER MODEL 950	\$450.00	ROCK-OLA COMMANDO	\$295.00
WURLITZER MODEL 850	450.00	ROCK-OLA SUPER ROCK-O-LITE	275.00
WURLITZER MODEL 750	425.00	SEEBURG 8800 ROCK-O-LITE	295.00
WURLITZER MODEL 700	350.00	SEEBURG CLASSIC ROCK-O-LITE	245.00

WURLITZER, MODEL 1015..... Write	AIREON, 1946 MODEL..... Write
SEEBURG, MODEL 1, '46..... Write	A. M. I., 1946 MODEL..... Write

**SPECIAL** BALLY ONE BALLS LONGACRE OR THOROBRED **\$129.50**

**RECONDITIONED SLOTS**

NEW MILLS GOLDEN FALLS	WRITE	NEW MILLS BLACK CHERRY BELLS	WRITE
MILLS BLUE FRONTS (Refin.), 5¢	109.50	NEW PACE DE LUXE, 5¢	\$245.00
MILLS BLUE FRONTS (Refin.), 10¢	119.50	NEW PACE DE LUXE, 10¢	255.00
MILLS BLUE FRONTS (Refin.), 25¢	129.50	NEW PACE DE LUXE, 25¢	265.00
NEW MILLS VEST POCKET	74.50	NEW PACE DE LUXE, 50¢	375.00
USED 1946 VEST POCKET	49.50	NEW PACE DE LUXE, \$1.00	550.00
		NEW PACE DE LUXE, \$1.00	395.00

NEW REVOLVAROUND SAFES AND BOX SLOT STANDS

DOUBLE UNIVERSAL	\$123.50	TRIPLE DELUXE	\$269.50
SINGLE UNIVERSAL	84.50	DOUBLE DELUXE	174.50
SINGLE BOX STAND	24.50	SINGLE DELUXE	119.50

**SPECIAL** GENCO'S TOTAL ROLLS **\$249.50**

**AMUSEMENT MACHINES**

ROLL-O-BALL	Write	SPORTSMAN ROLL	\$425.00
BASKETBALL CHAMP	Write	GENCO ADVANCE ROLL	499.50
ENTERPRISE'S TRI-SCORE	\$275.00	ELECTROMATON ROL-A-SCORE	WRITE
CHICAGO COIN "GOALEE"	224.50	ENTERPRISE'S ONE WORLD	WRITE

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

**Badger Sales Co., Inc.**

2251 WEST PICO BLVD.,  
LOS ANGELES 6, CALIF.  
ALL PHONE DR. 4326.

**Badger Novelty Co.**

2546 NORTH 30TH STREET,  
MILWAUKEE 10, WIS.  
ALL PHONE KIL. 3030.

**KICKER and CATCHER**

KICKS IN THE CASH!

100 PER CENT SKILL—  
LEGAL ANYWHERE!

A TERRIFIC NEW COUNTER GAME THAT  
BREAKS ALL COLLECTION RECORDS!

ORDER  
A SAMPLE  
TODAY!

Guaranteed To Satisfy  
or Your Money Refunded!

ONE CENT  
PLAY

**\$37.50**

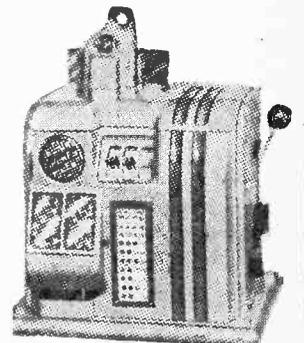
Add \$3.75 for  
Nickel Play



**THE NEW COLUMBIA BELL**

THE TRIED AND PROVEN SMALL PAYOUT  
MACHINE FOR THOSE SPECIAL SPOTS  
WHERE COMPACTNESS AND LIGHT  
WEIGHT ARE ESSENTIAL. THE ONLY MA-  
CHINE CONVERTIBLE TO PENNY, NICKEL,  
DIME AND QUARTER  
PLAY. YOU GET FOUR  
MACHINES IN ONE!

**\$145.00**



**BAKER NOVELTY CO.**

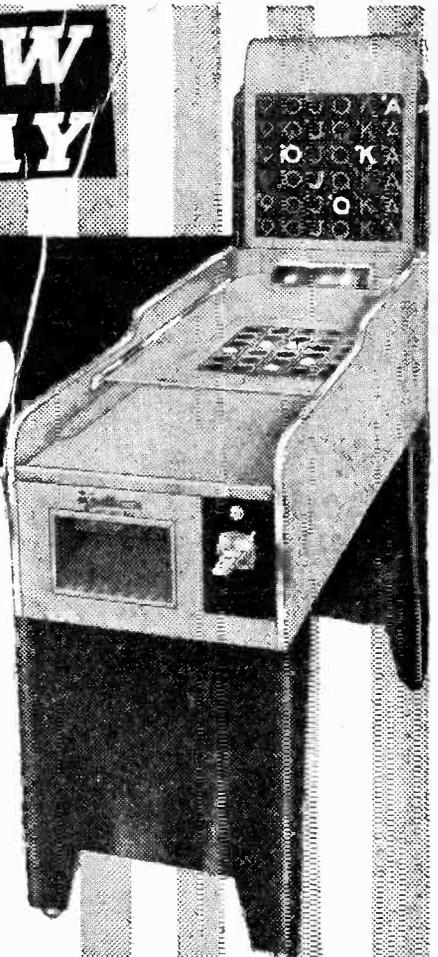
Headquarters for Slot Machines and Baker's Pacers

1700 WASHINGTON BLVD.

CHICAGO 12, ILLINOIS

**YES WE'RE SHIPPING NOW TODAY AND EVERY DAY**

**SCIENTIFIC'S NEW LOCATION POKERINO**



**AMAZING VALUE FOR YOUR DOLLAR**  
Built like \$500. Looks like \$500. Earns like \$1,000. Yet price is only \$279.50. Yes, we mean it! This beautiful, sparkling machine - glistening Maple and Birch construction - at a popular price which defies competition.  
**ORDER TODAY!**  
**DISTRIBUTORS: WRITE FOR TERRITORY STILL AVAILABLE**

**5 FEET OF DYNAMITE!**  
FOR 11 years Pokerino Concessions have been top money-makers at all amusement parks and boardwalks. These Pokerino Stores take in millions of dollars annually.

**NOW** Scientific brings you the same irresistible idea in a Special Portable Model, Location Size, 5 FEET LONG, 5 FEET OF DYNAMITE.

**LOCATIONS RAVE ABOUT IT**



**SCIENTIFIC MACHINE CORP.**

**229 WEST 28TH STREET PENNSYLVANIA 6-8217 NEW YORK 1, N.Y.**

**IMMEDIATE DELIVERY**  
FROM OUR  
**LARGE DAILY ALLOTMENT OF**  
**SCIENTIFIC'S NEW**  
**LOCATION MODEL**

**POKERINO**

*The Greatest Game of Our Time!*

**ACT QUICKLY--**  
**ORDER TODAY**

**START MAKING**  
**MONEY NOW**



**\$279.50**

*F. O. B. New York  
1/3 Deposit With Order, Balance C. O. D.*

**H. ROSENBERG CO., INC.**  
625 10th Avenue Longacre 3-2478 New York 19, N. Y.

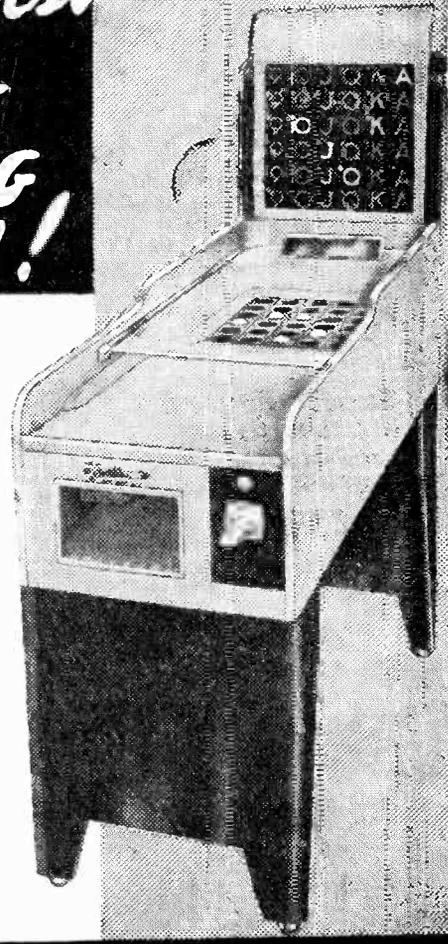
*Attention... West Coast*  
**WE'RE FLYING 'EM IN!**

*Scientific*  
NEW LOCATION MODEL  
**POKERINO**  
5 BALL ROLL-DOWN

*5 Foot Location Size Model--  
the Most Terrific Money-Maker  
You've Ever Seen.*

PRICE: **\$279.50** F. O. B. Factory.  
Terms — 1/3 dep. with order  
IMMEDIATE DELIVERY.

**WE'RE RECEIVING DAILY  
DELIVERIES FROM NEW  
YORK BY AIR FREIGHT.**



**LYN BROWN CO.**  
1351 W. Washington Blvd., Los Angeles 7, Cal. • Tel. Richmond 74665

**WRITE FOR COMPLETE PRICE LIST!**

**Slots**  
Reconditioned and Rebuilt

- 5c Mills Roman Head \$ 75.00
- 10c Mills Blue War Eagle 85.00
- 5c Mills Blue Front 95.00
- 10c Mills Blue Front 105.00
- 25c Mills Cherry Ball 115.00
- 10c Mills Gold Chrome 125.00
- 5c Mills Gold Chrome (Reb.) 135.00
- 10c Mills Gold Chrome (Reb.) 135.00
- 10c Mills Silver Chrome (Reb.) 100.00
- 5c Jennings Club Ball 110.00
- 10c Jennings Club Ball 110.00
- 10c Jennings Club Ball Console 175.00
- 5c Jennings Bronze 85.00
- 10c Jennings Rolatop 85.00
- 10c Pace Comet 39.50
- Vest Pocket Ball (Gold Awards) 39.50

**Used 5-BALL Free Plays**  
All Games Listed at \$39.50  
**3 FOR \$100**

**We Have 'Em**

**Bally**

**ROCKET**  
Best Game Ever

ONE SAMPLE WILL CONVINCe YOU!

Order Your Sample **NOW**

**GET YOUR NAME ON OUR MAILING LIST!**

**PHONOGRAPHS**  
Reconditioned

- Wurlitzer 24 Victory 195.00
- Wurlitzer 61 99.50
- Wurlitzer 850 425.00
- Wurlitzer 500 175.00
- Wurlitzer 616A 95.00
- Wurlitzer 412 85.00
- Seeburg Vogue 239.50
- Seeburg Regal 165.00
- Mills Throne 125.00
- Rock-Ola Empress 175.00
- Rock-Ola Commando 245.00
- Spectravox 59.50
- Buckley Twin 12 Hideaway 99.50

**Used 5-BALL Free Plays**  
All Games Listed at \$39.50  
**3 FOR \$100**

- ABC Bowler \$ 39.50
- Air Force 39.50
- Alfout (Crossline) 39.50
- Anabel 29.50
- Army & Navy (Knockout) 59.50
- Baffle Card 159.50
- Big Chief 29.50
- Big Hit 99.50
- Big League (Bally) 139.50
- Big Parade 59.50
- Brazil 89.50
- Catalina 69.50
- Duplex 49.50
- Eagle Squadron 49.50
- Fast Ball 149.50
- Five-Ten-Twenty 59.50
- Flat Top 89.50
- Formation 29.50
- Four Aces 59.50
- Genco Baseball 39.50
- Grand Canyon 89.50
- Hi-Hat 39.50
- Invasion 49.50
- Jeep 44.50
- Jungle 44.50

- Keep 'Em Flying \$ 59.50
- Knockout 59.50
- Laura 89.50
- Legionnaire 39.50
- Majors '41 39.50
- Marines 39.50
- Midget Racer 149.50
- New Champs 39.50
- Pin-Up Girl 69.50
- Play Ball 39.50
- Santa Fe 89.50
- Sea Breeze \$169.50
- Shangri-La (Gottlieb) 69.50
- Sky Blazer 54.50
- Sky Chief 64.50
- Speed Ball 39.50
- Spellbound 169.50
- Spot-a-Card 49.50
- Stage Door Curtain (Late) 125.00
- State Fair 189.50
- Step-Up 169.50
- Streamliner 89.50
- Superliner 159.50
- Superscore 169.50
- Suspense 159.50
- Surf Queens 125.00
- Victory (Genco) 59.50

**J. ROSENFELD**  
WILL NOT BE UNDERSOLD

"Satisfaction Guaranteed or your Money Back in Full"

**N-E-W**

MIDGET RACERS ..... \$175.00  
DOUBLE BARREL..... WRITE

**N-E-W**

VICTORY DERBYS (Late), \$395.00  
in Original Crates...

- USED CONSOLES**
- Bally Club Bell 5c (FP & PO) \$ 99.50
  - Jennings Fast Time 5c (PO) 59.50
  - Jennings Good Luck 5c (PO) 39.50
  - Keeney Super Bell 5c (FP & PO) Ref. 99.50
  - Keeney Twin Super Bell 5c (PO) Ref. 159.50
  - Mills Square Bell 25c (PO) 89.50
  - Mills Three Bells (Late) 5/10/25 Ref. 345.00
  - Pace Saratoga W/R 5c (PO) 69.50

- USED 1-BALL PAYOUTS**
- Grand Stand \$ 49.50
  - Jockey Club 185.00
  - Kentucky 95.00
  - Longshot 95.00
  - Santa Anita 75.00
  - Sport King 125.00
  - Turf King 150.00
  - Victory Derby 49.50

**Export Buyers!**  
Write today for our complete list of machines available for export!

**Visit Our Service Department**  
When in St. Louis visit our modern and fully equipped service department staffed by experienced mechanics who carry a complete line of parts and accessories for all kinds and types of coin-operated machines. We repair, overhaul and re-finish of all types of graph, amusement and vending machines. Bring your equipment to J. Rosenfeld Co. for the finest in workmanship at lowest prices.

**Used 1-Ball FREE PLAYS**

- Dark Mills
- Horse \$69.50 Owl \$39.50
- Mills (40) Record
- 1-2-3 49.50 Time 79.50

**BUY YOUR NEW EQUIPMENT ON OUR E-Z PAYMENT PLAN**

Inquire Today—Get Your Name on Our Mailing List

**TERMS**—1/3 Certified Deposit, Balance Sight Draft or C. O. D.

Exclusive BALLY Distributors Cent. & S. Illinois, E. Missouri, W. Kentucky  
Exclusive VICTOR Distributors Southern Illinois, Missouri and Kentucky  
Exclusive U-NEED-A Vendors Distributors Missouri and Kentucky  
**COME IN, WRITE, WIRE OR PHONE**

**VENDORS**

- Northwestern Merchandisers \$ 8.95
- Northwestern Deluxes 14.95
- Northwestern Triselectors 19.50
- Northwestern "33" 8.95

**ARCADE EQUIPMENT**

- Champion Hockey \$ 69.50
- Chicago Coin Hockey (Like New) 129.50
- Under Sea Raider 199.50
- Under Sea Raider 149.50

**NEW COUNTER GAMES**

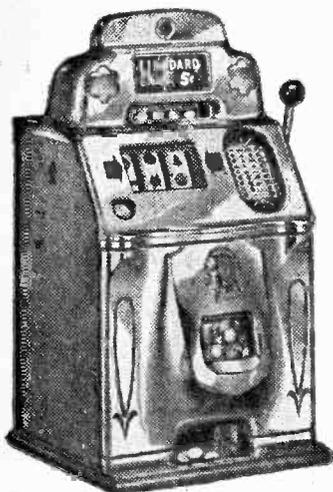
- Daval Best Hand 59.50
- Daval Mexican Baseball 59.50
- Daval Oomph 57.50
- Daval Skill Thrill Write
- Daval Free Plays Write
- ABT Challenger Write

**WHEN ORDERING SPECIFY SECOND CHOICE, GIVE SHIPPING INSTRUCTIONS**

**REFERENCE: UNITED BANK & TRUST CO., ST. LOUIS**

**J. ROSENFELD CO.**  
3218 OLIVE ST. ST. LOUIS 3. MO. NEWSTEAD 1582

# SELECT A JENNINGS AND GET BOTH . . .

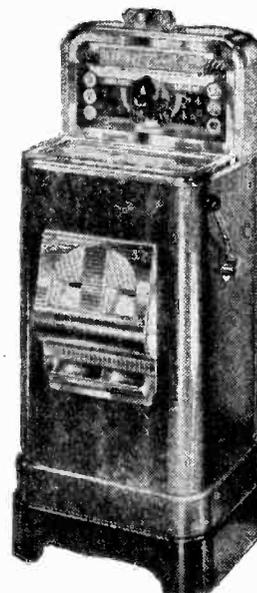


## STANDARD CHIEF

Available in 5, 10, 25 and 50c play. Beautiful chrome finish gives sure player appeal.

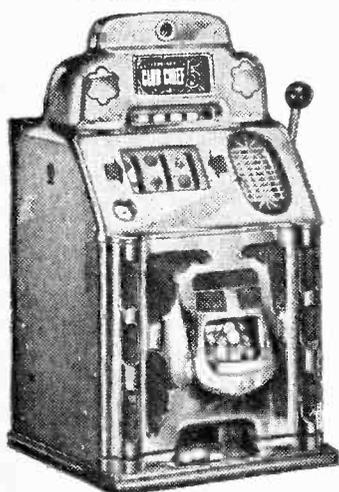
## ALL MODELS HAVE THESE PROVEN JENNINGS FEATURES

- (1) Flawless "chain drive" escalator operation
- (2) Positive stop no-bounce reels
- (3) Fully automatic and self-locking jackpot mechanism
- (4) Exclusive Jennings clock assembly



## TWIN PLAY 5c-25c CHALLENGER CONSOLE

Completely mechanical except for brilliant lite-up effect. One handle and mechanism . . . 2 coin chutes, 2 jackpots. Rich walnut finish. Chrome top and jackpot.



## Super de Luxe CLUB CHIEF

Available in 5, 10, 25 and 50c play. Sparkling chrome front . . . red lite-up plastics and payout card.

### IMMEDIATE DELIVERY

Phone, wire or write your order to the nearest Shaffer Music Company office now

**YOUR NAME ON OUR MAILING LIST  
KEEPS YOU UP-TO-DATE ON OUR LATEST USED BUYS**

# SHAFFER MUSIC CO.

<p>CHARLESTON, W. VA. 1619 W. Washington St. Phone 63381</p>	<p>COLUMBUS 15, OHIO 606 South High St. Phone MAin 5563</p>	<p>WHEELING, W. VA. 2129 Main St. Phone 784</p>
--	---	---

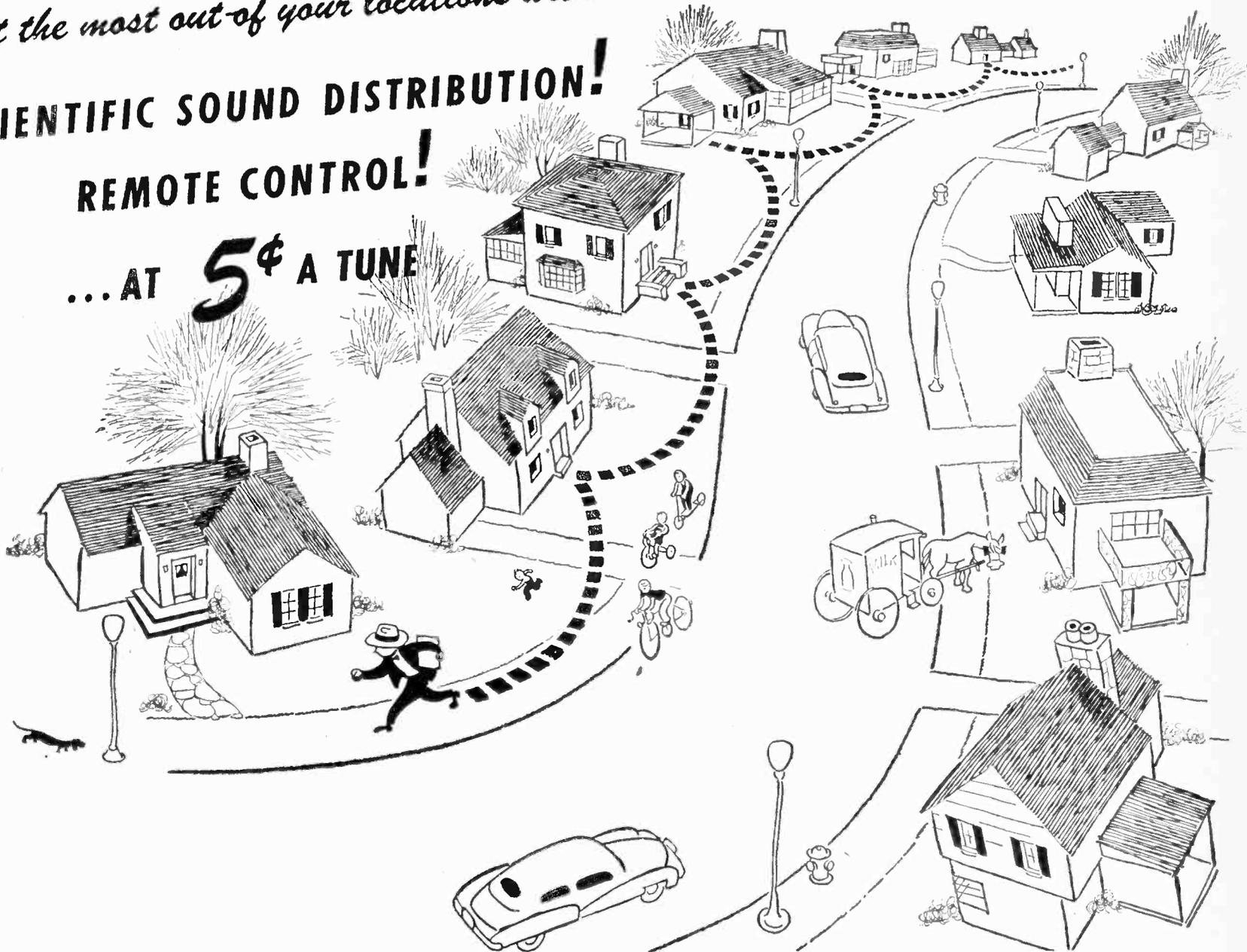


# YOU HAVE TO WORK BOTH SIDES OF THE

Get the most out of your locations with  
**SCIENTIFIC SOUND DISTRIBUTION!**

**REMOTE CONTROL!**

... AT **5¢** A TUNE



**SEE YOUR SEEBURG DISTRIBUTORS FOR**

**ATLANTIC NEW YORK CORPORATION**  
 540-550 W. 58th Street  
 New York City 19, N. Y.

**ATLANTIC CONNECTICUT CORP.**  
 1625 Main Street  
 Hartford 5, Conn.

**ATLANTIC NEW JERSEY CORP.**  
 27-29 Austin Street  
 Newark 5, New Jersey

**ATLAS DISTRIBUTORS**  
 1024 Commonwealth Avenue  
 Boston 15, Mass.

**ATLAS MUSIC COMPANY**  
 2200 N. Western Avenue  
 Chicago 47, Illinois

**ATLAS MUSIC COMPANY**  
 221 Ninth Street  
 Des Moines 9, Iowa

**ATLAS MUSIC COMPANY**  
 5743 Grand River Avenue  
 Detroit 8, Michigan

**ATLAS MUSIC COMPANY**  
 2217 Fifth Avenue  
 Pittsburgh 19, Pennsylvania

**AUTOMATIC EQUIPMENT CO.**  
 919-921 N. Broad Street  
 Philadelphia 23, Pennsylvania

**DAVIS DISTRIBUTING CORP.**  
 738 Erie Blvd., East  
 Syracuse 3, N. Y.

**DAVIS DISTRIBUTING CORP.**  
 873-875 Main Street  
 Buffalo 3, N. Y.

**FLORIDA AUTOMATIC SALES CORP.**  
 839 W. Flagler Street  
 Miami, Florida

**FLORIDA AUTOMATIC SALES CORP.**  
 60 Riverside Avenue  
 Jacksonville, Florida

**FLORIDA AUTOMATIC SALES CORP.**  
 115 South Franklin Street  
 Tampa, Florida

**FRANCO DISTRIBUTING COMPANY**  
 24 N. Perry Street  
 Montgomery, Alabama

**FRANCO DISTRIBUTING COMPANY**  
 1707 Third Avenue, N.  
 Birmingham 3, Alabama

**GORMAN NOVELTY COMPANY**  
 85 Genesee Street  
 Utica 2, N. Y.

**GORMAN NOVELTY COMPANY**  
 288-290 Central Ave.  
 Albany 5, New York

**T. B. HOLLIDAY COMPANY, INC.**  
 1200 W. Morehead Street  
 Charlotte 1, N. C.

**HY-G MUSIC COMPANY**  
 1415-17 Washington Ave., South  
 Minneapolis 4, Minnesota

**JONES DISTRIBUTING CO.**  
 127-129 East 2nd South  
 Salt Lake City 1, Utah

**JONES DISTRIBUTING CO.**  
 1454 Welton Street  
 Denver, Colorado

**S. H. LYNCH & COMPANY**  
 2101-03 Pacific Avenue  
 Dallas 1, Texas

**S. H. LYNCH & COMPANY**  
 241 Broadway  
 San Antonio, Texas

**S. H. LYNCH & COMPANY**  
 910 Calhoun Street  
 Houston, Texas

**S. H. LYNCH & COMPANY**  
 832 Baronne  
 New Orleans, La.

**S. H. LYNCH & COMPANY**  
 1049 Union Ave.  
 Memphis, Tenn.

**S. H. LYNCH & COMPANY**  
 900 N. Western  
 Oklahoma City, Okla.

# STREET IF YOU EXPECT TO MAKE SALES

If you ever did any house-to-house selling, you know that the more calls you make the better chance you have of getting orders. The same principle applies to merchandising music.

Each Wallomatic you install in a location is a silent salesman displaying the merchandise you have to sell and asking for the order.

There was a time when the novelty of an automatic phonograph would induce prospective music customers to get up from their tables, cross the room and join the crowd to make a selection and to watch a mechanism operate. That novelty is gone.

Today the most successful operators are finding that profitable music merchandising depends on:

1. A phonograph that provides quality sound plus selling appeal.
2. Scientific Sound Distribution to bring music at conversational level to every point of the location.
3. Remote Control to make music selection easy for the public.

4. A Dual Remote Volume Control unit to permit complete control of selections from a remote point.

The J. P. Seeburg Corporation offers operators a completely factory-engineered music system with all the elements necessary for Scientific Sound Distribution and Remote Control in any location. Providing music that is pleasant to listen to—and making it easy for the public to buy—is a far more logical approach to profitable operation than trying to increase revenue by doubling the price of music.

If Scientific Sound Distribution and Remote Control are not working for you, you are overlooking an opportunity to increase your profits. Why not discuss their application to your locations with your Seeburg distributor?



## AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS

S. L. LONDON MUSIC CO., INC.  
3130 W. Lisbon Avenue  
Milwaukee 8, Wisconsin

MINTHORNE MUSIC COMPANY  
2916-20 West Pico Blvd.  
Los Angeles 6, Calif.

MINTHORNE MUSIC COMPANY  
512 W. Washington St.  
Phoenix, Arizona

JACK R. MOORE COMPANY  
1615 S. W. 14th Ave.  
Portland 1, Oregon

JACK R. MOORE COMPANY  
348 Sixth St.  
San Francisco 3, Calif.

JACK R. MOORE COMPANY  
100 Elliott West  
Seattle 99, Wash.

JACK R. MOORE COMPANY  
No. 4 Bernard Street  
Spokane, Wash.

MUSIC SYSTEMS, INC.  
6210 Euclid Avenue  
Cleveland 3, Ohio

MUSIC SYSTEMS, INC.  
1312 Jackson Avenue  
Toledo, Ohio

THE MUSICAL SALES COMPANY  
140 W. Mt. Royal Avenue  
Baltimore 1, Maryland

THE MUSICAL SALES CORP. of VIRGINIA  
415 W. Broad Street  
Richmond 20, Virginia

SHAFFER MUSIC COMPANY  
606 S. High Street  
Columbus 15, Ohio

SHAFFER MUSIC COMPANY  
1619 W. Washington Street  
Charleston, West Virginia

SHAFFER MUSIC COMPANY  
2129 Main Street  
Wheeling, West Virginia

SOUTHERN AUTOMATIC MUSIC CO.  
228-30 West Seventh Street  
Cincinnati 2, Ohio

SOUTHERN AUTOMATIC MUSIC CO.  
325 N. Illinois Avenue  
Indianapolis 4, Indiana

SOUTHERN AUTOMATIC MUSIC CO.  
242 Jefferson Street  
Lexington 7, Kentucky

SOUTHERN AUTOMATIC MUSIC CO.  
603 Linden Avenue  
Dayton 3, Ohio

SOUTHERN AUTOMATIC MUSIC CO.  
1329 S. Calhoun Street  
Fort Wayne 2, Indiana

SPARKS SPECIALTY COMPANY  
Soperton, Georgia

SPARKS SPECIALTY COMPANY  
301-303 Edgewood Ave., N. E.  
Atlanta, Georgia

SPARKS SPECIALTY COMPANY  
2101 Main Street  
Columbia, South Carolina

S. L. STIEBEL COMPANY  
542 S. Second Street  
Louisville 2, Kentucky

S. L. STIEBEL COMPANY  
425 Broad Street  
Nashville, Tenn.

S. L. STIEBEL COMPANY  
211 E. 10th Street  
Chattanooga 3, Tenn.

S. L. STIEBEL COMPANY  
710 N. W. 2nd Street  
Evansville 8, Indiana

W. B. NOVELTY COMPANY, INC.  
1012 Market Street  
St. Louis 1, Missouri

W. B. MUSIC COMPANY, INC.  
1518 McGee Street  
Kansas City 8, Missouri

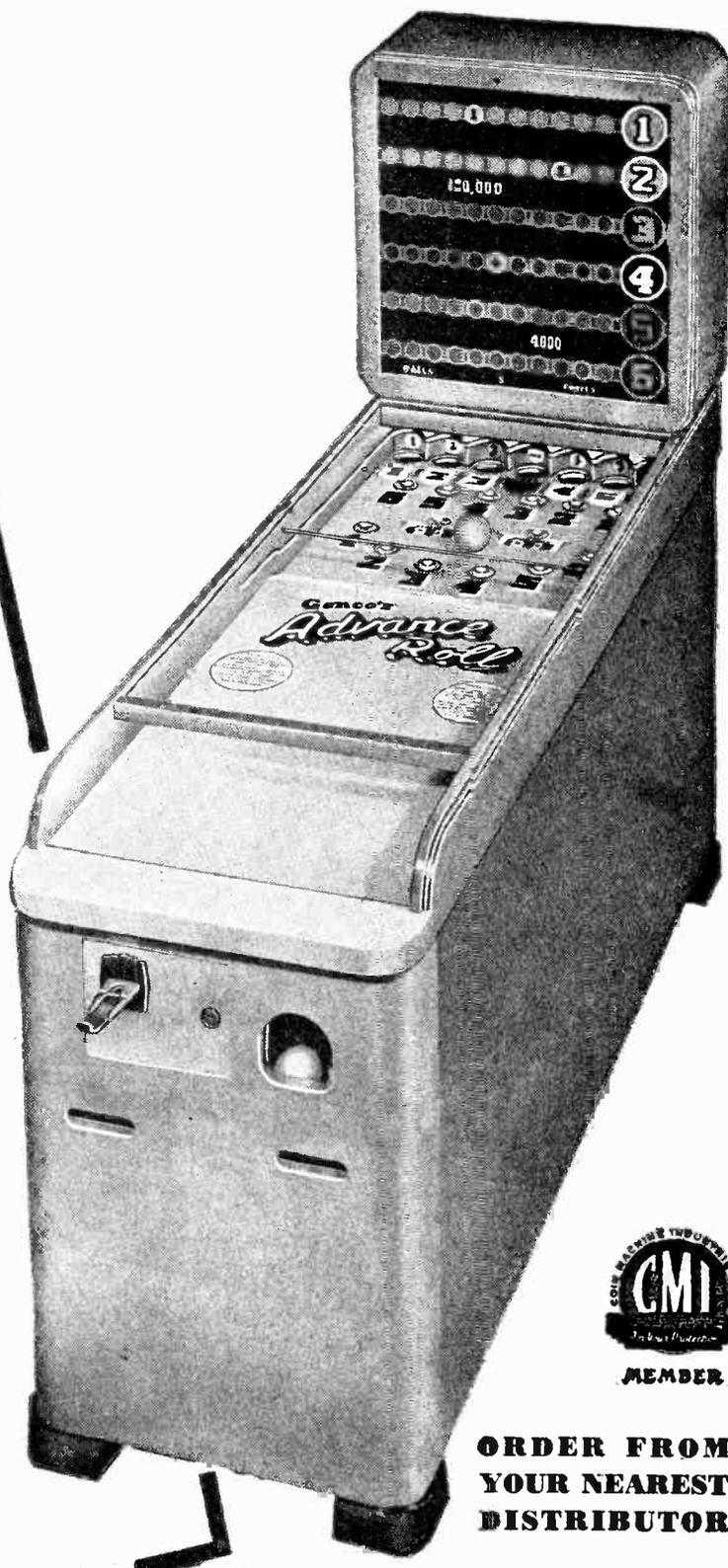
**GENCO'S**

# ADVANCE ROLL

WITH THAT SENSATIONALLY NEW EXCLUSIVE FEATURE--★FRB  
THE GAME THAT "OUTEARNS" ALL ROLL DOWN GAMES

**Order  
this  
Terrific  
Money  
Maker  
TODAY**

**from your  
Nearest  
Distributor**



★ **Floating  
Roll-over  
Buttons**

★ Floating Roll-Over Button—a new and exclusive innovation that automatically registers balls passing over it.

**ORDER FROM  
YOUR NEAREST  
DISTRIBUTOR**

**GENCO** BUILDS GREATER GAMES  
2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS



# FINGER-TIP CONTROL

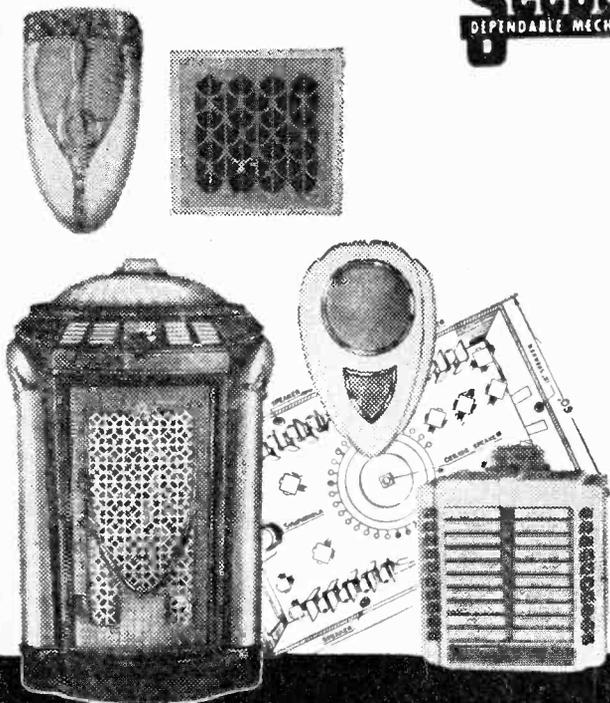
*.. control volume or make emergency record cancelations with the Remote Control Panel .. at the cashier stand!*



## SCIENTIFIC SOUND DISTRIBUTION

.. offers the only complete solution to the problem of letting all customers .. in all corners of a large establishment .. hear the music in a pleasing, natural tone and volume that won't interfere with normal conversation. This wonderful and modern music system requires a Dual Remote Control unit .. with which to tune the volume to "fit" large and small crowds .. just as an air conditioning system requires a thermostat to keep the temperature at a comfortable level.

**Install a Complete Seeburg system in each of your locations**



- \* Dallas, Facilit at Olive
- \* Houston, 910 Calhoun
- \* New Orleans, 832 Baronne
- \* San Antonio, 241 Broadway
- \* Memphis, 1049 Union Avenue
- \* Oklahoma City, 900 N. Western

# S. H. LYNCH & CO.

*Exclusive Southwest Distributors*

Naturally —  
**THEY GO TOGETHER!**



**PROGRESSIVE OPERATOR...**

Indianapolis, Indiana,  
April 5, 1946.

Southern Automatic Music Co.,  
325 N. Illinois St.,  
Indianapolis, Indiana.

Dear Mr. Weinberger:

I have recently installed a complete Seeburg Remote Control system with Seeburg Scientific Sound Distribution in a newly completed, modern, 24 hour, 7 day week restaurant named "The Grass Shack" in the city of Indianapolis, Indiana.

I felt that I wanted to keep with the times in the latest developments in music systems. That is the reason I installed Seeburg Remote Control and Scientific Sound Distribution.

I am very well pleased with the earnings of this installation and the fine music it produces.

Yours very truly,  
BARLEY MUSIC COMPANY

*James R. Barley*  
James R. Barley

**SUPERB MUSIC...**

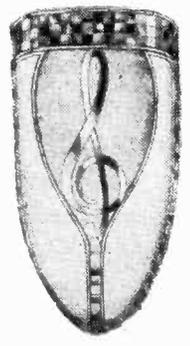


Favorite Hoosier dining place since its recent opening is the Grass Shack, modern and spacious new restaurant at 5657 West Washington Street, Indianapolis, Indiana.

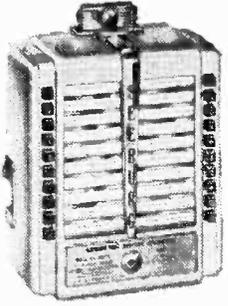


**8" TEAR DROP SPEAKER**

**SYMPHONOLA "1-47"**



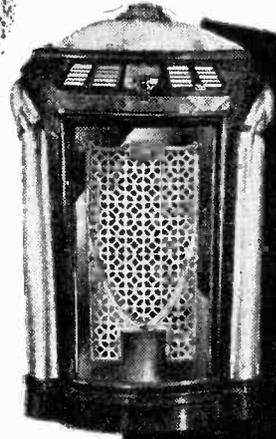
**12" MIRROR SPEAKER**



**DUAL REMOTE VOLUME CONTROL**



**WIRELESS WALLOMATIC**



**SEEBURG**  
World's Finest and  
Most Complete  
**MUSIC SYSTEMS**

Installation engineered by Southern Automatic Music Company for Scientific Sound Distribution and Remote Control.

**VISIT YOUR NEAREST "SOUTHERN" OFFICE FOR A DEMONSTRATION**

**SOUTHERN AUTOMATIC MUSIC CO. Inc.**  
"THE HOUSE THAT CONFIDENCE BUILT"



**SEEBURG DISTRIBUTORS IN CINCINNATI**  
DAYTON • INDIANAPOLIS  
FT. WAYNE • LEXINGTON •

228 W. SEVENTH STREET, CINCINNATI 2, OHIO  
603 LINDEN AVENUE, DAYTON 3, OHIO  
325 NORTH ILLINOIS STREET, INDIANAPOLIS 4, INDIANA  
1329 SOUTH CALHOUN STREET, FT. WAYNE, INDIANA  
242 JEFFERSON STREET, LEXINGTON 2, KENTUCKY

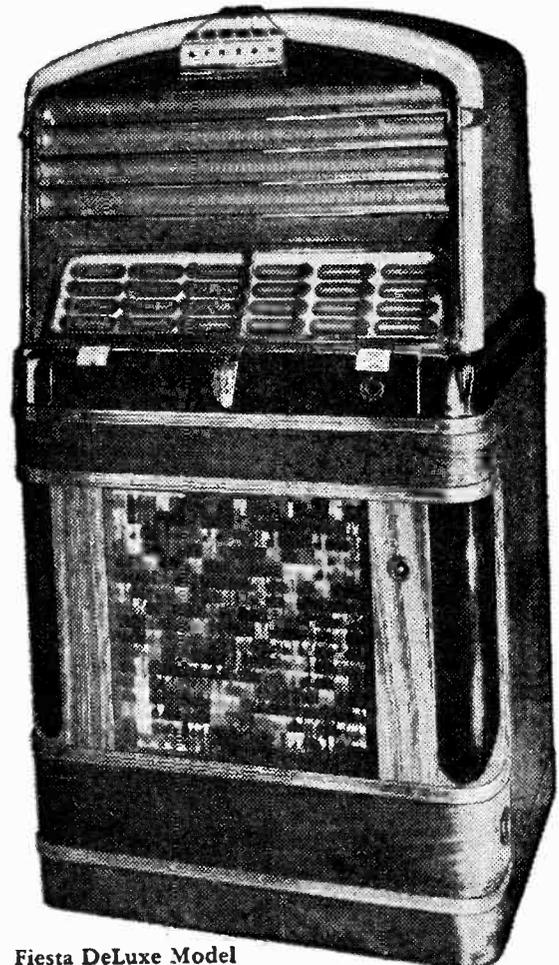
# Fiesta Time is Near...



## *On A Day in May...*

Come to Fiesta — celebrate Fiesta time with your Aireon distributor (he can give you the date of his "Fiesta" Day). Join him in this Aireon festival of fun and beauty.

You'll see and hear the thrilling new Aireon Fiesta DeLuxe, created to add greater beauty to any location . . . designed to increase location profits 18% to 36%. Plan to be there — write or phone your Aireon distributor today.



Fiesta DeLuxe Model

# Aireon

MANUFACTURING CORPORATION

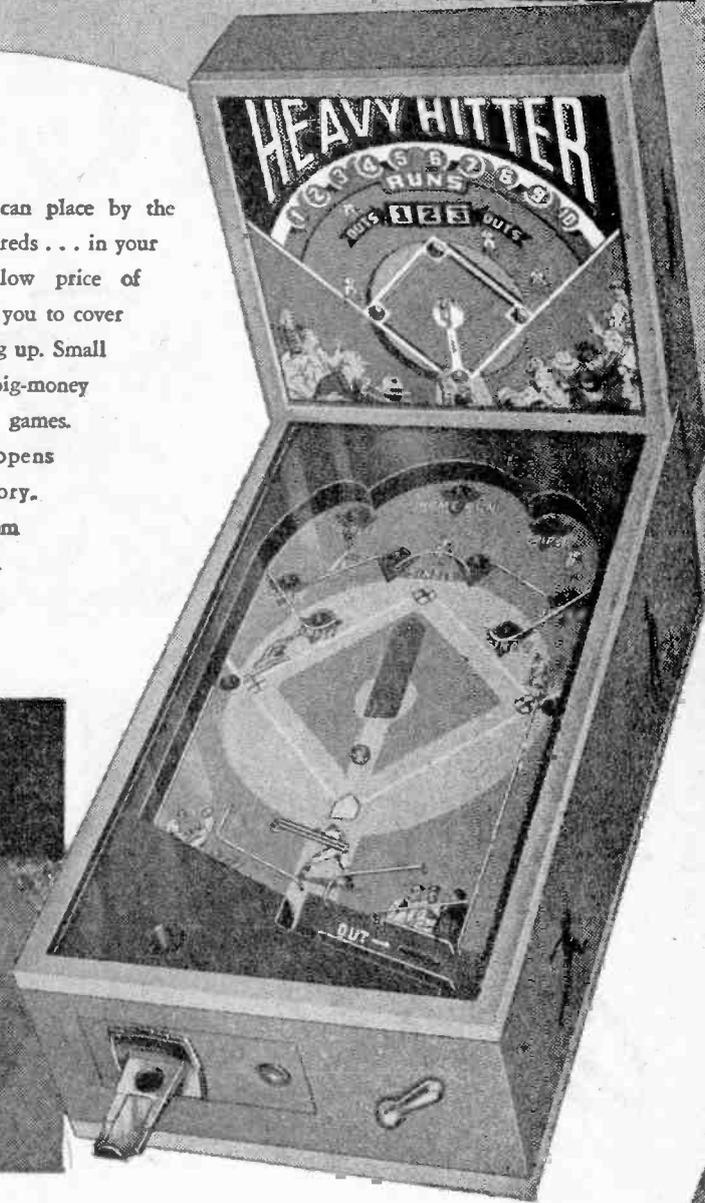


General Offices: 1401 Fairfax Trafficway, Kansas City, Kansas  
In Canada: Mafco Corp., Ltd., 4001 St. Antoine St., Montreal, Que.



# 50,000 locations waiting for *Bally's* **HEAVY HITTER**

Here's a game you can place by the dozens . . . by the hundreds . . . in your territory. Sensationally low price of HEAVY HITTER permits you to cover locations you are now passing up. Small size wins a welcome in busy, big-money spots which cannot use larger games. Thrilling baseball skill-play opens HEAVY HITTER to all territory. Simple mechanism insures rock-bottom service cost. Fast, fascinating action earns top profits month after month. Order HEAVY HITTER today.



## REAL BASEBALL THRILLS ball automatically pitched to player

Simply deposit a nickel and . . . play ball! Automatic "pitcher" hurls ball from mound in realistic baseball diamond. Flip finger-lever to swing bat . . . hitting singles, doubles, triples, home-runs or outs. Scoreball "runs bases" on back-glass. Runs and outs register on score-board. Play ends after 3 outs or 4 exciting minutes of play . . . and in goes another coin . . . and another and another . . . repeat-play by the hour.

OPERATE AS  
COUNTER GAME  
OR WITH  
FLOOR STAND

- BALLY ENTRY
- SPECIAL ENTRY
- ROCKET
- TRIPLE BELL
- DE LUXE
- DRAW BELL

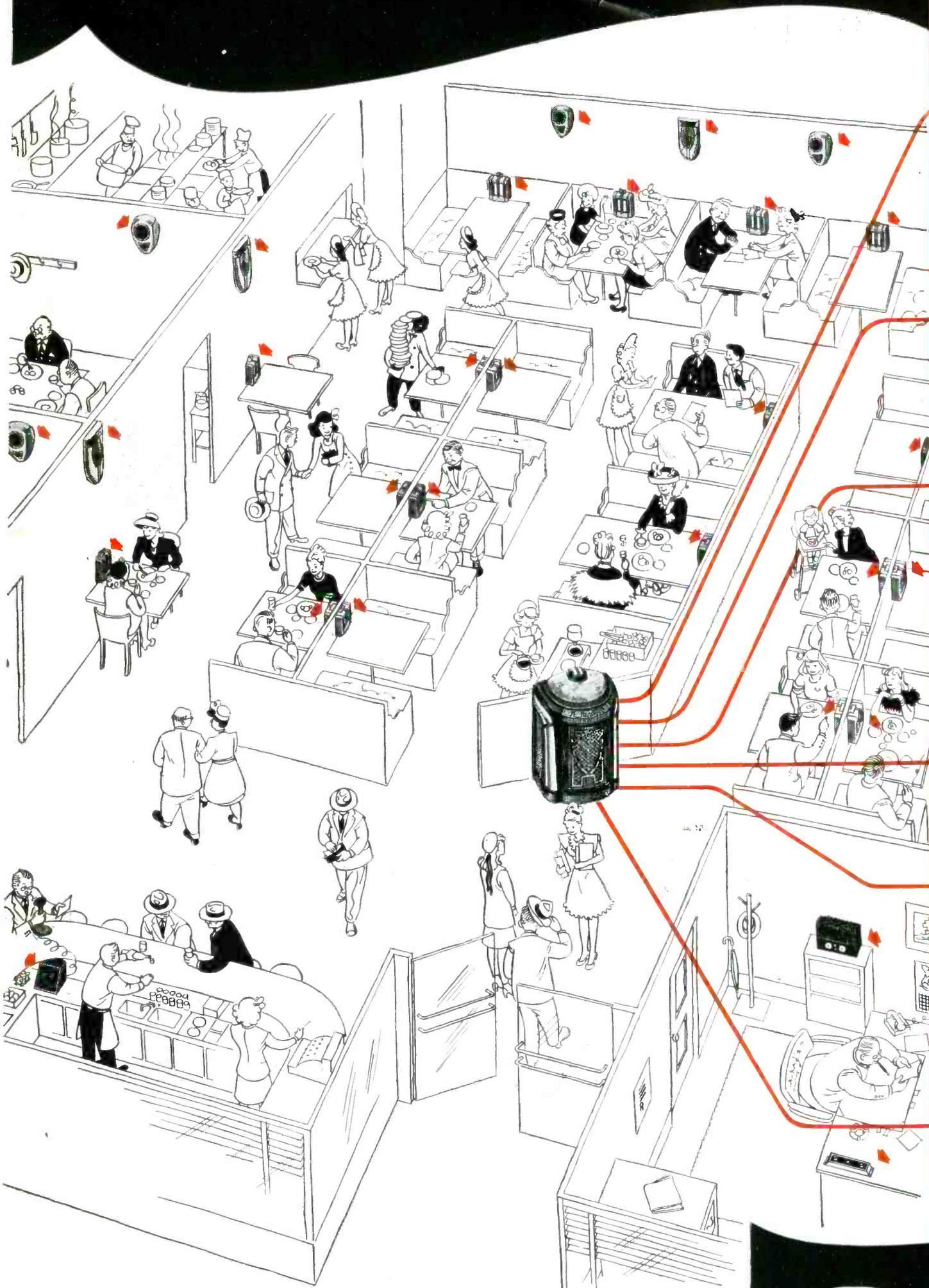


*Bally* MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

# Seeburg provides everything necessary

for every music system . . .



Wireless Wallomatics



3-Wire Wallomatics



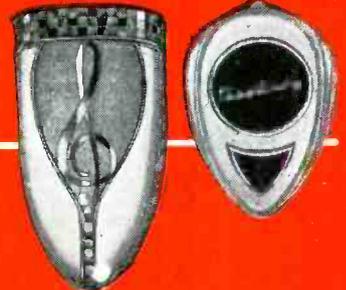
Pre-Amplifier and Public Address System



Auxiliary Remote Control Amplifier



Dual Remote Volume Control



Tear Drop and Mirror Speakers

## Stay ahead with Seeburg

AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS

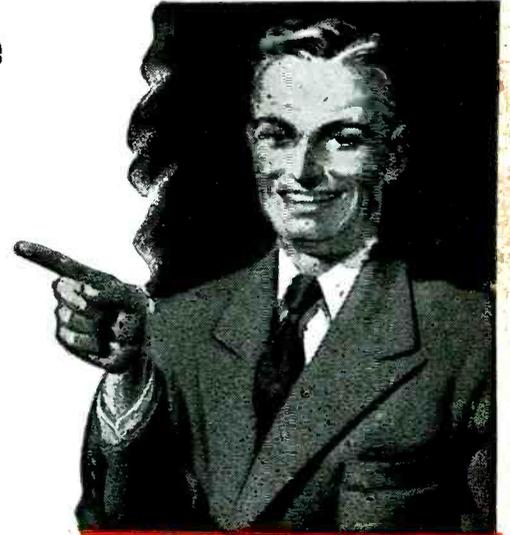
# Seeburg

1902 • DEPENDABLE MUSIC SYSTEMS • 1947

J. P. SEEBURG CORPORATION  
1500 N. Dayton St., Chicago 22

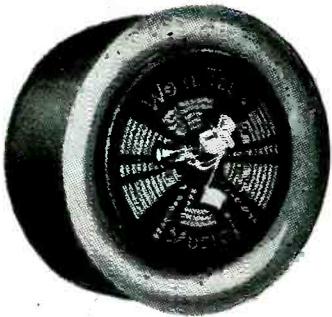
**The More Accessible and Enjoyable  
You Make Your Music, the More  
Money It Will Make for YOU**

**DO IT WITH **WURLITZER**  
ENGINEERED MUSIC SYSTEMS**

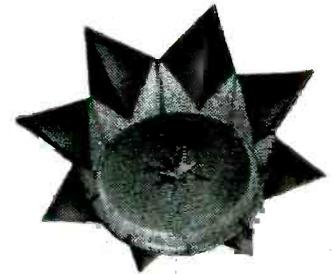


● Your Wurlitzer Distributor knows that no two locations, whether commercial, industrial or institutional, are alike in size, shape or acoustical properties. He knows that a properly engineered Wurlitzer Music System will make your music more convenient to play—far more enjoyable to listen to. He knows that the more accessible and enjoyable you make it, the more money it will make for you. Want to boost your income? See your Wurlitzer Distributor now on the subject of Wurlitzer Engineered Music Systems. NOW!

**The Rudolph Wurlitzer Co. ★ North Tonawanda, N. Y.**



**MODEL 4004**  
Musical Note Speaker



**MODEL 4002**  
Multi-Colored Wall or Ceiling Speaker



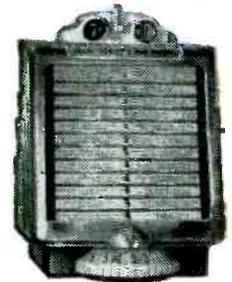
**MODEL 4009**  
Recessed Wall or Ceiling Speaker



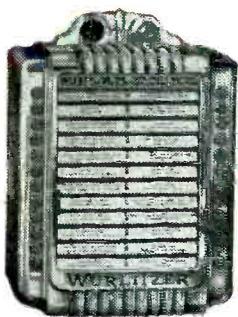
**MODEL 4007**  
Oval Deluxe Speaker



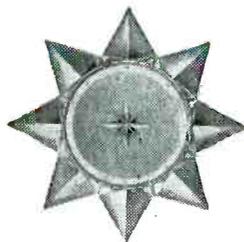
**MODEL 4006**  
Round Mirror Speaker



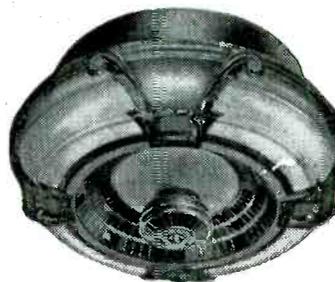
**MODEL 3031**  
30 Wire Wall Box



**MODEL 3020**  
5-10-254 Wall Box



**MODEL 4000**  
Silver Star Wall or Ceiling Speaker



**MODEL 4008**  
Super Deluxe Wall or Ceiling Speaker



**MODEL 4005**  
Round Walnut Speaker



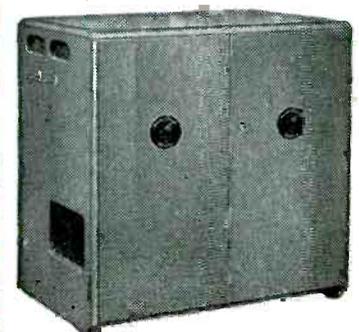
**MODEL 241**  
Outdoor Speaker



**MODEL 28**  
Remote Volume Control



**MODEL 217**  
Auxiliary Amplifier



**MODEL 1017**  
Concealed Unit